

**Centre for Strategy  
and Leadership**

**INAUGURATED BY**



**Dr. Jitendra Singh**

**Minister of State (Independent Charge),  
Ministry of Development of North Eastern Region;  
Minister of State, Prime Minister's Office,  
Ministry of Personnel, Public Grievances and Pensions,  
Department of Atomic Energy and Department of Space,  
Government of India**



# **MAHATMA GANDHI'S**

**Experiments with Swachhata  
~Key to Prosperity~**

**Friday, October 2nd, 2020**

**EVENT REPORT**



**DESH**  
KE LIYE **2** MINUTE

**THE AGRI CHALLENGE**

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**डॉ० जितेन्द्र सिंह**

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भारत सरकार



**Dr. JITENDRA SINGH**

Minister of State (Independent Charge),  
Ministry of Development of North Eastern Region;  
Minister of State, Prime Minister's Office,  
Ministry of Personnel, Public Grievances and Pensions,  
Department of Atomic Energy and Department of Space,  
Government of India

Dated, 29th Feb' 2020



**MESSAGE**

Mahatma Gandhi's ideals are synonymous with the idea of India. Babu said, "Everything in India attracts me. It has everything that a human being with the highest possible aspirations can want."

Gandhi's vision has stood the test of time and millions across the world continue to be inspired by him.

Modi Government has launched a number of welfare schemes that are deeply aligned and inspired by Gandhi's vision.

I am glad to learn that Kendriya Bhandar, in line with Hon'ble Prime Minister Shri Narendra Modi ji's vision of commemorating 150 years of Mahatma Gandhi, is conducting a series of five events, each focussing on a key subject that was not only a priority for Mahatma Gandhi, but is also critical to the growth and development of the nation.

We wish all success to Kendriya Bhandar, Centre for Strategy & Leadership and its partners in this endeavour.

(Dr. Jitendra Singh)  
MBBS (Stanley, Chennai)  
MD Medicine, Fellowship (AIIMS, NDL)  
MNAMS Diabetes & Endocrinology

## About the Series

Kendriya Bhandar, with Centre for Strategy and Leadership as its Strategic Partner, is organising a series of five awareness initiatives to celebrate 150 years of the Mahatma. Each initiative is focused on a key topic that was not only important to Mahatma Gandhi, but also is critical to the growth and development of the people of India, namely:

1. Mahatma Gandhi's Experiments with Food – Key to Health
2. Mahatma Gandhi's Experiments with Swachhata – Key to Prosperity
3. Swadeshi (Domestic production)
4. Sarvodaya (Welfare)
5. Sustainability and Conservation



This first initiative of the series, “Mahatma Gandhi's Experiments with Food – Key to Health,” was a special event aimed at creating awareness about Gandhi ji's teachings on food and lifestyle for a better life. It was held on March 2, 2020 at Gandhi Darshan, Rajghat, New Delhi.

Union Minister of State for Personnel, Public Grievances and Pensions, and, Prime Minister's Office, Hon'ble Dr. Jitendra Singh graced the occasion as the Chief Guest and inaugurated the programme as well as launched the series.

The programme was widely appreciated and attended by members of parliament, senior government officials, eminent Gandhians, heads of missions of various countries, representatives from the United Nations, doctors, dietitians, naturopaths, chefs, bloggers, and media.

The second event of the series, “Mahatma Gandhi's Experiments with Swachhata – Key to Prosperity,” will focus on Mahatma Gandhi's visionary ideas on cleanliness.



# Glimpses of Key to Health



Mahatma Gandhi's Experiments with Food - Key to Health was held at Satyagraha Mandap, Gandhi Darshan



Preparing to welcome and honour Chief Guest Hon'ble Dr. Jitendra Singh [MoS Prime Minister's Office (PMO)]



Chief Guest Hon'ble Dr. Jitendra Singh, Minister of State, PMO and Personnel Public Grievances & Pensions, arrives at the venue, flanked by Shri Mukesh Kumar, Managing Director, Kendriya Bhandar and Smt. Parameshwari Bagri, Chairperson, Kendriya Bhandar



Welcoming and honouring the Chief Guest Hon'ble Dr. Jitendra Singh (MoS PMO)



Chief Guest Hon'ble Dr. Jitendra Singh (MoS PMO) greets the ecstatic and cheering audience



# Glimpses of Key to Health



L-R: Vikas Sharma, Parameshwari Bagri, Mukesh Kumar, Hon'ble Dr. Jitendra Singh, and A. K. Srivastava



Chief Guest Hon'ble Dr. Jitendra Singh (MoS PMO) offering shradhanjali to Mahatma Gandhi



Lighting the ceremonial lamp, an age old tradition to mark an auspicious beginning



Chief Guest Hon'ble Dr. Jitendra Singh (MoS PMO) being felicitated with the programme poster



Shri Mukesh Kumar, MD, Kendriya Bhandar and Shri Vikas Sharma, CEO, CSL present a charkha to the Chief Guest



Unveiling of the ceremonial plaque of the special series to commemorate 150 years of Mahatma Gandhi

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# Swachhata Event Overview

"Mahatma Gandhi's Experiments with Swachhata - Key to Prosperity" was a special programme conducted by Kendriya Bhandar and Centre for Strategy and Leadership on October 2, 2020 at Plenary Hall, Vigyan Bhavan, New Delhi.

This programme was the second of a series of initiatives being conducted by Kendriya Bhandar and Centre for Strategy and Leadership to celebrate 150 years of the Mahatma. The event aimed to celebrate and appreciate the visionary ideas of Mahatma Gandhi on various aspects of cleanliness including personal hygiene, mind & thoughts, and environment.

Dr. Jitendra Singh, Hon'ble Minister of State (Independent Charge), DONER, and Minister of State, Prime Minister's Office, and Personnel, Public Grievances and Pensions graced the programme as Chief Guest.

Welcoming the Hon'ble Minister, the speakers and the august gathering, Shri. Vikas Sharma, Chief Executive Officer, Centre for Strategy and Leadership said, "Gandhiji was a firm believer in the proverb 'Cleanliness is next to Godliness.' He was aware that the lack of hygiene and sanitation was a menace which was not only responsible for various diseases and epidemics, but also gave rise to social evils such as untouchability and discrimination." He lauded the Prime Minister's efforts in making India a clean nation.

Smt. Parmeshwari Bagri, Chairperson, Kendriya Bhandar, highlighted the Hon'ble Minister's achievements not just as a medical doctor, but also as a statesman who has ensured that progressive policies of the government have been effectively implemented.

Highlighting Mahatma Gandhi's belief in the power of cooperatives as a means to help people, Kendriya Bhandar Managing Director, Shri Mukesh Kumar said, "I am proud to say Kendriya Bhandar is not only committed to providing quality and safe products for consumers, but is also committed to creating awareness on the importance of Swachhata as the key to prosperity."

Speaking at the programme, Shri Mayank Kumar Agarwal, Director General, Doordarshan said that Mahatma Gandhi's teachings on Swachhata and the Hon'ble Prime Minister's commitment to the same has saved India from a very big disaster. Had the Prime Minister not started the Swachh Bharat Abhiyan, the nation today would have faced a bigger challenge in the face of COVID-19. It is because we have achieved a good level of Swachhata that we are better equipped to face the current situation.

# Swachhata Event Overview

Shri Yuvraj Malik, Director, National Book Trust, said that the first word in our constitution is “we,” and it is “we, the people of India” who can together make a Swachh Bharat. This movement, which was started by Mahatma Gandhi and revived by Modi ji, is now a mass movement all due to the visionary leadership of our country.

Speaking at the awareness programme, the Hon'ble Minister Dr. Jitendra Singh said “Mahatma Gandhi ji's Swachhata teachings have always been timeless. The Modi government's call for Swachhata and its tireless efforts have made cleanliness a mass movement and a hugely successful campaign.”

He appreciated that, during the lockdown, cooperatives like Kendriya Bhandar have worked tirelessly to ensure that dietary items and hygiene kits were made available to the needy, free of cost. He mentioned that Kendriya Bhandar ensured that supplies at the lowest possible rates were made available to the people and went all out to ensure that there was no chaos, that people were getting regular supplies, and prices were kept in check.

Dr. Jitendra Singh also highlighted that the welfare of farmers was very close to Mahatma Gandhi's heart, and he would have been very happy today with the clearing of the farmers' bill. He said that the government is committed to the welfare of farmers, and at the grassroots this decision has been well received.

The programme was conducted strictly in line with the Government's COVID-19 safety guidelines and protocols. Media Partner Prasar Bharati covered the programme live on Radio, Television, and Social Media so that millions of Indians could benefit from the programme.

Nestle India Limited – Maggi Desh ke Liye Do Minute supported the initiative as Swachhata Partner.

The programme was also supported by State Bank of India, Power Finance Corporation, Gas Authority of India Limited, Punjab National Bank, Gala Household Products, National Book Trust, and Skipper Overseas Pvt Ltd.

Kendriya Bhandar and Centre for Strategy and Leadership thank all our esteemed partners for supporting this noble initiative. It was a remarkable example of cooperative action, where various government and private organisations from diverse sectors came together to spread the teachings of Bapu on Swachhata and bring to life his vision of collaboration and cooperation.



# Glimpses of The Swachhata Event



Mahatma Gandhi's Experiments with Swachhata - Key to Prosperity was held on 2nd October, 2020 at Plenary Hall, Vigyan Bhavan



The programme was conducted by Kendriya Bhandar and Centre for Strategy and Leadership. Hon'ble Minister Dr. Jitendra Singh was the Chief Guest.



An exhibition featuring Mahatma Gandhi's thoughts on Swachhata was setup at the venue.



# Glimpses of The Swachhata Event



Chief Guest Hon'ble Minister Dr. Jitendra Singh, Minister of State (I/C) DONER, Minister of State, PMO and Personnel PG & P, GoI arriving at the venue



Chief Guest Hon'ble Minister Dr. Jitendra Singh lighting the ceremonial lamp



Chief Guest Hon'ble Minister Dr. Jitendra Singh paying respects to Mahatma Gandhi



# Glimpses of The Swachhata Event



Chief Guest Hon'ble Minister Dr. Jitendra Singh being felicitated with programme mementos



Shri Vikas Sharma, Director and Chief Executive, CSL, delivering his inaugural address



Smt Parmeshwari Bagri, Chairperson, Kendriya Bhandar, addressing the gathering



Shri Yuvraj Malik, Director, National Book Trust, addressing the gathering



Shri Mayank Kumar Agarwal, Director General, Doordarshan, addressing the gathering



Shri Mukesh Kumar, Managing Director, Kendriya Bhandar, addressing the gathering



# Glimpses of The Swachhata Event



Chief Guest Hon'ble Minister Dr. Jitendra Singh delivering his keynote address



Chief Guest Hon'ble Minister Dr. Jitendra Singh delivering his keynote address



A restricted gathering in line with the Government's COVID-19 protocols



The distinguished speakers with Chief Guest Hon'ble Minister Dr. Jitendra Singh



Shri Saurabh Makhija, Head Modern Trade, Nestle India Limited being felicitated by Chief Guest Hon'ble Minister Dr. Jitendra Singh



Shri Saurabh Makhija, Head Modern Trade, and team Nestle India Limited with Chief Guest Hon'ble Minister Dr. Jitendra Singh



# Glimpses of The Swachhata Event



Shri Mayank Kumar Agarwal, Director General, Doordarshan being felicitated by Chief Guest Hon'ble Minister Dr. Jitendra Singh



Team State Bank of India being felicitated by Chief Guest Hon'ble Minister Dr. Jitendra Singh



Team Gala Household Products being felicitated by Chief Guest Hon'ble Minister Dr. Jitendra Singh



Team National Book Trust being felicitated by Chief Guest Hon'ble Minister Dr. Jitendra Singh



Our esteemed partners with Chief Guest Hon'ble Minister Dr. Jitendra Singh



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## Did You Know



Mahatma Gandhi has written on numerous subjects. The collected works of Mahatma Gandhi spans 99 volumes running into over 50,000 pages. The Encyclopædia Britannica, for comparison, spans 32 volumes and 32,640 pages.

President Obama was once asked in a school which historical figure he would have liked to dine with. He said that he would have loved to dine with Gandhi.



Along with the struggle for India's independence, he led a continuous struggle for sanitation, cleanliness, and efficient management of all categories of wastes throughout his life.

Mahatma Gandhi said that "Unless we rid ourselves of our dirty habits and have improved latrines, swaraj can have no value for us."



Gandhiji realised early in his life the close relationship between cleanliness and good habits with good health.

Given his curious nature and inquisitive mind, Gandhi ji dealt with nearly all aspects of sanitation including technical, social, and economic as well as its various aspects such as personal, domestic, and corporate.



## Did You Know



Gandhiji said "Those who spit after chewing betel leaves and tobacco have no consideration for the feelings of others."

Whenever Gandhi ji got an opportunity to do a little bit of cleaning work, he felt happy. To him the test of a people's standard of cleanliness was the condition of their latrines.



Once, during his tour to promote khadi, the sweepers were not permitted to attend a public meeting where Gandhi ji was to speak. When he came to know of it, he told the organisers: "You may keep your purses and your addresses. I am going to have a meeting with the untouchables only. Let all others who want, come there."

Gandhiji said, "So long as you do not take the broom and the bucket in your hands, you cannot make your towns and cities clean."



Gandhiji had started a mass contact programme where he would visit villages and talk about the necessity of sanitation. While Gandhi ji talked, people who had accompanied him would begin cleaning up the village themselves to highlight the need for cleanliness.

Two years before his death, Gandhi stayed in the sweepers' colony in Bombay and Delhi for some days. He wished to share the same lodging and partake of their food but then he was too old for the experiment.



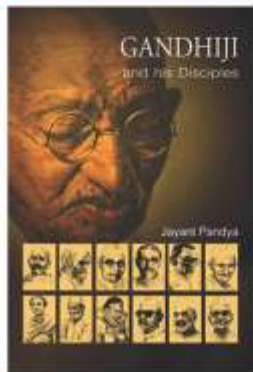
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**~ Mahatma Gandhi ~**



## Let our Lives be Open Books

- Mahatma Gandhi



### Gandhiji and His Disciples

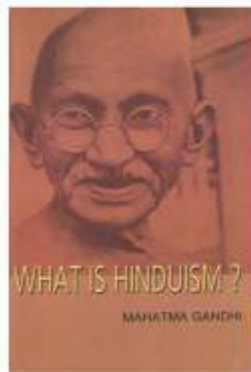
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This book is a story of twelve eminent Gandhians, their initiation into Gandhian thoughts, shaping of their personalities and their contribution to humanity and India's struggle for freedom.

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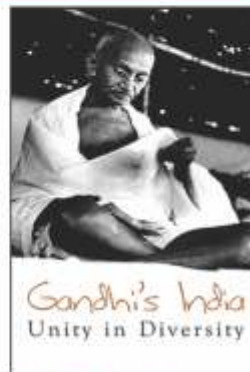
Mahatma Gandhi

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ISBN 978-81-237-0927-7

A selection of Gandhiji's articles drawn mainly from his contributions to *Young India*, the *Harizan* and the *Navajivan* on Hinduism. Written on different occasions, these articles present a picture of existential dilemmas of human existence.

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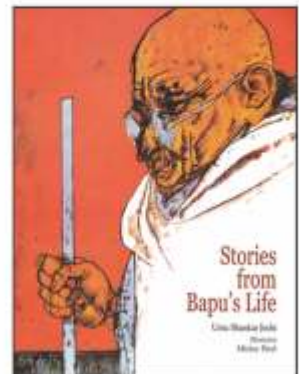
### Gandhi's India: Unity in Diversity

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This brief anthology of Gandhiji's utterances have been compiled by the National Integration Sub-committee of the National Committee for Gandhi Centenary. The Book talks about the forty years of his active public life and expressions and applications.

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### Stories from Bapu's Life

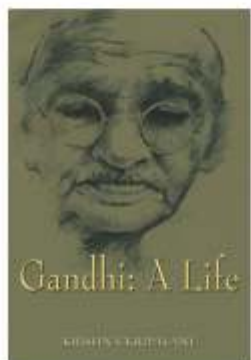
Uma Shankar Joshi

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In this book the noted Gujarati writer relates some interesting episodes from Bapu's life. Written in a simple and heart-warming style, the stories will appeal to children.

Also published in Asamiya, Bangla, Bhojpuri, Garo, Gujarati, Hindi, Kannada, Khasi, Konkani, Maithili, Malayalam, Manipuri, Marathi, Odia, Punjabi, Tamil, Telugu, Urdu, Arabic & Spanish



### Gandhi: A Life

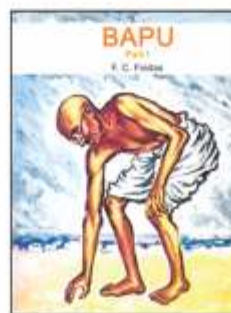
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Mahatma Gandhi lived, suffered and died for the country and is known as a patriot and revolutionary reformer. An interesting and absorbing account of the life and achievements of Mahatma Gandhi.

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### Bapu (Part I)

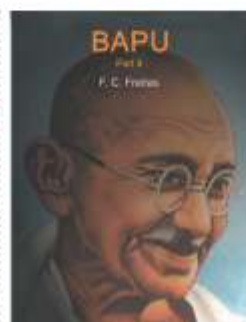
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The story of Gandhi from his birth till Dandi March in pictures and words.

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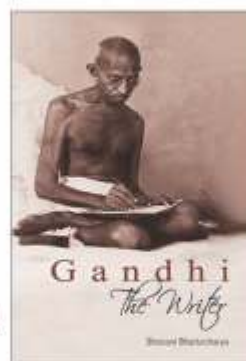
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### Gandhi: The Writer

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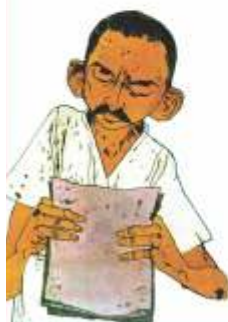
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This Book on Mahatma Gandhi as one of the most influential personalities of modern times, and as a prolific writer of considerable influence, takes us on a fascinating journey into the inner workings of Gandhi as a writer.

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### ***Let Our Lives Be Open Books – Mahatma Gandhi***

The National Book Trust (NBT), India, an autonomous organization under the Ministry of Education (MoE), Government of India, was established in the year 1957 to encourage and promote the culture of books and reading in the country. The activities of National Book Trust, India include publishing of good quality reading material at reasonable prices, organizing of book fairs across the country, and promoting Indian publishing across the globe in international book fairs.

The NBT publishes books for all segments of the society and for all age-groups, which include works of fiction, books on social sciences, medical science and cutting-edge technology, as well as a wide variety of books for children and post-literacy reading material for neo-literates. With books published in more than 50 Indian languages (including dialects and tribal languages), NBT has also published over 200 titles in Braille.

The NBT has published more than 20 titles on Mahatma Gandhi and his writings in English, Hindi and in more than 22 Indian languages, like *The Mind of Mahatma*, *Ba-Bapu 150*, *Gandhi: A Life*, *Pen Portraits* and *Tributes by Gandhi*, *Gandhi Patel: Letters and Speeches*, *Gandhiji and His Disciples*, *Gandhi: The Writer*, *Gandhi: Warrior of Non Violence*, *San-Gandhi-Tattva-Shatakam*, *Stories from Bapu's Life* to name a few. In addition, a comprehensive Annotated Rights Catalogue of books on and by Mahatma Gandhi by all Indian publishers has been compiled and published by National Book Trust, India.

Besides publishing books on Mahatma Gandhi, we have also been organizing various activities to promote his simplicity, philosophy, teachings as well as writings. We put up special display of Books on and by Mahatma Gandhi in all the national and international book fairs that NBT participates in or organizes.

In the recent Guest Country Presentations, where India had been accorded the Guest of Honour Country status (at Abu Dhabi and in Mexico), with NBT designated as the Nodal Agency coordinating the Guest Country Presentations, we had put up special installations on Mahatma Gandhi so that the message and teachings of Mahatma Gandhi are taken across various cultures and countries. Also, the theme of New Delhi World Book Fair 2020 was, “Gandhi: Writers' Writer”, giving booklovers a glimpse into how Mahatma Gandhi, a great strategic communicator, inspired and influenced generations of writers.

The specially designed pavilion (inspired by Sabarmati Ashram), with hand-spun materials as wall cladding had an exclusive exhibition of books on and by Gandhi in different Indian languages, and Panels with



archival material displayed Mahatma Gandhi's handwritten letters to dignitaries, his edited scripts, his journals, etc.

In this programme on Mahatma Gandhi's philosophy on Cleanliness – Swachhta – a few excerpts from the book “The Mind of Mahatma”, published in Hindi by the NBT, are reproduced here for the benefit of the readers for them to know Mahatma Gandhi's thoughts on this concept and how it transcended the postulation beyond physical clean surroundings:

“Corporate Cleanliness can only be ensured if there is a corporate conscience and a corporate insistence on cleanliness in public places. Your water, food and air must be clean, and you will not be satisfied with mere personal cleanliness, but you will infect your surroundings with the same threefold cleanliness that you will desire for yourselves...”

“My appeal to you... is to cleanse your hearts and to have charity. If you will not be clean out of false notions of philanthropy, you will deny yourself the duty of serving the very millions by remaining dirty and ill. Confession of error is like a broom that sweeps away dirt and leaves the surface cleaner than before...”

“Everyone can make a beginning by making the villages cleaner by their own labour and removing illiteracy to the extent of their ability. And if their lives are clean, methodical and industrious, there is no doubt that the infection will spread in the villages in which they may be working. I would, therefore, advise young men.... not to give in, but persist in their effort and by their presence make the villages more liveable and lovable.”

*~ Courtesy National Book Trust*



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# Swachhata Pledge



- *Mahatma Gandhi dreamt of an India which was not only free but also clean and developed.*
- *Mahatma Gandhi secured freedom for Mother India.  
Now, it is our duty to serve Mother India by keeping the country neat and clean.*
- *I take this pledge that I will remain committed towards cleanliness and devote time for this.*
- *I will devote 100 hours per year, that is two hour per week, to voluntarily work for cleanliness.*
- *I will neither litter not let any other litter.*
- *I will initiate the quest for cleanliness with myself, my family, my locality, my village and my work place.*
- *I believe that the countries of the world that appear clean are so because their citizens don't indulge in littering nor do they allow it to happen. With this firm belief, I will propagate the message of Swachh Bharat Mission in villages and towns.*
- *I will encourage 100 other persons to take this pledge which I am taking today.*
- *I will endeavour to make them devote their 100 hours for cleanliness.*
- *I am confident that every step I take towards cleanliness will help in making my country clean.*

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# About Kendriya Bhandar



Kendriya Bhandar (ISO 9001:2015 certified), a Multi State Cooperative Society, is a prestigious Welfare Project. Pursuant to Cabinet decision, the organization was established in 1963 and it functions under the aegis of the Government of India, Ministry of Personnel, Public Grievances & Pensions. The majority of shares in Society are held by the Govt. of India. It is a well-organized set up with a proven track record of working for the welfare of Government employees and public at large. The activities of Kendriya Bhandar fall within the precincts of 'Staff Welfare' and the same are assigned to be dealt with by the Department of Personnel & Training.

The organization has worked hand in hand with Govt. of India at all times and more particularly when the country faced crises. Be it the crisis of pulses, onion, atta etc. or any emergent situation like flood relief operations for J&K or in Kerala in the recent past or call of duty to meet the demands of public and the Govt. of India to cater for the needs of esteemed customers during the demonetization period, Kendriya Bhandar has proved its mettle. During the crisis of onions this year, Kendriya Bhandar played an important role and sold onions @ Rs.20/- per kg. In a report by Ministry of Consumer Affairs, Tur Dal marketed by Kendriya Bhandar was found most economical (@Rs.86/- per kg) in the country recently.

We provide quality grocery, consumer items, stationery and generic medicines at very reasonable rates, quite less than the MRP.

Annual turnover of Kendriya Bhandar for the financial year 2018-19 is over Rs.1500 Crores against Rs.750 crores in 2017-18.

Besides serving lacs of people on a daily basis we are serving more than 250 prestigious Institutions of country including the highest intuition i.e. the Rashtrapati Bhawan.

## NETWORK

The Society operates a network of 153 stores/branches in Delhi, Maharashtra, Tamil Nadu, Andhra Pradesh, Karnataka, Cochin, Daman, Goa, Gujarat, Uttar Pradesh, Uttaranchal, Rajasthan, Madhya Pradesh, West Bengal, Jharkhand, Assam, Haryana, Punjab and Chandigarh etc.

We have more than 110 outlets established at Delhi alone to meet the requirements of residents of Delhi. At our Grocery/Consumer stores, all items of consumer goods, grocery items and certain stationery items are being sold. In addition, we have an exclusive Counter at East Block and West Block, R.K. Puram, New Delhi for sale of stationery and other products. In other parts of the country, our valuable customers are being served through our extensive network of stores/branches.

Furthermore, Kendriya Bhandar is supplying medicines and related items to CGHS Dispensaries and Hospitals in Delhi through its existing chemist shops. Kendriya Bhandar has also opened 06 medical stores, out of which 03 are Jan Aushadhi Generic Drug Shops operated from GTB Hospital, DDU Hospital and Shastri Bhawan as a part of Jan Aushadhi project of the Department of Pharmaceuticals, Govt. of India.

We have plans to expand our operations in the field of medicine (by opening retail chain of medical stores) and Grocery Consumer stores throughout the country. This will help Kendriya Bhandar carry out the intentions of the Government for controlling the prices of essential commodities & medicines across the country, besides creating fathomless job opportunities for our youths with no cost to the exchequer.

### **MAIN ACTIVITIES OF KENDRIYA BHANDAR**

- Institutional Supply and Retailing of best quality lab tested grocery, consumer and household items.
- Supply of office stationery & office equipment to Government Departments.
- Supply of branded medicines to CGHS Dispensaries, retail sales of branded and generic medicines.

### **LANDMARKS OF KENDRIYA BHANDAR**

- Launch of Fortified Atta in alliance with Government of NCT of Delhi
- Launch of Yellow Peas (pulses) in alliance with Ministry of Consumer Affairs
- Launch of pulses in Collaboration with Government of NCT of Delhi
- Launch of Generic Drugs in Collaboration with the Department of Pharmaceuticals, Central Government (Jan Aushadhi Project). Kendriya Bhandar in Collaboration with Department of Pharmaceuticals (Government of India) is selling Generic Drugs to PSUs as a welfare activity for the benefit of the patients visiting the government hospitals.

### **HONOURS & AWARDS**

- Kendriya Bhandar has the honour of receiving the Best Co-operative Award, almost every year, for more than two decades for its services in consumer sector in Delhi. Last Award was received on 22.11.2019.
- Kendriya Bhandar received "East Right" Award 2018-19 in organized category in the country from Hon'ble Union Health Minister/FSSAI on 07.06.2019.

***"Sahkaar se upkaar tak"***

Kendriya Bhandar is a humble journey of organised, dedicated and combined efforts...

**- By Mukesh Kumar**  
Managing Director  
Kendriya Bhandar



# About CSL



**Centre for Strategy  
and Leadership**

Centre for Strategy and Leadership (CSL) is a “not for profit” organisation with a special focus on Investor Engagement, Public Policy and Collaborative Sustainable Development.

CSL works closely with public and private enterprises, policymakers and officials of Central & State Governments to work towards enhancing trade, encouraging investments, improving outreach, building linkages, and exchanging innovative ideas.

CSL believes in developing synergies through close cooperation and collaboration of key stakeholder partners in Government, Public and Private Enterprises, and, Citizen Groups for encouraging Sustainable Social and Economic Development of the people of India.

## **INVESTOR ENGAGEMENT**

CSL plays a key role in enabling foreign and domestic investors confidently enter new markets in India and expand their businesses. We provide strong investment promotion platforms to introduce companies to new business and investment opportunities in Indian States, in partnership and with the support of the State Governments.

## **PUBLIC POLICY**

We work closely with the Central and State Governments, Policy-Makers, Industry, Foreign Missions, International Institutions, National and International experts and Media.

CSL is one of the main players in the public policy space in India providing top-level strategic input with on-the-ground granular support to companies across sectors for their engagements in the Central and at the State level.

## **COLLABORATIVE SUSTAINABLE DEVELOPMENT**

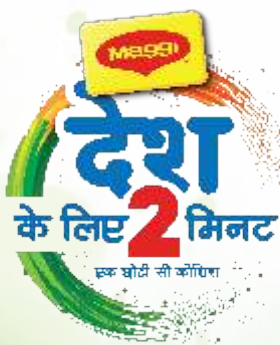
CSL has pioneered a collaborative sustainability model called SAJHEDARI which bridges the gap between the stakeholders – government, corporate, by bringing them together on a common platform.

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आपकी खेती की हर ज़रूरत के लिए एसबीआई एग्री लोन प्रोडक्ट्स.

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