



**THE GLOBAL
COMPACT
ASIA**

Best Practices

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Best Practice From Bangladesh

Project Name: Recycle of Used Lead Acid Battery

About the company Rahimafrooz Batteries Limited (RBL) is the largest lead-acid battery manufacturer in Bangladesh and offers an extensive range of automotive and specialized industrial battery. It manufactures over 300 different types of automotive and industrial batteries. Its plant is ISO 9001 & ISO 14001 certified. It is one of the key players in South Asia in its field.

RBL has also extended its product line to secure power solution with Rectifier and VRLA Batteries.

Partners/ Participants Government of Bangladesh - Department of Environment (DOE), and Bangladesh Accumulator & Battery Manufacturers Association (BABMA).

Global Compact Principle(s) Principle 8: Undertake initiatives to promote greater environmental responsibilities

Project Duration It is an ongoing program, which has been incorporated in the Strategic Planning of the Company.

Background/ Abstract In the country almost 100 % Lead Acid Battery is being recycled in a hazardous & unorganized way. Re-builders are collecting scrap batteries from dealers & other sources, drain the acid indiscriminately without any treatment, break the battery manually, segregate parts & sell them off, smelt the lead part in open air in a very health hazardous way resulting in serious environment pollution.

Initiative RBL launched "Used Battery Recycle " program to help create lead free environment. In this connection the company started battery collection program in 2004 with formal communication on the eve of Environment day. Issues like bringing good practices to our business, enhancement of corporate credibility & cost competitiveness through material recycling have been considered in the process of formulation the program. Another objective is to implement best global practices and environment friendly battery collection & disposal procedure. RBL has gone and undertaken massive awareness programs , developed battery collection process backed by required infrastructure. It also extended support to Government in developing standard recycle process . All the above resulted in introduction of Government SRO in August 2006 mandating safe disposal of Used Batteries through authorized organizations.

Challenges Faced Logistic to ensure hazard free collection of used lead-acid batteries. Cost effective collection due to monetary incentive in informal sector. Awareness generation among users/ customers

Impacts and Benefits Environment friendly battery collection & disposal procedure. Enhancement of corporate credibility. Cost effective collection. Legal frame work for compliance of safe disposal of used lead acid batteries

Future Plan Undertake further awareness programs to ensure legal compliance of used lead acid battery disposal/ collection. Enhance collection efficiency & collect 100% battery sold by the company. Enhance Recycle Efficiency. Implement automated recycling plant.

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Best Practice From China

Project Name: China Africa Business Council (CABC)

About the Company/Council

Driven by the private sector with strong public sector support, CABC is believed to be the first Public-Private Partnerships (PPP) initiative between China and Africa under the South-South Cooperation Framework.

Partners/ Participants

UNDP China Office, SU/TCDC of UNDP, six UNDP Country Offices in Africa of Cameroon, Ghana, Mozambique, Nigeria, Tanzania and Kenya, China Guangcai Programme, China International Center for Economic and Technical Exchanges (CICETE) of the Chinese government.

Global Compact Principle(s)

Human rights principles

Project Duration

January 2005-December 2007

Background/Abstract

In order to create an enabling environment for China-Africa economic and technical cooperation, a three-year UNDP project of Support to Establishing the China-Africa Business Council (CABC) was launched in 2005 in China with an initial funding of 1 million USD supported by UNDP. A joint initiative between UNDP and China Society of Promotion for the Guangcai Programme (Guangcai), a key link between China's Communist Party and the private sector with a membership of more than 16,500 Chinese private sector companies, CABC will be established between China and a first group of six African countries: Cameroon, Ghana, Kenya, Mozambique, Nigeria and Tanzania. .

Initiative

Starting from early 2005, the three-year project aims to provide a practical business tool to facilitate Sino-Africa economic links focusing on investment and trade. CABC will be a two-level mechanism working alongside government ministries of participating countries but also as a practical business tool to assist Chinese and African companies further their interests and achieve greater success in trade and investment objectives.

The CABC Secretariat was set up in Beijing in August 2005 and provides an easily accessible source of business and economic information tailored towards the needs of Chinese and African companies. The CABC website www.cabc.org.cn was launched in September 2005. The Secretariat will conduct two-way trade missions, sector studies, workshops and seminars and will provide consultancy services on specific issues.

Challenges Faced

China has a strong political commitment towards Africa, underlined by the high-level Sino-Africa Forum which represents the political support for Sino-African relations. Trade between China and Africa is rapidly growing. In 1999, it totaled only 2 billion dollars, whilst in 2004 it reached 30 billion dollars. However, trade and investment levels between China and Africa remain well below their potential. There is a need to better facilitate economic links between China and Africa.

Impacts and Benefits

CABC was launched in March 2005 with broad stakeholder participation. In the context of the project, several business delegations have already been conducted both in China and in Africa resulting in trade agreements and joint ventures. Minister Hu Deping of China Guangcai Programme headed a high level business delegation to visit Africa in August 2006. CABC will play a key role on the side of the upcoming Heads of State Summit between China and Africa scheduled to take place this fall. This key PPP initiative is envisaged to contribute to the strengthening of the economic links between China and Africa and to the attainment of the MDGs at the global level through promotion of fostering partnerships between China and Africa.

Future Plan

CABC database is in the making at the current stage and six CABC Africa Offices are expected to be established in the relevant participating countries in Africa.

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Best Practice From India

Project Name: IndianOil Scholarship Scheme

About the Company	Indian Oil Corporation Ltd. was formed in 1964 through the merger of Indian Oil Company Ltd. (Estd.1959) and Indian Refineries Ltd. (Estd.1958). It is currently India's largest company by sales with a turnover of Rs.1,83,204 crores (\$ 36537 Millions) & profits of Rs.4,915 crores (\$ 1115.3 millions) for fiscal 2005. Indian Oil is also the highest ranked Indian company in the Fortune 'Global 500' listing, at 153 positions. It is also the 18th largest petroleum company in the world and the #1 Petroleum trading company among the National Oil Companies in the Asia Pacific region.
Partners/Participants	Students of 10+/ITI, Engineering, MBBS and MBAs, belonging to families with less than Rs.1 lakh (~ \$2290/-) as the gross joint annual income of the family.
Global Compact Principle(s)	Businesses should support and respect the protection of internationally proclaimed human rights within their sphere of influence
Project Duration	The scholarship is awarded @Rs.1000/- per month (~ \$ 23) to 10+/ITI students for two years and @ Rs.2000/- per month (~ \$ 46) for the entire tenure of professional courses i.e Engineering /MBBS/MBA. The scholarship is payable for all the 12 months in a year.
Background/Abstract	As a part of its Corporate Social Responsibility, IndianOil had launched "INDIANOIL SCHOLARSHIP" Scheme in August 2003 to help improve quality of life of people particularly of those of the underprivileged and economically weaker section. The 'IndianOil Scholarship' is awarded to 350 meritorious students on Merit-cum-mean basis, to support & fulfill the dreams, belonging to families with less than Rs.1 lakh (\$ 2290 per annum) as the gross joint annual income of the family. The scholarship covers first year students of 10+/ITI, Engineering, MBBS and MBAs. The scholarships are divided amongst General & Reserved Categories, which are further distributed to Girls and Physically Handicapped students and students from Jammu & Kashmir as well as North East States. Of these 250 scholarships are for the 10+/ITI students @ Rs.1000/- per month (~ \$ 23) for two years. Another 100 scholarships @ Rs.2000/- per month (~ \$46/-) are awarded for the entire tenure of professional courses i.e Engineering (50 nos.), MBBS (20

nos.) and MBA (30 nos.). This year IndianOil has announced 450 Scholarships for meritorious students all over India, under the IndianOil Scholarships Scheme for the academic year 2006-07. As part of the scheme, special encouragement is being given to girl students, physically challenged students, and students from J&K as well as the Northeast States.

Initiative	Initiative was launched after assessing the need & the target group all across the country in the year 2003. Thereafter the scheme has been continued in successive years with overwhelming response.
Challenges Faced	India being very vast country. All the 35 States having their different standard of examination system. The no. of scholarship bagged by students of few States is much higher than other states where marking system is relatively conservative.
Impacts and Benefits	350 needy and meritorious students avail scholarship every year, since 2003 and who were qualified as professional graduate, which would have been difficult without the support. The sponsor i.e. IndianOil in the process had generated substantial goodwill, not only amongst the students and their family members, but also in the society at large. The organization had been able to create an image of a responsible corporate, which cares for the well being of younger generation in the society.
Future Plan	From the academic year 2006-07, our company has increased the number scholarship, in professional courses from 100 to 200. Therefore, from this year onward, "The IndianOil Scholarship will be awarded 450 meritorious students.

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Best Practice From Japan

Project Name: Insurance for the Planet ~

Mangrove Reforestation Project

About the company	<p>Tokio Marine & Nichido Fire is the oldest and largest general insurance company in Japan.</p> <ul style="list-style-type: none"> • Date of Establishment: August 1, 1879 • Capital: 101.9 billion yen • Location of Head Office: 1-2-1 Marunouchi, Chiyoda-ku, Tokyo • Net premiums written: 1.8927 trillion yen (as of March 31st, 2006) • Total Assets: 10.8147 trillion yen (as of March 31st, 2006) • Number of employees: 15,879 (as of March 31st, 2006) • Number of agents: 63,413 (as of March 31st, 2006)
Partners/ Participants	<p>We have been proceeding with this project in partnership with the following two NGOs:</p> <ol style="list-style-type: none"> ① The Organization for Industrial, Spiritual and Cultural Advancement (OISCA) ② Action for Mangrove Reforestation (ACTMANG)
Global Compact Principle(s)	<ul style="list-style-type: none"> • Principle 7 ··· Business should support a precautionary approach to environmental challenges • Principle 8 ··· Undertake initiatives to promote greater environmental responsibility
Project Duration	<p>We have been operating this project since 1999.</p> <ul style="list-style-type: none"> • 1st phase ··· from April 1999 through March 2004 • 2nd phase ··· from April 2004 through March 2009
Background/ Abstract	<ol style="list-style-type: none"> ① Over the last 30 to 40 years, mangrove deforestation has so advanced that about 80% of mangroves had been lost in some countries within the Southeast Asian region due to various human-induced causes. ② In recent years the role mangroves play in sequestering carbon dioxide, one of the primary gases responsible for global warming, has drawn much attention. ③ We commenced this project in 1999 with the aims of contributing to the prevention of global warming and regenerating rapidly disappearing mangrove forests. ④ This project was proposed by a member of our company and started as part of the company's commemorative activities on the occasion of the 120th anniversary before its merger. ⑤ We set a target of reforesting an area of 3,000 hectares of mangroves in five Southeast Asian countries (Indonesia, Thailand, the Philippines, Myanmar and Vietnam) over a five-year period.

Initiative	<ol style="list-style-type: none"> ⑥ Having succeeded in achieving our 3,000 hectare first phase target, we are now in the second phase which started in April 2004 with the target of reforesting a further 2,000 hectares in the next five years in the previous five Southeast Asian nations plus the newly added nation of Fiji, where the nation is faced with the risk of sinking below sea level as a result of global warming. <ol style="list-style-type: none"> ① We have been engaged proactively in environmental awareness raising both inside and outside our company through our mangrove reforestation activities. ② Once or twice a year, we organize a tour for about one week for company members and retirees, agents, and their families as "Green Volunteers" who participate in the tour at their own expenses. ③ A managing director or above becomes the leader of every "Volunteer Reforestation Tour". Our company president Kunio Ishihara also participated in the tour in February 2004. ④ Also, one of the major purposes of this project is to offset the carbon dioxide emissions from the business activities of Tokio Marine & Nichido by replanting an area of mangroves sufficient to absorb the same amount of carbon dioxide, neutralizing the global warming burden caused by our company. ⑤ The area of 3,000 hectares of mangrove forests is estimated to be a scale sufficient to absorb the emissions associated with the business activities of Tokio Marine & Nichido. ⑥ Having achieved the target, we have become a "carbon neutral" company, which is still uncommon in Japanese financial institutions.
Challenges Faced	<ol style="list-style-type: none"> ① Before starting this project, we had difficulty in finding partners who had expertise in as large as 3,000 hectares of mangrove reforestation and cooperated with us. ② In carrying out the project, the establishment of trustful relationships between local residents and us becomes very important. Sometimes we improve road conditions and make conference halls locally and are always ready to give advice to local people. We have been making efforts so that they can appreciate the facts that mangrove forests provide resources indispensable to their daily lives and bring about improvements and greater stability in their living environment. ③ Also, there have been a lot of reforestation sites suffered from weather conditions and theft. ④ We have had difficulty in selecting the kind of seeds suitable for each reforestation site.
Impacts and Benefits	<ol style="list-style-type: none"> ① Environmental protection and Prevention of global warming The area of 3,000 hectares of mangrove forests is estimated to be a scale sufficient to absorb the emissions associated with the business activities of Tokio Marine & Nichido. Our aim is to balance the volume of carbon dioxide emissions resulting from our business activities with the volume of carbon dioxide absorbed by reforested mangroves, so as to become "carbon neutral".

② Disaster prevention This project has great significance from a disaster prevention perspective. In the Indian Ocean Tsunami that occurred in December 2004, mangroves played a role in acting as breakwaters, protecting the lives of many people. The mangroves reforested by Tokio Marine & Nichido were not only undamaged by the tsunami but also effective in keeping damage suffered by people living behind them to a minimum and saving many of their lives. For example, in Ngao village, Ranong Prefecture, Thailand, the mangroves reforested by Tokio Marine & Nichido and villagers living behind them were undamaged by the tsunami. On the contrary, in the case of Ban Thalenok village, Ranong Prefecture, Thailand having few mangrove forests along the seaside and facing the sea directly, there was enormous damage around there. A lot of villagers lost their houses swept away by the tsunami and a lot of lives were lost.

③ Regional contributions and international exchange
By reforesting mangroves which contribute to the conservation of an ecosystem and provide resources indispensable to the daily lives of local residents, we have been able to bring about improvements and greater stability in their living environment. Moreover, we have been making efforts to foster international exchange with local people by way of our "Volunteer Reforestation Tours".

④ Environmental awareness raising
We have been proactively expanding our environmental awareness-raising activities using television, newspapers, magazines and so on. Furthermore, we started giving environmental education named "Green Lesson" on

Future Plan

① In October 2005, we started providing environmental education named "Green Lesson" on mangrove reforestation and the prevention of global warming to elementary school children in Tokyo. About 50 volunteers from our company staff visited 20 elementary schools and gave lessons to about 1,550 children.

② We will continue this "Green Lesson" until March 2009 and expand areas into other prefectures. We hope to contribute to the awareness raising of the need to protect environment through mangrove reforestation and this new educational program.



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Best Practice From Japan

Project Name: Establishment of International Integrated Recycling System

About the company	Fuji Xerox was founded in 1962 as a joint venture between Xerox Corporation in the United States and Fuji Photo Film in Japan. We offer products and services for managing document creation, distribution, and storage. Fuji Xerox currently operates directly in Japan and the Asia-Pacific region, while operating through Xerox Corporation in Americas and Europe.
Partners/ Participants	1) The Thai Government for granting the permit to set up a recycling center 2) Mitsui & Co. for establishment of recycling network and management 3) The Australian Government for granting the permit to export end-of-life products
Global Compact Principle(s)	This project abides by the principles 7, 8, and 9. Principle 7: Businesses should support a precautionary approach to environmental challenges. Principle 8: Businesses should undertake initiatives to promote greater environmental responsibility. Principle 9: Businesses encourage the development and diffusion of environmentally friendly technologies.
Project Duration	The project lasted for 4 years; it was launched in April of 2001, and finished in March of 2005.
Background/ Abstract	The objective of "zero landfill" at Fuji Xerox is for its own products to generate no waste. We take responsibility for the collection of end-of-life products from customers. In addition, Fuji Xerox utilizes reusable parts in new products and recycle other parts to be used as materials so that no waste is generated from end-of-life products. We began to tackle this challenge in 1995 and built a 100-percent recycling system in Japan in 2000. The system achieved profitability for the first time in 2003, and it continues to be in black through FY2005 (the most recent data available), proving itself to be a sustainable project. However, the depletion of natural resources is a global issue and we have realized the importance and the need of establishing an internationally integrated recycling system. Thus, Fuji Xerox started considering building the similar system that covers our operational areas in Asia-Pacific and is equipped with the same level of quality as that in Japan.

Initiative Fuji Xerox formed a companywide project team to address the issue. The project team worked on the construction of a plant as well as training personnel who actually work at the plant. Fuji Xerox also funded a subsidiary (Fuji Xerox Eco-Manufacturing Co., Ltd.) that oversees the day-to-day operation at the plant.

Challenges Faced

- 1. Establishing a relationship of trust with the Thai government**
The Thai government initially not enthusiastic for establishing a recycling center --- to accept used goods from overseas, after the past incidents that used personal computers imported from overseas for reuse purpose were illegally dumped. After waiting more than an year, Fuji Xerox was given an opportunity to persuade the Thai government official in charge of the project. President Toshio Arima himself met with the official and emphasized Fuji Xerox's past efforts in Japan as well as enthusiasm with which the company planned to establish a recycling system of a similar level in Asia-Pacific. After one year, permission was finally granted for the project in Thailand.
- 2. Obtaining permission to export end-of-life products from Australia**
An Australian law stipulates that in principle, waste material shall not be exported to non-OECD countries. To send waste material to Thailand, exporters must undergo examinations by an advisory committee and obtain permission from the Minister of the Environment. Thus, the project team submitted a 420-page report to the committee that would examine the whole project in detail. However, after an year and a half, the committee was still in discussions, with export permits pending. Fearing that it would be impossible to operate a recycling system if the stalemate continued, the head of the project team himself attended a committee meeting and urged for a permit, stressing that Fuji Xerox has done everything it can possibly think of. The appeal moved the committee members and the permit was finally granted.

Impacts and Benefits As noted above, the integrated recycling system in Japan turned black in 2003, and in FY 2005, it generated profit of approximately 130 million yen. The disposal data for the international integrate system in FY 2004 is as follows;

- Number of end-of-life machines disassembled and separated for recycling: About 7,000 units
- Weight of materials recycled (including effective utilization of energy): About 1,000 tons
- Recycling rate per machine by weight: 99.6%
- Landfill rate per machine by weight: 0.4%

Future Plan Fuji Xerox plans to further automate disassembly and separation for recycling, along with deciding whether or not parts can be reused. We also aspire to build the similar system in China .

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Best Practice From Nepal

Project Name; Formation Village-Hoste Hainse

About the company

Formation Carpets is a carpet manufacturing and exporting company. The main concern of the management is to create exclusive carpet designs, ensuring outstanding quality and assuring a sound working environment for employees. Formation Carpets adheres to the principles on human rights, labour and environment.

Total employees	228
Administrative staff	36 (18 female and 18 male)
Carpet Weavers	175 (female)
Cutting Masters	4 (male)
Wool Roller	13 (female)

Partners/ Participants

Hoste Hainse (HH) acts like a partner of Formation Carpets to implement its social welfare activities (especially Education, Health Care and Day Care facilities for employees) and its Formation Village project. Income from 1% of the company's sales goes to HH.

Global Compact Principle(s)

Human Rights The company's policy is to ensure the protection of human rights. The company's policies take into consideration the principle of human rights, the constitution of Nepal, and the Labour Act. The company president is a recipient of the Human Rights Award from Minnesota Advocates for Human Rights, USA for her significant contribution in reducing child labour.

Labour Standards:

- There is no child labour involved in the company
 - Formation Carpet is a forerunner in the fight against child labour in carpet factories
 - Member of Nepal Rugmark: all carpets obtain the Rugmark label
 - Smaller children have access to a well equipped Day Care Centre
 - School going children have access to a Coaching Class to help them with their homework.
 - Weavers and their children have access to Health Care Facility
- All the employees are informed of company policies; the process of dissemination is through quarterly meetings and interactions between the weavers and the staff.

Environment: The company has a well-ventilated and well-lit environmentally sound workplace. All the employees have comfortable sitting arrangements. Employees come on time and have mutual cooperation and harmony amongst themselves. They have access to clean toilet facilities and to drinking water. Occasionally training on health, sanitation and safety are provided to the weavers.

As for the environmental impacts, Formation Carpets is not involved in the dyeing and the washing process directly. It has taken into consideration that

the dyeing is done through the treatment plant as a precaution against environmental degradation.

No Corruption or Discrimination is Practised: The organization has always worked against all form of corruption and there is no discrimination in hiring, compensation, access to training, promotion, termination or retirement based on race, caste, national origin, religion, age, disability, gender or political affiliation.

Background

Formation Carpets was founded in Kathmandu, Nepal, by Mrs. Sulo Shrestha Shah, a Nepali business entrepreneur and Mrs. Linda Gaenszle, a German designer in 1991. The main concern of the management was to create exclusive carpet designs, ensure outstanding quality and assure a sound working environment for its employees.

Hoste Hainse: Founded in 1990, Hoste Hainse had the initial purpose of ensuring sound working conditions for the employees of Formation Carpets and their children. From its first efforts of providing a complimentary day-care and pre-school facility for the weavers' children, HH is now involved in providing educational support to over 1,500 needy and underprivileged children in different parts of Nepal with the support of Nepalese and non-Nepalese donors.

Objectives - Hoste Hainse has taken up the following noble objectives: (a) educate needy children, (b) eliminate child labor through education, and (c) sustain educational program

Functions

- Developing projects/proposals for the benefit of backward communities.
- Assisting the betterment of less privileged communities through creative and service oriented programs.
- Creating awareness amongst the backward communities about the importance of education, health, sanitation and environment degradation.
- Introducing income-generating programs in rural areas.

Initiative

Formation Carpet has been successful in becoming a paragon of an ideal carpet factory. Preference has been given to employing women. 90% of its employees are women. Formation Carpets also provides opportunities to less privileged women.

The company has entrusted Hoste Hainse with the responsibilities of implementation and monitoring of staff welfare activities. The following activities have been initiated:

Reporting System Hoste Hainse has also been assigned to do quarterly monitoring of the company, its Day Care and the coaching class. It inspects work place conditions and interacts with employees regarding their children. It has periodically monitored the company's social responsibility and has been providing the company with yearly social audit reports.

Day Care Centre The company runs a Day Care Centre under Hoste Hainse for infants and pre-school children of weavers (21 children currently). Children are provided proper care and supervision with caretaker ayahs, fed milk and biscuits in a clean environment, and adequate playthings for their physical and mental growth.

Scholarship and coaching class facility The company provides scholarship support through Hoste Hainse to the children of weavers in various boarding and government schools of Kathmandu. Apart from more children staying in school and recording academic progress because of after-school coaching classes and help with their homework, children are also involved in extracurricular activities like painting, singing and dancing. Currently 152 children are getting scholarships, and 60 children are benefiting from coaching class facilities. Over 15 children have already completed their high school exams.

Health Insurance Formation Carpets provides health insurance and medical facilities to its employees through the Blue Cross Nursing Home, Kathmandu. Currently 121 weavers and 32 staff are insured. Normally, weavers get medical benefits up to Rs. 3000, and staff, up to Rs.5000 per year (benefits are higher for special cases). Up to two children of staff are also entitled to medical benefits.

Canteen Facilities The company has opened a canteen on its premises to provide healthy and hygienic food at subsidised costs.

Approaching Donors: Hoste Hainse constantly seeks more donors to be able to support more children. The number of children supported by HH is increasing every year.

Other facilities-Provident fund for permanent employees-Dashain festival allowance-Bonus schemes: 10% of net profit provided to employees as a bonus-Leave is provided as per the Labour Act of Nepal.

Promotional Activities

Launch of Peace Dove Carpet; Hoste Hainse (HH) organized the launching of Peace Dove carpet, a special production of Formation Carpet on 1st December 2005 with Dr. Jane Goodall, United Nations Messenger of Peace, as the chief guest. The carpet will be auctioned in the USA through Dr. Goodall Foundation to raise funds for peace works.

Honouring SLC (high school) graduates: HH organized a program in honour of SLC graduate children of weavers on 11th June 2006 in order to motivate and encourage other students to concentrate on their studies. All the graduating students each received a dictionary as prize.

Challenges Faced It is very challenging to sustain the initiatives started under GC during periods of business slow down.

Impacts and Benefits IBecause of the GC initiatives undertaken by the company, people look forward to work in the company, which is very encouraging to us. Changes have been observed amongst the weavers and they are more conscious about their health, their children's education, and human rights. The image of the company has improved.

Future Plan



As the weavers of Formation Carpets (FC) were deprived of various opportunities required for the enhancement of their lives right from their early age, FC wants to provide more facilities and opportunities for their children so as to ensure their bright future. FC also provides guidance, facilities and opportunities to its weavers to enhance the quality of their life. In this regard, FC is planning to implement the following programs.

Immediate plan

The company will continue raising awareness, enhancing skills and knowledge, and ensuring the rights of the weavers and their families for a sustainable livelihood. As many women weavers are abused by their families (or husbands) or are forsaken by them and deprived of their property rights, ensuring their rights will play a pivotal role in program formulation and design. The program will also give priority to the children of weavers through targeted programs focusing on education, health care, nourishment and providing employment to those eligible. The immediate future plans are as follows:

1. Establishment of a library to disseminate relevant information.
2. Computer training to school going children
3. Advancement and protection of rights of women weavers
 - Solicit support of a local lawyer' s organization engaged in women' s rights
 - Submit a proposal to Minnesota Advocates for Human Rights (MAHR) which is an organization of lawyers and also a donor of Hoste Hainse
4. Health and environmental awareness program
5. Support and facilitate eligible children of weavers to get jobs. HH and FC gives first preference to such children during recruitment.
6. Provide counselling and guidance to children to choose their subjects/faculty in accordance with their interest and competence.
7. Enhancement and upgrading of the existing daycare centre and tuition class rooms by make it more spacious and supplementing it with more facilities and teaching aids.

Long-term plan

The organization has a long-term plan of establishing the model Formation Village where all the above programs will be implemented in specialized premises that are adequate and congenial for this purpose. The Village will have accommodation with all basic requirements at subsidized rates and other facilities, such as, health clinic including medical shop, playground, sports club, shopping centre, temple for religious and cultural functions, community hall, garden, sports ground, etc. All existing facilities, day care and tuition classes will also be provided. The Village and all the programs to be implemented therein shall be managed and administered by Hoste Hainse.

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Best Practice From Pakistan

Project Name: Project Hope -Telemedicine Project

Objective	Bringing tertiary healthcare free of cost, to the doorstep of rural communities in which even basic healthcare is either not available or not affordable.
About the company	Our name comes from "ENergy for GROwth" . As the nation' s first fertilizer brand, Engro helped modernize traditional farming practices. Our evolving product mix continues to boost farm yields, directly impacting the quality of life not only for farmers and their families, but for all. Creating value where others see little potential is the pioneering legacy that drives Engro to this day. A ground-breaking business decision to harness Sindh' s abundant natural gas reserves for producing urea has evolved over the years into the multidimensional company that is Engro today. In 1965, Esso' s USD 42 million urea plant in Daharki, then Pakistan' s largest private sector foreign investment, became the country' s first chemical fertilizer plant. In 1991, following Exxon' s exit from its global fertilizer business, the company' s Pakistan operations were acquired through the country' s first ever employee-led buyout. Since then Engro has had even greater motivation to put its pioneering values to work, seeking to conserve resources, optimize technology and innovate solutions that not only increase profitability, but also ensure a lighter environmental footprint and a more sensitive social impact. With production up four-fold since 1968, Engro's ongoing investment in people, process solutions and resource conservation initiatives has reduced energy use per ton of urea by a third. Not only does this save Rs.2 billion annually, it stretches non-renewable energy sources, mitigates the impact of waste on our neighbourhood. Our pioneering spirit continues in our social investments, exemplified by the only snake-bite treatment facility in the region and the first telemedicine intervention in the country. Innovatively optimizing our resources, Engro re-located fertilizer-manufacturing plants from the UK and US to our Daharki plant site - an international first. We continue to expand investments in industry that can directly boost our nation' s inherent agro-economic strength. Engro Vopak, Pakistan' s first chemical jetty terminal optimizes raw material handling. PVC resins manufactured by Engro Asahi are the building blocks for water conservation systems. Engro Foods capitalizes on the nation' s status among the world' s top six milk producing countries. Engro Innovative delivers industrial automation solutions. Engro Energy Limited has commenced work towards setting up a 200-225 megawatt power plant using permeate gas from the Qadirpur field.
Partners/ Participants	<ol style="list-style-type: none"> 1. Government of Sindh, Pakistan - Health Department 2. Jinnah Postgraduate Medical Centre 3. Telemedicine Association of Pakistan

Global Compact Principle(s)	Human Rights : Principle Nos 1 & 2
Project Duration	Conceived in 2004 & Started in 2005 First Phase to be completed in December 2006
About Project Hope	Engro and its partners see Project Hope as the solution to a larger problem. The socio-economic uplift of the people depends directly on the state of health of the community. The Telemedicine initiative under Project Hope is the very first and the only one of its kind so far in the country, conducted by a corporate entity. As such it serves as a benchmark for other companies. The project is sustainable in its concept and its scope and is very much related to the core mission of the company, providing as it does, quality healthcare to the less fortunate members of society. The Project is the latest of Engro' s social investments in the healthcare sector that have benefited many thousands at the grassroots level for the past several years. Initiatives started previously and still ongoing, have ranged from a thalassaemia centre, expanded dialysis facilities, eye camps, eye care centre and an oncology unit for the less privileged in society to saving some 63,000 lives through snakebite treatment.
Background/ Abstract	Since beginning operations in Pakistan in 1968, Engro' s interaction with the local communities has steadily increased. One of the prime lessons learnt through this engagement is that the lack of healthcare, coupled with a burgeoning population creates enormous challenges for the local community to access quality healthcare services. The area is amongst the least developed areas in the country. Literacy is very low and poverty high, with many living a basic subsistence farming existence. In a large percentage of the population there is a single breadwinner and sickness or death of this person can literally mean starvation for the whole family. The 'cure' for all types of diseases and ailments is provided by quacks, faith-healers and at best, doctors with a basic medical degree. In Pakistan the ratio of doctors to population is an unimpressive 1:1310. In the Sindh province it becomes substantially worse at 1:2915. Project Hope was therefore selected after a full analysis and upon reaching the conclusion that tertiary healthcare was vitally required to save lives, assure work and earning abilities, arrest the spread of contagious diseases and in short, make a clear difference to the future of the community on a sustainable basis. The process began in 2004, with internal consultation and agreement on the way forward. The concept of introducing telemedicine in the area seemed too fantastic at first. In the months that followed, there was intensive consultation and exchange of ideas with the Telemedicine Association of Pakistan and the Health Department of the Government of Sindh province. The partnership thus developed by Engro with these organizations launched Project Hope in 2005, with the objective of utilizing state-of-the-art technology to provide tertiary healthcare and referral

services for rural communities. This Telemedicine based healthcare initiative established a hub in Karachi and spokes at two distant locations to start with. Doctors located in Karachi specialising in no less than fifteen medical specialties ranging from neonatology to cardiology are made available to the project areas on a daily basis and free of cost, to the rural poor, located hundreds of kilometres away. The Project is conceived as a sustainable project, planned to grow on a steadily rising curve in the years to come in its scope, applicability and long-lasting benefits. It aims to reduce and in some cases even eliminate healthcare problems in the community through advanced diagnosis and preventive cure. A long-term commitment by Engro to the project is implicit in its very concept. At the same time the Government of Sindh has committed to carry on and extend the project to other areas of the province, making it sustainable even if Engro's involvement tapers off.

The team that was developed to implement Project Hope comprised of the following:

01. Public Affairs Manager, Engro Chemical
02. Advisor Information Technology, Engro Chemical
03. Public Affairs Advisor, Engro Chemical
04. Senior Vice President, Engro Chemical
05. Head of Neurosurgery Department, Jinnah Post Graduate Medical Centre of Health Department, Government of Sindh
06. CEO, e-Health

The first Phase of Project Hope links rural spokes via video-conferencing systems to specialist doctors located at the Hub. Using the system, the specialists can access X-rays, electro-cardiograms and vital signs for real time consultation. Each spoke is currently capable of handling up to 10 cases per day. In coming phases the number of spokes will be increased, making available this healthcare to many others. The establishment of a second hub is also under consideration.

Initiative

Proactively worked to educate the doctors in the rural areas to use the modern technology for the betterment of poor and needy in addition to improving their own skills and level of knowledge.

Challenges Faced

The old fashioned medical practitioners were reluctant to use the computers and software to create the electronic medical records and seek specialist advice from the doctors at larger cities.

The patients were scared to see high tech medical equipment. Most of them thought that the cost of such treatment would be very high and beyond their capacity of payments

Finding right kind of personnel to handle the computers, software, hardware and connectivity issues

Telephone connectivity, data transmission and speed due to weak infrastructure

Frequent power outages

Reluctance of local medical practitioners to change for better

Impacts and Benefits

Starting in August 2005, Project Hope provided telemedicine healthcare to one hundred patients by year end. During January to June 2006, the number of consultations provided increased substantially to 396 persons. Although this number is still not large, the percentage increase is very encouraging and indicative of the project implementation progressing in the right direction. Engro is confident that as project awareness grows in the community and as the number of spokes is also increased, many more people will benefit in the future. Based on the success the government is firming up plans to establish units following Engro's model at all major cities of Sindh. Engro thus has given a direction to the government. Project Hope has also resulted in substantial cost and time savings for the patients as they and their relatives do not have to travel to the cities for tertiary healthcare.

Future Plan

Make a network of 6 spokes + 1 Hub
 Resolve connectivity issues by getting a satellite link
 Add more spokes and hub if required

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Best Practice From Pakistan

Project Name: Shell LiveWIRE / "Tameer"

About the company

The Shell brand name enjoys a 100-year history in the subcontinent, dating back to 1899 when Asiatic Petroleum, the far eastern marketing arm of two companies: Shell Transport Company and Royal Dutch Petroleum Company began importing kerosene oil from Azerbaijan into the subcontinent. After the independence of Pakistan in 1947, the name was changed to the Burmah Shell Oil Distribution Company of Pakistan. Today, Shell is an industry leader, setting new standards of efficiency and responsibility in the Oil & Gas sector.

Our Principles

Our General Business Principles govern how we conduct our affairs. The objectives of Shell Pakistan Ltd. are to engage efficiently, responsibly and profitably in oil, gas, chemicals and other selected businesses and to participate in the search for and development of other sources of energy to meet evolving customer needs and the world's growing demand for energy. We believe that oil and gas will be integral to the global energy needs for economic development for many decades to come. Our role is to ensure that we extract and deliver them profitably and in environmentally and socially responsible ways. We seek a high standard of performance, maintaining a strong long-term and growing position in the competitive environments in which we choose to operate. We aim to work closely with our customers, partners and policy-makers to advance more efficient and sustainable use of energy and natural resources. **Our commitment to these principles is highlighted in the fact that Shell is a member of the designate Board of Directors of the Global Compact Foundation Pakistan.**

Our Values

Shell Pakistan Ltd. employees share a set of core values – honesty, integrity and respect for people. We also firmly believe in the fundamental importance of trust, openness, teamwork and professionalism, and pride in what we do

Our Practice

Shell has always prided itself on its contribution towards social and welfare development in Pakistan. Since 1993, the company has donated over Rs. 40 million to a number of worthy causes and established itself as a responsible corporate citizen. Our business practices draw upon our principles and values and we have a strong commitment towards ensuring employee safety, sustainable development, elimination of discrimination, encouraging inclusiveness and greater public disclosure on our activities. We work closely with communities on 75 diverse projects ranging from conservation of

Mangrove forests, to supporting education and health initiatives in the rural areas by engaging with communities and through civil society organizations. However, our flagship initiative is Shell Tameer, which aims to develop and promote entrepreneurship amongst youth in Pakistan.

Abstract

LiveWIRE was launched in 1982 in Scotland to address massive unemployment statistics among the youth. Following the phenomenal success of Shell LiveWIRE UK, 1998 saw the launch of Shell LiveWIRE internationally. LiveWIRE International works to promote the spirit of enterprise in young people from all social strata. Working with local enterprise development organizations as well as NGOs, vocational/polytechnic institutions, governments, corporations and community programmes, LiveWIRE delivers practical support to those people as they develop the skills needed to plan, launch and manage new business enterprises. LiveWIRE is currently operating programmes in 25 programs, with 7 more programs in the launch process. LiveWIRE International has proven to be a great success, and this is owed to the fact that each LiveWIRE program is localised to cater to the specific needs within that particular country. With the planned expansion of the international programmes this success can only grow, making Shell LiveWIRE synonymous with youth enterprise on a global scale.

Our Initiative

Shell Pakistan launched Shell LiveWIRE in 2003, with the local name "Tameer" (which means 'to build'), with the aim of helping youth across the country towards their own socio-economic development but also of their communities and Pakistan as well. Shell Tameer encourages young people aged between 18-32 years to consider starting a business as a desirable and viable career option by providing free information, counseling, support and training on entrepreneurship. Tameer is committed to helping youth from all four provinces of the country, irrespective of socio-economic, educational, religious backgrounds; in Pakistan, this involves a lot of work at the grassroots level. Tameer does not create entrepreneurs, it identifies them and provides them with the tools to start a business: from preparing for the risks involved to providing them access to avenues of business and financial support. Tameer's slogan is "Building On Young Business Ideas". Tameer also develops an individual's entrepreneurial skills needed to plan, launch and manage new business enterprises. Shell Tameer provides practical support to these young people through partnerships with business support, educational, financial and community organizations.

Project Duration

Tameer was launched in 2003. In the initial three years, the project was supported by Shell international, after which it is expected to build partnerships to further expand and grow.

LiveWIRE schemes operate hand in hand with local and national government to facilitate delivery of economic and social inclusion programmes. Shell Tameer typically provides the following services:

1. **Enquiry Service:** By providing information young people are introduced to the idea of starting a business: how to find and develop a business idea, where to seek help, how to prepare a business plan and conduct market research.
 2. **Mentoring Service:** Young people are offered the opportunity to be linked with a LiveWIRE mentor and their particular area of expertise for further advice and training.
 3. **Awareness Seminars:** These seminars create awareness of entrepreneurship among students of business, professional, vocational and polytechnic schools.
 4. **Workshops:** Tameer has localised two training workshops which it conducts, Module I -Bright Ideas Workshops conducted for groups of young people to stimulate exchange of ideas and encourage good planning prior to starting a business; and Module II – Becoming a Successful Owner Manager, for best practices for business expansion and process improvement.
 5. **Awards:** The awards programme recognizes and celebrates the success and effort of 10 young people in developing their own businesses. This high profile event not only attracts good publicity for the young entrepreneurs but also provides an opportunity for dialogue with government. The awards are to serve as motivation and inspiration for other potential young people. Awards are given for best progress in growing and developing the business in its first 2 or 3 years.
- In addition, Tameer is engaged in the following activities:
6. **Course revision and for Polytechnic and Vocational Institutes:** Tameer, alongside the Sindh Board of Technical Education has taken the initiative to revise the course outline for the Technical Education and Vocational Training Students and making entrepreneurship part of their curriculum. The aim is to encourage these students to couple their technical skill with entrepreneurship for a better livelihood.
 7. **Tameer Entrepreneurship Club [TEC]:** A Tameer Entrepreneurs Club has also been launched to act as a platform for exchange of ideas and experiences. It has been developed for students, youth who are currently employed and aspire towards entrepreneurship, and those who are already established as entrepreneurs. It provides a link for students with professionals and aspiring entrepreneurs.
 8. **Providing Linkages:** Through Tameer' s extensive network, entrepreneurs gain linkages to the market, financial assistance, business linkages and links with other entrepreneurs.



Our Partners

In order to implement the project, Shell Tameer has entered into the following partnerships: (a) Operational partnership with Small & Medium Enterprise Development Authority (SMEDA) to provide technical, advisory and capacity building services for young entrepreneurs; and for outreach through their infrastructure; (b) Developmental partnership with Institute of Business Administration Karachi (IBA) to localize and develop materials for the Pakistani context; (c) Delivery partnership with Small & Medium Enterprise [SME] Bank to assist entrepreneurs in acquiring funding; and (d) Delivery partnership with Rotaract to tap their extensive member network to achieve greater reach in remote communities around the country. Each of these partnerships thrives on a shared purpose and enables Shell Tameer to extend its outreach.

In addition, Tameer collaborates with the City District Governments, various microfinance institutions and leasing companies, NGO' s, business, vocational and polytechnic educational institutions, and corporations to maximize Tameer' s impact.

Benefits, Impact and Success

Since its inception, the Shell Tameer program has engaged more than 27,000 young people through Workshops, Seminars, Meetings and our website. 30 workshops have been conducted for 1000 young people, and 55 seminars have provided awareness to over 11,000 students. The Tameer program has helped young entrepreneurs in establishing business ventures, network with peers, and benefit from identification of potential business opportunities and for networking with financial and business support institutions. In addition, a Shell Tameer Mentoring Service has been initiated to further assist young entrepreneurs in understanding the issues and challenges they may face and providing guidance from established professionals, trainings and case studies on how to meet these challenges. Several toolkits and feasibility studies have also been prepared and are available for ready reference and use.

Challenges Faced

Some of the main challenges faced by Tameer include the scope of the project, a countrywide initiative, this makes it crucial to build effective partnerships; managing follow ups and completing the entrepreneurship cycle; With the massive growth of the program, financial support for the program is needed to meet the expectations of the disillusioned youth.

Future Plans

Based on our success so far, Shell Tameer intends to expand its outreach and target youth in the rural areas, collaborating with the Government initiative to promote rural enterprise, especially rural women' s enterprise. In order to achieve this, we will be deepening our engagement with existing partners as well as identifying new strategic partnerships. Tameer will work in the earthquake-affected areas as part of the rehabilitation process. In the future, Tameer is also looking forward to building synergies and partnerships towards common goals to help grow and expand the project.

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Best Practice From Philippines

Project Name: Industrial Peace Council

- a venue for participative resolution of employee issues and concerns

About the company

Mabuhay Vinyl Corporation is the first and largest chlor-alkali producer in the Philippines. It manufactures caustic soda, hydrochloric acid, liquid chlorine, and sodium hypochlorite. It was incorporated and duly registered with the Philippine Securities and Exchange Commission as a rubber shoe manufacturer on July 20, 1934 and subsequently reorganized in 1963 to engage in chemical and resin manufacturing. The corporate name of Mabuhay Vinyl Corporation was adopted in 1966. Today, MVC is the biggest domestic producer and importer of caustic soda and enjoys a dominant position in the hydrochloric acid and chlorine markets. The company is backed by a team of technically skilled managers with long and extensive experience in the field of chlor-alkali production. The company is also engaged in the trading activities of caustic soda pearls, industrial salt, and Asahi-brand PVC valves. MVC continues to affirm its commitment to quality by maintaining the ISO 9000 certification through regular surveillance visits of third party assessors.

Partners/ Participants

Mabuhay Vinyl is a founding member of PSBP, Philippine Business for Social Progress and a signatory to the UN Global Compact Initiative, which it formalized during the 23rd National Conference and Exhibition of Employers in May 2002

Global Compact Principle(s)

Principle 3 - Businesses should uphold freedom of association & effective recognition of the right to collective bargaining

Project Duration

Since April 1998, on ongoing programme

Background/ Abstract

A Labor-Management Council was installed in 1987 and revived in 1995. In April 1998, this was renamed as the Industrial Peace Council. Its Vision was defined as " The Mabuhay Family in a collective quest for industrial peace. ". Its Mission was defined as follows:
- to promote industrial peace through participative resolution of issues and concerns
- to provide a venue for people empowerment and continuous improvement
- to address environment and community concerns in the context of caring and service

Initiative

The Industrial Peace Council meets regularly to foster harmonious relationships among employees, develop mutual respect among employees, provide a venue for employees to participate in problem solving and instill a commitment to quality and safety in all levels of the organization.

Challenges Faced

The members pride themselves as advocates of PEACE... champions of employee empowerment. At the start of every meeting, they reiterate their belief that peace is a shared responsibility emanating from mutual respect and trust...and resolve to continuously work for peace and harmony in the organization to ensure the growth of business. This joint approach to facing business challenges was the key to overcoming the seemingly inevitable deadlocks in negotiations for the Collective Bargaining Agreements.

Impacts and Benefits

The negotiations for the current Collective Bargaining Agreement (CBA) was concluded in only 6 meetings. This was a significant improvement considering that the previous negotiations resulted in a deadlock which necessitated government intervention. The Industrial Peace Council of Mabuhay Vinyl was given the 2003 Outstanding Labor-Management Cooperation Award by the Philippine League of Labor - Management Cooperation Practitioners, in cooperation with the government's Department of Labor & Employment. The 2004 Collective Bargaining negotiations with both employees' union were cordially concluded in just 8 meetings for the employees group and only 2 meetings for the supervisors' group last November, without the need for government mediation. The employees in Luzon participate in the Council of Solidarity which serves as an employee representation system for productivity, welfare and social concerns.

Future Plan

The company continues to work closely with its employee unions to promote industrial peace through the participative resolution of issues, providing a venue for people empowerment and addressing community concerns in the context of caring & service.

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Best Practice From Singapore

Project Name: NTUC FairPrice Annual Used Textbooks Project

About the company	The NTUC FairPrice is a cooperative founded by the Singapore National Trades Union Congress (SNTUC) with the social mission to moderate the cost of living through its retail and trading activities as a supermarket chain.
Partners/ Participants	School volunteers, education institutions, grassroots and self-help groups, community centres, youth & student bodies, community at large and related business partners
Global Compact Principle(s)	Human Rights Principle 1 - Childhood assistance and rights to education, Labour Standards Principle 5 - Elimination of Child Labour and Environment Principle 6 - Promote Greater Environmental Responsibility
Project Duration	It is an annual project in recycling and redistribution of Used Textbooks island-wide in Singapore. Since 1983, NTUC FairPrice has distributed more than 1.35 million books, helping over 100,000 students gain a better support towards their education.
Background/ Abstract	NTUC FairPrice maintains a basket of 400 essential items pledged to be kept at low prices. About 90% of the 400 essential items were priced either the same as or the lowest amongst other supermarket retailers. Beyond its founding mission, FairPrice is making a difference in the local community as reflected in the various initiatives undertaken. No stranger to community involvement, the NTUC FairPrice Co-operative lives by the motto "We Serve, We Care, We Share" .
Initiative	One of its longest standing projects is the annual Used Textbooks Project. Since 1983, it has distributed more than 1.35 million books, helping over 100,000 students gain a better education. The success of the project has prompted FairPrice to now include used uniforms and school bags. Since 1985, FairPrice has also contributed over \$5.5 million for study grants and scholarships to deserving students.

Challenges Faced	A key stated challenge is to continue and sustain the interest and support from community at large, in contributing their used textbooks for redistribution to the needy. This is particularly in view of the increasing awareness and demand. NTUC FairPrice has consistently supported the project as an annual event over twenty years, despite the changing business landscape and priority.
Impacts and Benefits	Since 1983, NTUC FairPrice has distributed more than 1.35 million books, helping over 100,000 students gain a better education. Less privileged families and school-going children were able to benefit from the annual programme as basic assistance. Another indirect impact of this nation-wide project is the spirit of volunteerism and community involvement cultivated, as working volunteers across different sectors help in the sorting and redistribution procedures which are very labour intensive.
Future Plan	NTUC FairPrice now has greater partnership with related stakeholders and business partners in expanding this social project. There will be greater synergy in offering wider support/contribution such as other essential school materials e.g stationery, used bags, uniforms and even reconditioned computers at reduced prices for needy students.

Company Name: NTUC FairPrice Cooperative (Supermarket/Retailer Chain)

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 URL : www.fairprice.com.sg





Best Practice From Sri Lanka

Project Name: MAS WOMENS GO BEYOND PROGRAM

About the company	MAS HOLDINGS (PVT) Ltd. is South Asia Regions Largest Supplier of Intimate Apparel. We partner with the worlds leading brands such as -VICTORIA'S SECRET ,GAP Ink. NIKE and a host of other brands. MAS HOLDINGS (PVT) Ltd. was established in 1987. Today, over 35,000 employees work in over 10 countries which include India, Vietnam with 28 world class manufacturing facilities.
Partners/ Participants	GAP Ink., VICTORIA'S SECRET ,NIKE and UNILEVER - UNEP (Youth Exchange Program) / UN decade of sustainable development / Consumer Citizenship Network, Women's Edge Coalition (USA) and the Ministry of Education to Champion Women's Empowerment and Reach Sustainable Development
Global Compact Principle(s)	The focus principles are: Principle 6 The elimination of discrimination in respect of employment and occupation Principle 1 Businesses should support and respect the protection of internationally proclaimed human rights
Project Duration	November 2003: with the commitment of the corporate executive council, all CEO's, GM's and HR Directors to the Global Compact principles and launched in all apparel manufacturing plants between December 2003 -May 2005. It's an ongoing program.
Background/ Abstract	Since 1987 MAS was a committed to providing all employees with an excellent working environment. Of its 35,000 employees 90% are women and based on its original commitment it had many good practices in the apparel manufacturing plants. In June 2003 all these were studied with a view to developing a women's empowerment program to eradicate the image that all apparel is manufactured in sweat shop conditions worldwide with child labor (all employees at MAS are above 18 years with no letters of appointment). The program set out to empower the employees to develop themselves to go beyond their current circumstances.
Initiative	The program was titled 'MAS WOMEN GO BEYOND' and was introduced in December 2003 with the following program framework: 1) Career advancement -programs to help all employees advance in their careers like English language skills/ IT skill/ Leadership were developed to help them advance



Challenges Faced	<p>2) Work life balance programs -to encourage women to develop their sporting and artistic talent and also to impart knowledge on 'HEALTH AND HYGIENE AND PERSONAL GROOMING'</p> <p>3) Rewarding excellence -all employees in the organization were recognized and celebrated in a planned manner with a quarterly certificate of excellence and an annual empowered women of the year award event held in every December.</p>
Impacts and Benefits	<p>1) The first challenge was to develop a network in each of plants with support from top management -Today we have GO BEYOND teams in everyone of the plants with the network of 300 managing programs.</p> <p>2) We had to establish credibility globally of the program. -In 2005, the program was awarded the excellence CSR award for women's issues by the American Apparel and Footwear Association (AAFA) and March of 2006 instead business school in France had developed a case study. UN Global Compact recognized its HR guidelines in 2006 and GAP Ink. Invested in a joint program with MAS titled GAP GO BEYOND to empower women and youth in the community.</p> <p>1) In terms of employee engagement and motivation with over 90% of employees saying the program has had a positive impact in their lives and motivation to the organization as measured by LMRB (research) Agency in May 2006.</p> <p>2) The program is on average having 3-4 impacts per employee though its programs per annum.</p> <p>3) The GO BEYOND PROGRAM was the basis on which the Sri Lanka apparel industry in August 2006 launched in global branding campaign titled 'GARMENTS WITHOUT GUILT' the assurance every consumer in the USA and EU gets when it buys a garment made in Sri Lanka.</p>
Future Plan	<p>1) The GO BEYOND PROGRAM will be expanded to impact all the countries MAS manufactures apparel in by 2007.</p> <p>2) It will champion of women's empowerment in the apparel industry worldwide by setting a benchmark for all country, regional (Indian/Chinese) apparel manufactures and play a major role in driving advocacy of women's empowerment in the industry.</p> <p>3) Just like the GAP GO BEYOND PROGRAM in 2007/2008 similar co-branded programs will commence with Victoria's secret / NIKE, MARKS and SPENCER.</p>
Company Name: MAS HOLDINGS (PVT) LTD	
Company Phone : 94777766884 E-mail : ravifdo@masholdings.com URL : http://www.masholdings.com/news.html	



Best Practice From India

Project Name: BHEL' s Corporate Social Responsibility (CSR) - For Rural Area Development

About the Company

Bharat Heavy Electricals Limited (BHEL) established in 1956, is India's largest engineering and manufacturing enterprise and one of the leading international companies as power equipment manufacturer. While the core competence of BHEL is in the power sector, it has also established the technological infrastructure to cater to core sectors like; Industry, Transportation (including railways), Transmission, Oil & Gas, Defense, Non-conventional Energy Sources. BHEL undertakes the entire gamut of engineering, manufacturing, erection and commissioning, even on turnkey basis - an expertise available only with a few power plant equipment manufacturers in the world. All the units/divisions of BHEL have been awarded ISO-14001 Environmental Management System certification. In addition, as a responsible corporate citizen and to meet the exacting international standards in occupational health and safety, BHEL has secured the prestigious OHSAS-18001 certification for all its major units/divisions.

Partners/Participants

The greatest strength of BHEL is its highly skilled and committed work force of 42,600 employees. Under UNDP programme for specialized services in the area of Environment, BHEL has set up a Pollution Control Research Institute (PCRI) at Haridwar. BHEL also has a Model Centre for Occupational Health Services at Trichy, which is a pioneer in this field in India. BHEL is a member of CoRE (Corporate Roundtable on Development of Strategies for Environment) launched by The Energy Research Institute (TERI). CoRE is now a partner organization to the WBCSD (World Business Council for Sustainable Development). It has signed a memorandum of understanding with WBCSD, now called as CoRE-BCSD, India. Interfaces between companies such as BHEL, TERI and the WBCSD would provide an important link to address issues of sustainable development at a global level and to learn and exchange experience of the participating companies

Global Compact Principle(s)

As part of its Corporate Social Responsibility, BHEL undertook number of welfare projects at the Company' s 56 adopted villages located across the country, benefiting over 80,000 people of these villages. The activities continuously monitored included ;

- o Free medical camps/charitable dispensaries,
- o Schools for the underprivileged and handicapped children,
- o Blood Donation Camps,
- o Health Check-ups Camps
- o Providing street lights
- o Drinking water

- o Community Centre Infrastructure support to schools, facilitating village children in getting proper education beside encouraging adult education in the villages.

- BHEL has been contributing to the national effort for development of far flung/remote areas on a sustained basis & commissioned three 'Stand-Alone' Solar Photovoltaic (SPV) power plants in eastern India-Sunderbans.

- In addition, India' s largest Solar-Diesel Hybrid Power Plant (50 KWp capacity) was commissioned – facilitating availability of un-interrupted & environment friendly power for various applications at the world-famous tourist island of Bangaram in Lakshadweep.

- 150 sets of solar powered water pumping systems were commissioned by the company, catering to the power requirement of 2 H.P. pumps for irrigation purpose. Other activities included;

- installation of rain water harvesting systems
- tree plantation - over 30 lakhs trees already planted, around units, sites & townships.
- Schools for mentally challenged children at four BHEL units cater to the special training requirements of under privileged children.

In recognition to BHEL' s efforts, company received many ational/international Environmental Conservation & Pollution Control Awards & one of its employee Mr. R.C. Parakh was conferred the 'National Award for Best Disabled Employee' for the year 2005, for his overall outstanding performance in the face of all adversities.

Background/Abstract

The concept of Corporate Social Responsibility is deeply ingrained in BHEL's culture. Company' s mission in the area of CSR is to "Be a socially responsible corporate entity with thrust on environment protection, community development, and energy conservation" .

Project Duration

BHEL has adopted 56 villages around the country for welfare activities. BHEL' s approach to rural development is based on an in-depth study of various socio-economic factors in areas in the periphery of its unit/divisions. The company's rural development programme is based on four main objectives viz. rural development, rural education, rural health & environment and rural employment generation. According to BHEL's Health, Safety & Environment Policy, Company is committed to be an environment friendly company in all its activities, products and services, providing safe and healthy working environment to all its stakeholders, as an integral of business performance. Primarily located in the vicinity of its major manufacturing plants, around the country, these villages and their 80,000 inhabitants are benefiting from BHEL' s initiative aimed at all-round grass-root rural development. BHEL' s contributions towards Corporate Social Responsibility till date include;

- adoption of villages,
- ban on child labor,
- Employment for handicapped, Ex-serviceman

	<ul style="list-style-type: none"> - irrigation using treated sewage, - pollution checking camps, - plantation of millions of trees, - energy saving and conservation of natural resources through - environmental management, - disaster/natural calamity aid.
Initiative	<p>BHEL has always taken a lead and has been playing a proactive role for the upliftment of weaker sections of society. The company has taken up CSR activities, not out of emotion, compassion or as an act of charity but because it believes that development of society is an extension of the role and function of its business. As part of its Corporate Social Responsibility and as an attempt to share its success with one of its key stakeholders – society, BHEL has adopted 56 villages around the country for welfare activities. BHEL’ s approach to rural development is based on an in-depth study of various socio-economic factors in areas in the periphery of its unit/divisions. The company’s rural development programme is based on four main objectives viz. rural development, rural education, rural health & environment and rural employment generation. BHEL has joined the “Global Compact” of United Nations in 2001 and has committed itself to support it and the set of core values enshrined in its ten principles on Human Rights, Labor Standards, Environment & Anti-Corruption.</p>
Challenges Faced	<p>BHEL shares the growing concern on issues related to Environment and Occupational Health & Safety (OHS) and is committed to protecting Environment in and around its own establishment, and to providing safe and healthy environment to all its employees. For fulfilling these obligations, a Health, Safety & Environmental Policy has been formulated and implemented through management systems.</p>
Impacts and Benefits	<p>The company’s rural development programme is based on four main objectives viz. rural development, rural education, rural health & environment and rural employment generation. 80,000 inhabitants at BHEL adopted 56 villages are benefiting from BHEL’ s initiative aimed at all-round grass-root rural development. BHEL’ s approach to rural development is based on an in-depth study of various socio-economic factors in areas in the periphery of its unit/divisions.</p>
Future Plan	<p>As per BHEL’s CORPORATE HEALTH, SAFETY & ENVIRONMENT POLICY, Company is committed to being an environment friendly company in all its activities, products, and services and to provide safe and healthy working environment to all employees as an integral of business performance through:</p> <ul style="list-style-type: none"> - Compliance with applicable Legislation and Regulations. - Continual improvement in the Occupational Health, Safety and Environmental Management System performance. -Promotion of activities for conservation of resources by Environmental Management.

- Enhancement of Environmental, Safety and Occupational Health awareness amongst employees, customers and suppliers by proactive communication and training
- Periodical review of Occupational Health, Safety & Environmental management Systems to ensure its continuing suitability, adequacy and effectiveness.
- Communication of this policy to all employees and interested parties.
- Coordination with concerned Government agencies/regulatory bodies engaged in Occupational Health, Safety & Environmental activities.

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Best Practice From Thailand

Project Name: Innovative Quality of Life Club

About the Company	Thai Carbon Black Public Company Limited (TCB), a member of the multinational Aditya Birla Group (ABG) of India and the group's first carbon black manufacturing operation. TCB commenced its first commercial production of furnace grade carbon black in Thailand in 1980.
Partners/ Participants	100% participation of all employees in TCB
Global Compact Principle(s)	TCB has blended all aspects of Global Compact principles to its initiative (Quality of Life Club).
Project Duration	Project of lifelong commitment
Background/Abstract	The project is implemented to reflect TCB's rich organization culture on value-based, learning, sharing and caring organization. Also, TCB's values which compose of: Human dignity is uppermost in all transactions; Ethical practices are not to be compromised; Equity in all actions is to be demonstrated; and Create a learning organization have been regarded as the foundation of this initiative.
Initiative	Thai Carbon believes that the approach to being a socially responsible corporate citizen is to integrate with the community in which it operates. Existing activities of innovative Quality of Life clubs are extended to cover various societal responsibilities. The scope of the club is not only to improve quality of life of employees but also to improve society in which they live. There has been pioneering work done in this area with 100% employees being member of one group or another in the areas of Agriculture, Buddhism, Gratitude, Punctuality, Healthy, Sacrifice.
Challenges Faced	A cross-functional team visits the local community, interacts with the village chiefs to understand the needs. Some of the issues that are addressed are: Health, Hygiene & Sanitation, Adoption of Orphanage in WAT BOT VORADIT Temple, Greening and Agriculture in the locality, Sports, Cultural and Religious Events, Donation Camps: Blood, Food, Clothing, Support in Educational / Vocational Training Institution, Support Handicapped Homes.

Impacts and Benefits TCB is located in Anghong Province. Villages in the surrounding areas close to TCB (2000 families in 3 clusters) form one of the key communities. Apart from this Local Government Bodies e.g. Red Cross Society, Professional Associations like Thai Japan Association and Educational Institutes are the key communities. TCB supports the communities on the principle of self-sufficiency. For the villages, the areas addressed include Health, Hygiene & Sanitation, Adoption of Orphanage, Greening and Agriculture in the locality, Sports, Cultural and Religious Events.

Every Saturday is made available for the purpose of supporting Govt. bodies, Educational Institutes etc. by inviting them to TCB and sharing our best practices. TCB also assists institutes by teaching about TQM and Management Concepts in action e.g.: Asian Institute of Technology/National Institute of Development Administration.

Recognizing and rewarding its great societal initiatives, TCB has achieved Best Employer Award of Asia and Thailand in 2003 for its culture of excellence in caring, nurturing, developing employees and providing transparency and openness towards people management.

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