



**RESPONSIBLE  
BUSINESS IN INDIA**



**Responsible business practices involve both compliance with laws and conducting business operations in a manner that respects resources and societal expectations. Such conduct has the potential to strengthen brand reputation and value, systematize operations, minimize risks, and attract investments. The Government of India has developed domestic guidelines to advise companies on how to approach responsible business practices.**



**The global authoritative guidelines on responsible business are the UN Guiding Principles on Business and Human Rights (UNGPs), while in India it is the National Guidelines on Responsible Business Conduct (NGRBC). The NGRBC rests on the framework of the UNGPs and the Sustainable Development Goals (SDGs).**





The UNGPs ensure that human dignity and rights are everyone's business

## UNITED NATIONS GUIDING PRINCIPLES ON BUSINESS AND HUMAN RIGHTS

In 2011, the United Nations Human Rights Council unanimously endorsed the UN Guiding Principles on Business and Human Rights (UNGPs). The UNGPs are the world's most authoritative, normative framework endorsing responsible business conduct and respect for human rights in business operations and global supply chains.

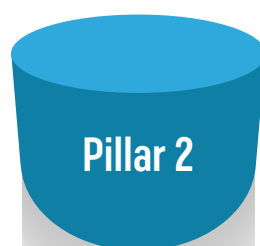
They do not create any new international law obligations but provide a suggestive blueprint for a coherent domestic framework on business and human rights.

Constituting a global standard against which the conduct of both States and companies can be assessed, the UNGPs consist of 31 Principles organised under 3 Pillars.

The UNGPs apply to businesses of all sizes and categories.



**State Duty to Protect Human Rights**  
(PRINCIPLES 1-10)



**Corporate Responsibility to Respect Human Rights**  
(PRINCIPLES 11-24)



**Access to Remedy**  
(PRINCIPLES 25-31)

# SUSTAINABLE DEVELOPMENT GOALS AGENDA 2030

In the year 2015, the Sustainable Development Goals (SDGs) were adopted by all UN Member States as a universal call to action to end poverty, protect the planet and ensure peace and prosperity by 2030. The SDGs are an integrated framework of 17 Goals and 169 Targets.

**17 GOALS**

**169 TARGETS**

Agenda 2030 calls on “all businesses to apply their creativity and innovation to solving sustainable development challenges”. Partnership with the corporate sector is a critical element of the strategy for achieving the SDGs.



## SUSTAINABLE DEVELOPMENT GOALS



# NATIONAL GUIDELINES ON RESPONSIBLE BUSINESS CONDUCT

In 2019, the Ministry of Corporate Affairs, India formulated the National Guidelines on Responsible Business Conduct (NGRBC) to steer businesses towards maximising profits in a manner that enhances responsibility and accountability.

These are a set of 9 Principles across Environmental, Social, and Governance (ESG) indicators applicable to all businesses in India and across their global supply chains. The Principles of the NGRBCs are inter-related, complementing, non-divisible and equally significant.

The Principles are to be adopted by the highest governance structure of businesses to ensure overall implementation in their operations.

## 9 PRINCIPLES



# UNGPs, SDGs AND THE NATIONAL GUIDELINES FOR RESPONSIBLE BUSINESS CONDUCT

The NGRBCs are aligned with the SDG 2030 Agenda and the ‘Protect, Respect and Remedy’ framework of the UNGPs, encouraging the private sector to contribute to solving sustainable development challenges.

NGRBC	UNGP	SDG
<b>PRINCIPLE 1: BUSINESSES TO BE ETHICAL, TRANSPARENT ACCOUNTABLE</b>	Pillar 2: Corporate Responsibility to Respect Pillar 3: Access to Remedy	 
<b>PRINCIPLE 2: PROVIDE GOODS AND SERVICES IN A MANNER THAT IS SAFE AND SUSTAINABLE</b>	Pillar 2: Corporate Responsibility to Respect	        
<b>PRINCIPLE 3: RESPECT AND PROMOTE WELL BEING OF ALL EMPLOYEES</b>	Pillar 2: Corporate Responsibility to Respect Pillar 3: Access to Remedy	      
<b>PRINCIPLE 4: RESPONSIVE TOWARDS ALL ITS STAKEHOLDERS</b>	Pillar 2: Corporate Responsibility to Respect Pillar 3: Access to Remedy	   
<b>PRINCIPLE 5: RESPECT AND PROMOTE HUMAN RIGHTS</b>	Pillar 2: Corporate Responsibility to Respect Pillar 3: Access to Remedy	  
<b>PRINCIPLE 6: RESPECT AND MAKE EFFORTS TO PROTECT AND RESTORE ENVIRONMENT</b>	Pillar 2: Corporate Responsibility to Respect	     
<b>PRINCIPLE 7: INFLUENCE PUBLIC AND REGULATORY POLICY IN A RESPONSIBLE AND TRANSPARENT MANNER</b>	Pillar 2: Corporate Responsibility to Respect	      
<b>PRINCIPLE 8: PROMOTE INCLUSIVE GROWTH AND DEVELOPMENT</b>	Pillar 2: Corporate Responsibility to Respect	             
<b>PRINCIPLE 9: ENGAGE WITH AND PROVIDE VALUE TO CONSUMERS</b>	Pillar 2: Corporate Responsibility to Respect	   



# BENEFITS OF RESPONSIBLE BUSINESS PRACTICES TO ENTERPRISES

1

PROTECTS AND ENHANCES THE BRAND VALUE AND GOODWILL

2

MAINTAINS CURRENT AND EXPANDS POTENTIAL CUSTOMER BASE

3

ENHANCES THE COMPANY PORTFOLIO FOR ESG INVESTORS

4

ACCENTUATES CUSTOMER ADVOCACY AND LOYALTY

5

CREATES A STRONG RELATIONSHIP BETWEEN EMPLOYEES AND EXTERNAL STAKEHOLDERS

6

REDUCES THE RISKS OF INTERNAL AND EXTERNAL DISRUPTIONS AFFECTING THE ORGANISATION







Photo © Mainstreaming Coastal and Marine Biodiversity Conservation into Production Sectors in the East Godavari River Estuarine Ecosystem, Andhra Pradesh, UNDP / Sri Kolari



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