

INSPIRATION FOR ALL

The green crusader

MALA SINGH, FROM MANDI TOWN, HAS BECOME THE FIRST INDIVIDUAL FROM THE STATE TO BE HONOURED WITH 'THE BEST GREEN ENTREPRENEUR AWARD' UNDER GLOBAL GREEN FUTURE AWARDS DURING WORLD CSR CONGRESS 2013

Munishi Sood Mandi



>> Honoured for excellence: Mala Singh

Mala Singh, a native of Himachal Pradesh made her state proud, when she won an international award, 'The Best Green Entrepreneur Award', under the Green Future Awards during the World Corporate Social Responsibility (CSR) Congress 2013 held at Mumbai recently.

She is the first recipient of such an award in the state for her outstanding achievements in the field of social responsibility towards "Mother Earth" by preserving and conserving environment through innovative and sustainable measures.

"It is a reward for our ground work and imple-

mentation of green and social innovation and implementation of sustainability concept for the society," says Mala proudly. 'World CSR Congress' encourages organizations across the world to effectively fulfill their objectives defined under corporate social responsibility by organising such kind of prestigious global awards involving National and International stake holders, she adds.

"Corporate Social responsibility today has been gathering more and more interest worldwide over the recent years. It is best defined in our views as those activities that companies undertake beyond their core commercial services to benefit the communities in which they operate," says Mala Singh, who has the privilege to make first government green building in Gujarat under "LEED INDIA NC 2011".

She adds, "As more and more companies embrace the need to think through their impact on society and the environment, sustainable development now plays a legitimate and an important role within responsible business, bringing the unique competencies of a company to bear on issues affecting the community in which it operates".

"As companies become better at directing their community investment strategically and implementing it effectively they not only get more successful at achieving whatever business goals they are seeking to fulfill but they also start to make a real impact on the issues they have chosen to tackle," shares Mala, a Green Crusader.

"Ministry of Corporate affairs in India has already passed the bill to regulate CSR Policy for all the organizations which would definitely lead to more and more contribution from all the stake holders towards Sustainable Development," adds Singh who has proved her credentials to motivate and inspire, various Government organisations, various developers and infra-

structure companies across the country to take a step forward in the way of Green Movement, which according to her is the need of the hour.

Born and brought up in Mandi town, Mala Singh is also contributing her Green attributes as executive committee member, Indian Green Building Council (IGBC), and also Green Building committee member for Forest and Environment Department, Government of Gujarat. She also has major contribution towards Green Education and Social Awareness among the various community stakeholders.

"I work on the concept of sustainable and green technologies. My mission is to become a role model to transform the communities into an integrated sustainable model, which will help to encourage sustainable growth and green

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