

## **PRESS RELEASE**



### **CSM launches film on corporate India and climate leadership at World Business Summit on Climate Change**

#### **Copenhagen: 25 May 2009**

The Centre for Social Markets (CSM) launched a film today profiling corporate leadership on climate change in India at the World Business Summit on Sustainable Development in Copenhagen.

While much of the focus of the Summit was on what western companies are doing, the film brought out just how much potential there is in India to lead a paradigm shift to a low-carbon economy.

Called, **In Good Company**, the 55-minute documentary tells the little-known story of how Indian companies and entrepreneurs are beginning to respond to the climate challenge.

With India set to become one of the world's top three emitters of greenhouse gases by 2015, the film is a timely reminder of the need to focus attention on how emerging markets will respond to a carbon-constrained global economy with all the risks and opportunities it implies.

The film makes a powerful case for why a more proactive approach by Indian business and entrepreneurs is not only necessary, it is possible. The film's presenter, CSM CEO Malini Mehra, argued that these companies can not only lead the way to an economic paradigm shift but they can also help unlock political stalemate. "We need to get these companies and these individuals involved in the search for solutions. India has the ingenuity – we

need to take back the agenda from the bureaucrats and get the entrepreneurs involved”, she said.

Featuring prominent Indian CEOs from companies such as Infosys, Wipro, Mahindra, Tata, HSBC India, Godrej and others, as well as new generation companies such as SELCO and Reva Cars, the film provides unique insight into the views and activities of India’s climate leaders.

Speaking at the launch, Dr Harish Hande, founder and MD of Selco Lights, one of the featured entrepreneurs and a Summit speaker, said: “The film brings out the perspective of climate change from India’s society point of view and thus gives the world a much more different view about India and its position on the issue.”

The film is part of CSM’s national and international efforts to reframe the climate challenge as an agenda of hope and opportunity where countries such as India can lead the way in their own national self-interest.

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Note to Editors:

The Centre for Social Markets (CSM) is an Indian NGO working to promote climate leadership and a pro-active domestic agenda. Full details can be found on the CSM website: [www.csmworld.org](http://www.csmworld.org)

CSM has led India’s first and largest national mobilization effort on climate change called ‘Climate Challenge India’ since 2007. The organization is at the forefront of climate advocacy and leadership development.

The film has been produced in association with Xanthus Productions and co-producers/ directors, Mallika Jalan and Debangshu Mitter.

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