

## Seeing is Believing Summary Briefing

**Date:** 26<sup>th</sup> – 28<sup>th</sup> November 2008 (same time as the Mumbai terrorist attacks)

**Location:** Chennai      **Focus:** Ethical Global Sourcing

**Aim:** To understand and deliver action resulting in ethical practice all the way down the supply chain

### **Desired outcome:**

- Ethical practice from UK companies in their relationships with suppliers
- Brand enhancement and protection for UK companies and all companies in the supply chain
- Support for community engagement at the far end of the supply chain

### **Projects evaluated**

Projects reviewed in November 2008 Seeing is Believing in Chennai were:

1. Sirt Sivam Pottery distributed via the South India Producers Association and via Traidcraft in the UK
2. Supreme Creations supplying ethical bags to major UK retail stores including Boots, Co-op., Debenhams, Sainsburys and Tesco.
3. The Hope organisation providing adult skills (supported by Dell) and slum area school education
4. IT services provided by Tata Consultancy Services against the ethical constraints of the Tata Code of Conduct
5. Help Aged supporting Aged villages – an increasing need due to societal changes arising from increased mobility of the working population
6. Harita-NTI Ltd recycling tyres to produce diesel

Additional items included in the final report from the **Mumbai 2006 Seeing is Believing** and other activities.

1. Mumbai Mobile Crèche providing education and advocacy within the construction industry at the end of the supply chain
2. Kovalam Community Initiatives following the Tsunami providing adults skills and vocational training run by Taj Hotel
3. British Council twinning schools in the UK and Chennai

**SIB Leader:** Malcolm Lane, Director Corporate Affairs, Tata Consultancy Services (TCS)

### **Delegates:**

Sally Mugeridge - CEO Industry Parliamentary Trust	Abhat Thorat – British Asian Trust
Dr Sri Ram – MD Supreme Creations	David William - MD Impact Development Training
Sameer Sharma - Next India	Tiffany Kelly - Impact Development Training
Kalyan Krishnan Subramanian – KPMG	Jane Hodgen - TCS

### **Supported by:**

Flavia Kraus, CSR360 Global Partners Network, Business in the Community  
Stephen Farrell, India consultant, Business in the Community, Lakshmi Niar TCS

### **CSR360 Global Partners:**

Amita Joseph, Director, Business Community Foundation	
Merlin Freeda, Sr. Manager, Programs(Tamil Nadu), HelpAge India	
Indrani Rajadurai, National Director, HelpAge India	Rahul Singh, LEAD India

### **Conclusions and action:**

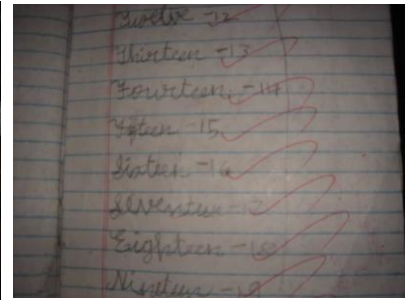
With the endorsement of the BitC Marketplace Leadership team (yet to be addressed), it is recommended that UK CEOs and their Heads of Procurement ask their suppliers “**Arising from the price that we are agreeing (with the supplier), what is the impact of that price, all the way down the supply chain, to you as suppliers and the suppliers of suppliers?**” This is to prevent cost cutting that results in unethical practice (low wages and conditions) and to include the scenario where local schools are supported out of the profits of the suppliers i.e. the children at the far end of the supply chain especially in BRIC economies.

### **Additional Recommendations:**

1. Regarding the visit to the Sirt Sivam **Fair Trade Pottery at Auroville**: Work with Traidcraft, Newcastle University pottery design consultants and hopefully the largest high street retailers (who are members of Business in the Community) to see how this particular supply chain can be scaled up without losing the individualism of the hand made pottery and without introducing automation, then see if this can provide a model in other scenarios. **Action by:** Malcolm Lane. **Report back** June 2009 to BitC for possible inclusion in next year's SiB report. The school run from the profits of the pottery was impressive in terms of results (joined-up English handwriting by 3 / 4 year old children) despite very basic conditions.
2. Regarding the visit to **Supreme Creations** in Pondicherry (south of Chennai) that manufactures **ethical cotton and Jute bags** for mainstream high street retailers outlets in the UK, the observations from the SiB delegates were that they

were uniquely impressed by the professionalism of the company, which inspired them to look at the supply chains of their own organisations to make a positive difference. **Action:** Explore potential collaboration between Supreme and Harita-NTI Ltd. to work on recycling strategies and how to scale up environmentally friendly packaging materials and for possible inclusion in next year's SiB report.

A few pictures from the school run from the profits of the Fair Trade Pottery



Basic environment of the school run off the profits of the fair trade pottery

The class of 3 and 4 year olds with their handwriting. The class of 4 and 5 year olds were learning about computers

Close up of the joined up English handwriting from children for whom English is their second language