

EVENT REPORT 5<sup>TH</sup> MARCH 2014

# unitech

*Supported*

# 23<sup>rd</sup> International Children Painting Competition by



**for underprivileged children**



Theme: Food Waste  
Save the Planet – Save Food,  
Wasting Food is Wasting the Planet.

## About Unitech Limited

Established in 1972 by a group of technocrats, Unitech Limited is one of India's leading Real Estate player. It started business as a consultancy firm for soil and foundation engineering and has grown to have the most diversified product mix in real estate comprising of world-class commercial complexes, IT/ITes parks, SEZs, integrated residential developments, schools, hotels, malls, golf courses and amusement parks.

## About GlobalHunt Foundation

GlobalHunt Foundation (GHF) a Section 25 not for profit company registered under the Indian Companies Act 1956. As a signatory to the United Nations Global Compact (UNGC) GHF serves as a knowledge catalyst and engages its vast corporate clientele with diverse multi stakeholders and enhances their Corporate Sustainable Responsibility. As a strategic partner GHF provides key research, reporting, programme design and advisory, training and capacity building, due diligence and impact assessment, CSR competitor analysis, positioning and reviews and providing social sector recruitments.

**More Information on: [www.globalhuntfoundation.org](http://www.globalhuntfoundation.org)**

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### Disclaimer

The report has been prepared by GlobalHunt Foundation comprising a team of researchers and consultants. The information and data on this report is based on the programme activity of 23rd International Children Painting Competition by UNEP. The programme was supported by Unitech Limited on 5th March 2014 and facilitated by GlobalHunt Foundation. All materials in this publications may be quoted and referred with proper attribution.

# Acknowledgements



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*Dr. Pradip Sarmah, Advisor, GlobalHunt Foundation*

*Ms. Radhika Ralhan, Manager-Corporate Sustainability, GlobalHunt Foundation*

*Mr. Shivajee Dutta, Corporate Communications, Unitech Limited*

*All the teachers and students of Guru Nanak Sewa Sansthan*



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# Foreword

It gives us immense pleasure to be associated with the 23rd International Children Painting Competition of UNEP in partnership with GlobalHunt Foundation. The programme was organized for the marginalized kids of Gurgaon where they were given life skills training in painting and drawing on the theme of Food Waste. The problem of food waste is connected to everyone's daily habits where directly or indirectly we contribute towards the increasing food waste of the world.

Currently, Unitech's CSR Agenda is focused on Healthcare, Child Education & Nutrition, Environment, Community Outreach & Development. We strive to achieve these objectives by imbining them in our Products, Processes and Initiatives. And it is very humbling when our efforts get recognized, when we were recognized with the Global CSR Excellence and Leadership Award by the World CSR Congress

The 23rd International Children Painting Competition was organized on 5th March, 2014 for more than hundred underprivileged children belonging to slum clusters and informal sector. The programme was carried out in partnership with GlobalHunt Foundation a UNGC Signatory committed towards the Universal 10 Principles of UNGC. Unitech Limited supported programme was a means to develop and improve the life skills of children and also to bring awareness, sensitization and promotion of UNEP environment issues. The programme was aimed at creating awareness about imbibing practices of food conservation among children.

We strongly believe that such multi-stakeholder engagements are an extension of our social responsibility initiatives that are directed towards providing benefits to those situated at the last mile post.

**Ms. Tanuja Kehar,  
Corporate Communications,  
Unitech Limited**

## Executive Summary



**Mr. Sunil Goel,  
Director, GlobalHunt Foundation**

The 23rd International Children Painting Competition of United Nations Environment Programme (UNEP) supported by Unitech Limited and facilitated by GlobalHunt Foundation was organized on 5th March 2014. The programme witnessed the participation of more than 150 underprivileged school children, teachers, Unitech Limited representatives and members of GlobalHunt Foundation. The programme was meant for underprivileged children who were encouraged to participate in saving the planet earth through expressing their ideas on food conservation, avoiding wastage with the aid of sketching, drawings and paintings. Every year the UNEP organizes the International Painting Competition to engage young children all over the world, this year the competition unique theme was Food Waste - Save the Planet - Save Food - Wasting Food is Wasting the Planet.

The programme was organized by GlobalHunt Foundation in close partnership with UNEP to carry forward the Post 2015 Sustainability Agenda within which the Foundation aims to carry out programmes and activities that are innovative, scalable and foster the principle of inclusive growth. As a UNGC

Signatory, GlobalHunt Foundation is committed towards the Universal 10 Principles of UNGC within which special programmes related with Child Rights and Environment were emphasized.

Unitech Limited one of India's leading real estate company came forward to support and extended the programme within the marginalized community of Gurgaon. Most significantly the painting competition also witnessed the coming together of diverse multi-stakeholder engagement in form of a leading corporate Unitech Limited, a catalyst in form of GlobalHunt Foundation and a civil society partner Guru Nanak Seva Sansthan within the premises of which the competition was organized for the underprivileged children.

The students on the day of the event came with full enthusiasm to express their views on Food Waste. The programme served a platform for the next generation to share their ideas of their future and of the world in which they aspire to live and spend their coming years.

Thus, within this framework an outcome report is published which in detail outlines the programme activity and proceeding of the day. Moreover, towards the end valued feedbacks of participated children have been incorporated to provide their views with respect to the programme.



# Executive Summary

Children are those imperative key stakeholders of the community, who are vital to business operations as children are potential consumers, depend of employee of the companies and in coming times will transform as future workers or leaders within the respective corporations. Every child has the right to educate, play, freedom of thought, access to information and the right to express their opinions about issues affecting their lives. Still after decades of development and growth the conditions of children still remains a major concern in the country. Many children don't have access to proper education, health and sanitation facilities etc. Their dreams and aspirations are mostly limited to earn money and become a helping hand to their poverty driven family.

In the current times, corporates have realized their responsibility to support and encourage child rights as they impact children directly and indirectly in number of ways. Children are potential consumers, community members in which businesses operate, their parents are working in businesses or at times are themselves are working in the businesses. Thus, it becomes essential for every business to understand the impact of their operations on children, respect children rights wherever it operates and should promote their survival, development and protection through its operations, products, policies and influence.

Recently the UN and partner agencies have formulated 'Children's Rights and Business Principles' explaining the responsibilities of the private sector with respect to child rights. The 10 principles guides the corporates to develop policies and practices that address the issues of children's and their rights<sup>1</sup>.



## THE 10 PRINCIPLES ON CHILDREN'S RIGHT AND BUSINESS



- 1 Meet their responsibility to respect children's rights and commit to supporting the human rights of children.
- 2 Contribute to the elimination of child labour, including in all business activities and business relationships .
- 3 Provide decent work for young workers, parents and caregivers.
- 4 Ensure the protection and safety of children in all business activities and facilities.
- 5 Ensure that products and services are safe, and seek to support children's rights through them.
- 6 Use marketing and advertising that respect and support children's rights.
- 7 Respect and support children's rights in relation to the environment and to land acquisition and use.
- 8 Respect and support children's rights in security arrangements.
- 9 Help protect children affected by emergencies.
- 10 Reinforce community and government efforts to protect and fulfil children's rights.

## About 23rd International Children Painting Competition

Every year since 1991 the International Children Painting Competition is organized around the globe by the United Nations Environment Programme (UNEP). The competition is an opportunity for children to spread their colourful message through paintings and posters. The programme is organized to promote habits of sustainable environment and generate awareness about conserving the planet earth through various innovative themes and messages. This year the theme for competition was Food Waste: Save the Planet-Save Food, Wasting Food is Wasting the Planet. This year UNEP collaborated with GlobalHunt Foundation to expand its India network activities to encourage children especially those belonging to marginal communities.

Recent concerns over food wastage and its negative impact on the world economy and environment has become a global agenda. The impact ranges from increasing carbon footprint, wastage of land, water and energy resources and approximately one-third loss of food produced for human consumption every year.

Moreover, when there are 900 million people starving for food the issue of food wastage is important to address the question of food security. There is a need to devise programmes and initiatives that support the reduction of food waste. Also an urgency to aware and sensitize people about the issue and simple practices through which food wastage can be controlled.

Thus, to reach out the concern among the people of the world UNEP through its 23rd Painting Competition initiated the programme to spread the message. The programme through the engagement with children believes to share information and practices that can help reducing food waste. The Painting Competition is meant especially for underprivileged that are given a chance to express their views and participate in society development and growth.

The programme believes to expand through the assistance of various organizations which can directly reach out to these marginalized children.

“I dream of painting and then I paint my dream.”

Vincent Van Gogh  
-Dutch Painter



### Food Wastage Impact on Natural Resources

- The carbon footprint of food produced and not eaten food is estimated at 3.3 billion tons of greenhouse gases; making food wastage the third top GHG emitter after the U.S. and China.
- Globally, the blue water footprint (i.e. the consumption of surface and groundwater resources) of food wastage is about 250 cubic kilometers (km<sup>3</sup>), which is equivalent to the annual water discharge of the Volga river, or three times the volume of Lake Geneva.
- Produced but uneaten food occupies almost 1.4 billion hectares of land; representing nearly 30 percent of the world's agricultural land area.
- 54 percent of the world's food wastage occurs “upstream” during production, post-harvest handling and storage, according to FAO's study. About 46 percent of it happens “downstream,” at the processing, distribution and consumption stages.- Food Wastage Footprint: Impacts on Natural Resources, FAO



## Colours a Child's Best Friend

Painting is a medium through which children express their unspoken message, ideas, explorations and feelings. It forms a crucial tool in a child's development and education making them responsive towards the world and bringing out the imaginations within them. It helps to bring out the ideas and imagination of their subconscious mind.

Through crayons and colours children are taught about life objects and are introduced to nearby surroundings. Drawing and painting helps in shaping the creativity of a child and enhances the capacity to think and imagine. Art is a standard which expands the child's ability to interact with the world around them; it becomes a communication panel where they perceive and present the world in which they live and grow. Thus, drawings and paintings are very important in a child's growing years.

“ I used to draw like Raphael.  
But it has taken me a life  
time to draw like a child. ”

**-Pablo Picasso**  
Spanish Painter





## Colours a Child's Best Friend

### Unitech Limited



Unitech Limited as a leading real estate company has been contributing towards the upliftment of various underprivileged communities through its several interventions and initiatives. The company is dedicated towards creating social, environmental and economical value for the communities within which it operates. The company has been working closely to improve the conditions of the people by introducing community welfare initiatives in the domain of education, rain water harvesting, social forestry, healthcare, skill development and training, recycling etc.

Child Empowerment being of one its prime mandate Unitech Limited supported the 23rd International Children Painting Competition by organizing the programme for underprivileged children of Gurgaon. Ms. Tanuja Kehar, Vice President-Corporate Communications and Mr. Shivajee Dutta, Corporate Communications were closely associated with the facilitation and organization of the event. The painting competition was a huge success where around 150 kids were able to share and express their diverse ideas on how to prevent Food Waste. The children were gifted with pencil boxes and badges for their extreme hard work and exchange of ideas. Mr. Dutta was present at the event to motivated the kids. Unitech Limited as a responsible business practice through the programme supported the Child Rights Principles which entails the engagement of businesses to respect and support children's rights through strategic social investments and philanthropy, advocacy and public policy engagement, and through partnerships with multi- stakeholders. Through Unitech aid the underprivileged children were given a chance to communicate and participate in initiatives that are intended towards their overall development and growth.

### GlobalHunt Foundation



UNEP through its key partners has been implementing the competition to reach out the wider children around the globe. This year UNEP associated with GlobalHunt Foundation to reach out the programme to underprivileged children of India. GlobalHunt Foundation essentially organized the programme with slum children of Okhla with its own resources and initiatives. Seeing the positive response from the programme UNEP encouraged the GlobalHunt Foundation to further extend and accelerate the programme among other marginalized children. To outreach the message of the programme GlobalHunt Foundation conveyed about the programme to various business responsible practices working towards the Child Rights Principles. Unitech Limited as a responsible business agreed to support and extend the programme towards the marginalized children of Gurgaon. As a knowledge catalyst the GlobalHunt Foundation directed and channelized the facilitation and organization of the entire programme.

### Guru Nanak Sewa Sansthan



In Gurgaon, Guru Nanak Seva Sansthan one of GlobalHunt Foundation civil society partner has been working towards the upliftment of underprivileged children by providing them free education and health care services. Since its inception by retired government officials the organization is working for almost 400 slum children by running a school. The Sansthan not only provide them free education but also provides children with free books, stationary, uniform and mid-day meals. Thus, the programme was organized for the children of Guru Nanak Seva Sansthan on 5th of March 2014.





Inauguration



Distribution of Artworks



Distribution of Gifts

Artworks Completed



Collection of Paintings

## Event Overview



### Inauguration

The programme commenced at 12:00 p.m. with a small briefing on the topic of Food Waste by the teachers of Guru Nanak Sewa Sanstha to the participating children. The children were taught about some simple and important steps through which food is preserved and is not wasted. Taking inspirations from the brief introduction the participating children began with their creative imagination.

### Distribution of Artworks

The participating children were distributed with the artworks-drawing sheets, pencils, erasers, crayons etc. supported by Unitech Ltd.

### Painting Competition

With the required materials the participating children began their drawing and painting. The programme was a pleasure to see children who through their drawings highlighted various ways of preserving the food by not wasting it. Through different themes like saving the planet earth, people habit to throw food waste on streets, plant more trees to save earth, reuse and reduce waste material, avoid throwing of food in poly bag, don't waste food as some people are deprived of it etc.

The representatives of Unitech Ltd, GlobalHunt Foundation and Guru Nanak Sewa Sansthan were present to encourage and support the children.

### Distribution of Gifts

The budding artists were gifted with pencil boxes with Unitech logo at the back of the pencil boxes and badges for their participation. The gifts were distributed by Mr. Shivajee Dutta, Corporate Communications, Unitech Limited, Dr. Pradip

Sarmah, Advisor, GlobalHunt Foundation, Ms. Radhika Ralhan, Manager-Corporate Sustainability, GlobalHunt Foundation and Mr. J.D.Khurrana, President, Guru Nanak Sewa Sansthan. The gifts were a token of appreciation for children who made the programme a success by their wholehearted participation

### Mid Day Meals Distribution

The Guru Nanak Sewa Sansthan is committed towards providing the students at their school with nutritious and healthy mid day meals. On the day of the programme all the 400 students were provided with dailya and cucumber sandwich.

### Collection of Paintings

The creative works of children were collected by the teachers of Guru Nanak Sewa Sansthan and representatives of GlobalHunt Foundation. The total paintings were handed over to the GlobalHunt Foundation members.



“Every child comes with the message that God is not yet discouraged of man ”

- Rabindranath Tagore

Nobel Prize Winner in Literature and Music

## Meet the Budding Artists

“People throw away their food on streets I want to tell them that please use dustbins to throw their food”

“I would like to participate in more such programmes”



“People should not waste their food as it is very precious”

“I am happy to have my new pencil box”

“I enjoyed drawing with my friends and classmates with my new crayons”

unitech



Unitech  
&  
United Nations Environment Programme (UNEP)  
partner for

**23<sup>rd</sup> International**  
Children's Painting Competition

Theme: **Food Waste**

Save the Planet-Save Food. Wasting Food is Wasting the Planet.

Date: 5<sup>th</sup> March, 2014  
Venue: Gurgaon



# Conclusion

Under the Child's Right Principles responsible business practices should contribute towards their development by improving their skills, providing them formal education and health care facilities, giving them opportunity to participate in recreational activities and sports.

Thus, Unitech Limited supported 23rd International Children Painting Competition was a programme for school children to sensitize and aware them about the issue of Food Waste.

The programme was an effort to reach the issue of Food Waste among those children who barely have a chance to voice out their opinion on various important issues and concerns. The children through their creative artworks conveyed the message of preservation and conservation to make this planet earth better for tomorrow.



# Varied Colours of Life





## About Unitech Limited

Established in 1972 by a group of technocrats, Unitech Limited is one of India's leading Real Estate player. It started business as a consultancy firm for soil and foundation engineering and has grown to have the most diversified product mix in real estate comprising of world-class commercial complexes, IT/ITes parks, SEZs, integrated residential developments, schools, hotels, malls, golf courses and amusement parks. Over the year, Unitech has been executing various activities in order to contribute to the society, where we live & work. Some of the efforts are shown in its initiatives towards Rainwater Harvesting, Energy Efficient Buildings, Social Forestry, etc. Saankalp is a CSR initiative of Unitech. It comprises of Unitech's employee volunteers from various business groups and functions. Saankalp focuses mainly on core development issues like healthcare, labour welfare, child education and skill building.

## About GlobalHunt Foundation

GlobalHunt Foundation is a Research, Advisory and a Consulting organization. Through its knowledge expertise, the organization aims to offer a conglomerate of services towards construing new and re-vamping the architecture of business practices of leading corporates on the lines of sustainable development framework. With a view to enhance the mandate of responsible corporate citizenship and intervene towards addressing crucial and contemporary societal concerns, the Foundation endeavors to emerge as a catalyst within a consortium represented by diverse stakeholders of leading private and public sector companies, business associations, academia, social entrepreneurs, policy experts, civil society organizations and the government.



**GlobalHunt**  
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