



*...towards Sustainable Development!!*  
Regd. NGO-E/6868/Vadodara Dt. 19/02/07

## CORPORATE SOCIAL RESPONSIBILITY & SUSTAINABILITY CONSULTING AND SERVICES

- *CSR Strategy*
- *CSR Program Development & Implementation*
- *Socially Responsible Investing Advisory Services*
- *Social Impact Assessment (SIA)*

# Corporate Social Responsibility & Corporate Sustainability Programs Consulting



## CORPORATE SOCIAL RESPONSIBILITY (CSR) AND SOCIAL VENTURE CONSULTING

- *Corporate Engagement*
- *Strategy Consulting*
- *Cause and Social Marketing*
- *Branding and Communications*

## About Us:

We are strategic advisors, associated with business responsibility, typically in the areas of corporate social responsibility (CSR), sustainability development and governance.

## Our Mission:

Our mission is to create awareness and at large an understanding between corporates and communities to assist each other in creating positive and committed outcomes. Current approaches to Corporate Social Responsibility Programs as a whole will be re-defined through the creation of success models.

## Our CSR Consulting & Reporting Services Portfolio:

- Corporate Social Responsibility and Sustainability Consulting
  - CSR Strategy
  - CSR Program Development and Implementation
  - Workshops and Customized Executive Training
  - Socially Responsible Investing (SRI) Advisory Services
- CSR Communication Services:
  - Cause and Social Marketing Programs
  - CSR/Sustainability Report Development
- CSR and Social Venture Consulting:
  - Corporate Engagement
  - Strategy Consulting
  - Cause and Social Marketing
  - Branding and Communications



## Why Greenlife Foundation?

We are a specialist, full service CSR consultancy providing expertise in stakeholder engagement, CSR strategy development, non-financial reporting, research, assurance and sustainability approach. We identify and implement the opportunities represented by CSR and sustainability in business and government, both within India and internationally. Clients value our work through our responsible but innovative approach to what we do and our promise to deliver.



## A Few Case Studies:

- Engaging with and supporting local communities' participation to improve social and environmental well-being is another component of CSR. For instance, a company, in response to feedback received from external stakeholders' who were based in the vicinity of the company, had developed an education program. By investing in education, the company raised the profile of its business in the community local to the plant and helped itself to attract the workforce of the future. The company's employees who helped to host the visits had become much motivated through their involvement in the community thereby improving their presentation skills.
- Supporting communities and assisting people back into employment are areas that align with a company's social responsibility. For instance, a company initiated an IT approach into its regional village which took business process outsourcing to the educated unemployment youths. It enabled the rural youths to create wealth by honing their computer and English skills for world class service delivery.
- Managing a company's environmental impacts beyond legal requirements is an important component of CSR. For instance, a company initiated to recycle its directories thereby reducing demands on landfill sites. The company launched a challenge to justify its initiative which was in turn supported by educationist, teaching materials for children (utmost target sample), and an informative website with interactive environmental games. All materials featured a cartoon mascot, chosen by children. These tools usually bring recycling to life for pupils. Implementation of these practices contributed the company, 60% recycling of directories maintain its annual accreditation standard ISO 140001 and also had produced press coverage that helped promote a positive image of the company.

## Our Expert Leaders:

### Mr. PRADEEP JOSHI

*President, Greenlife Foundation*

- B.Sc (Chem.), PGDEE, MIIE
- Lead Auditor in EMS (ISO 14001), OHSAS (18001)
- Member – Australian EHS Auditors
- Accredited EHS Auditor in Singapore
- Having experience of 25 years in the field of Environment and Safety
- Winner of Limca Book of World Record for making largest collage in the world with his wife



### Mrs. ANUSHREE JOSHI

*Treasurer, Greenlife Foundation*



## Contact Us:

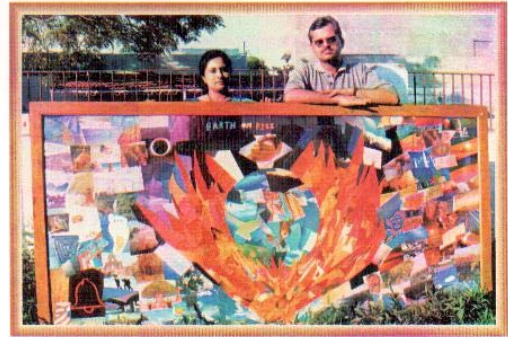


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## The Limca Book of Records

National Record



Pradeep Jorhi of Baroda, and his wife Anushri, made a collage on a 2.415m x 1.18m plywood frame, titled 'Earth on Fire'. A month-long effort, the collage was made of ads from old magazines collected over the last 10 years.

  
Donald W. Short  
President & C. E. O.  
Coca-Cola India

  
Vinay Kapoor  
Vice-President Retail Marketing  
Coca-Cola India

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