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AS TO BE OF HELP TO AS MANY CHILDREN AS POSSIBLE!**

— SUSANNAH SCHAEFER, WORLD CEO, SMILE TRAIN



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ONGC shows the way in CSR by protecting deers



Rajesh Tiwari
 Publisher
 rt@iccsr.org

ONGC undertook the Eastern Swamp Deer conservation, in association with Wildlife Trust of India, as one of its flagship CSR initiatives.

The Eastern Swamp Deer is listed in schedule-I of the Indian Wildlife Protection Act (1972). Rapid urbanization and frequent flooding in Assam led to shrinking of its natural habitat which resulted in dwindling of the Eastern Swamp Deer population.

To address the problem, India's oil explorer ONGC has shown the way and its efforts had been recognized by the Federation of Indian Chambers of Commerce and Industry (FICCI), the apex body of India Inc. ONGC has bagged the prestigious FICCI CSR award under category 'Environmental Sustainability, 2015-16' for its Eastern Swamp Deer Conservation Project. It has set a benchmark as to how to practice Corporate Social Responsibility (CSR).

ONGC undertook the Eastern Swamp Deer conservation, in association with Wildlife Trust of India, as one of its flagship CSR initiatives. The project was commissioned in 2010 with an aim to protect the Eastern Swamp Deer species from extinction. The first phase focused on understanding the ecology and conservation of the species, which was completed in 2014.

After the first phase, domain experts were consulted who advised for relocation of the swamp deer. Accordingly, in the second phase, 19 swamp deer were translocated to Manas National Park, about 330 km away from Kaziranga National Park. 20 more swamp deer will be translocated to Manas National Park in third phase of the project.

The Eastern swamp deer (*Rucervus duvaucelii ranjitsinhi*) is a subspecies of Swamp deer found in the Eastern region of India. The deer formerly distributed all over the Brahmaputra floodplains and the Terai foot hills of Eastern Himalayas are now found in a single isolated population in Kaziranga National Park.

In November, 2010, Forest Department of Assam (AFD) and Wildlife Trust of India (WTI) in collaboration with Oil and Natural Gas Corporation Limited (ONGC) launched a three-years long ecological research programme – the "Eastern Swamp Deer Conservation Project" in Kaziranga National Park, in an effort to understand the ecology of the Eastern swamp deer and develop management strategies for conservation of the sub-species. The study aimed to understand the population dynamics, habitat requirements, food requirements, threats and factors limiting growth and distribution of Eastern swamp deer in Kaziranga National Park. This was designed, to help in developing sound conservation strategies for the Swamp deer population in Kaziranga National Park and also to create new sub-populations in the subspecies' erstwhile distribution range.

The project also strived to accomplish additional conservation initiatives such as community awareness to reduce detrimental anthropogenic impacts on this last population of the sub-species and its stronghold in Kaziranga National Park. Further, the project attempts to devise awareness strategies for the larger masses including policy makers, to enhance future conservation efforts.

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We are focussed on developing local partners so as to be of help to as many children as possible!

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13,000 Students For The First Time To Wear Footwear

GreenSole Foundation, Mumbai along with Axis Bank- Retail Lending and Payments

Department initiated a mega donation drive, "Udaan", on December 14, 2016. Around 13,000 footwear will be distributed in 89 schools within Lucknow district.

Greensole is an initiative wherein old discarded footwear is refurbished to provide better living conditions for those who do not own shoes while making social, economic and environmental impact, more than 30,000 footwear donated so far in villages across India. As per WHO report 2013, 1.5 billion people in the world do not have footwear and millions are dying due to diseases caused by unprotected feet.

Shriyans Bhandari, Director, Greensole & Heritage Girls School Said "Most of the children who are a part of this initiative UDAAN have never had a pair of slippers for themselves. It is essential to not only provide them with good quality shoes but also make them get into the habit of wearing them on a regular basis."

"To support such a unique initiative Axis Bank has sponsored 10,000 footwear; whereas the other companies like Sipra, Make My Trip and Goqii, who will be collectively provide 3,000 footwear," added Bhandari.

Association with Akshay Patra Foundation, which caters to delivering mid-day meals to 1.5 million children, has helped in distributing of the slippers in Lucknow district. "Most of this children come from families from lower income class located at outskirts, also with personal loans to be paid off, children's education and daily expenses on head, buying Footwear becomes secondary and unaffordable," Said Bhandari.



Ravi Kala, Assistant Vice President, Axis Bank Said "Axis Bank's Retail Lending & Payments department will be donating 625 footwear to Sirgamau and Sarsanda Schools within Lucknow district. This

will be followed by distribution of 12,375 footwear at 87 schools within a week."

"Project Udaan is involved in giving wings to the under privileged. The collaboration with Greensole occurred due

to their incredible idea wherein with one step we were ensuring that the carbon footprint reduces, we provide footwear to the underprivileged and we also give work to un-skilled labourers. We are proud of this initiative and the positive work taken up by Greensole," said Ravi Kala, Assistant Vice President, Axis Bank.



Bajaj V Launches Invincible Indians

A unique platform to recognize and celebrate common men and women who make the country proud with their selfless acts of service to society



Bajaj V, the bike that contains the metal of the invincible aircraft carrier INS Vikrant, has launched a new initiative titled 'Invincible Indians: Stories that Invoke Pride Everyday'. This is an initiative to uncover stories of ordinary Indians who

by dint of their resolve and determination perform extraordinary acts in the service of society. These are acts that happen all around us, yet go unnoticed. Acts that are so powerful and selfless that every Indian's heart will swell up with pride. The initiative also calls upon the public to identify

and recommend other such Invincible Indians. Five such 'Invincible Indians' were felicitated by a famous son of India who has himself made the nation proud – Abhinav Bindra, India's first individual Olympic Gold Medalist in the presence of Rajiv Bajaj, Managing Director of Bajaj

India Can Save Up To \$1.8 Trillion Per Year With Smart Urban Growth

As India grows, it can choose smart urban growth and save more than US\$1 trillion, or get it wrong and face traffic congestion, air pollution, traffic fatalities and poor health, says World Resource Institute's Aniruddha Dasgupta.



An aerial view of Pune, India by night. With 400 million new urban residents by 2050 and 75 per cent of national income coming from cities by 2031, there is a lot at stake for India's urban future

India is at a crossroads, and how its cities develop in the coming several years will shape its future for generations. While only about one-third of Indians currently live in cities, that number will nearly

double, from 420 million to 800 million, by 2050. Whether those people live in safe, productive and clean communities will depend on how India's leaders guide urban growth. A new report released today by the New Cli-

mate Economy called Better Cities, Better Growth: India's Urban Opportunity finds that more compact cities experienced faster economic growth from 2002-2012 than cities that are more dispersed or "sprawled."



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In India, over 35,000 children are born with clefts every year and over 10 lakh children with untreated clefts live in isolation and have difficulty eating, breathing and speaking. The transformation after a cleft repair surgery is immediate and the impact spans a lifetime.

With a singular focus on this solvable problem of cleft lips and/or palate, Smile Train started its journey in India in the year 2000. Smile Train's sustainable model has provided training, funding and resources to empower local doctors and hospitals to provide 100%-free cleft surgeries and comprehensive cleft care in their own communities. This 'teach a man to fish' strategy has enabled Smile Train India to provide over 4,75,000 free surgeries through a network of 170 partner hospitals.

As Smile Train's largest program globally, Smile Train India continues to lead initiatives and set milestones for other programs to emulate. Led by **Susannah Schaefer** as Chief Executive Officer (CEO), Smile Train recently completed its one millionth surgery worldwide. Susannah joined the management team of Smile Train in February 2013, after being a member of the Smile Train Board of Directors since 2003.

She was recently in India and met with the *CSR Today* team to share insights into what has made India lead yet another initiative globally

What are your plans for India and how does it fit with your global strategy?

Our plans for India really do go hand in hand with our global strategy. While there is a very urgent need in India – with 35,000 babies born with clefts each year and 92% of patients' families being unable to afford cleft surgery – the global need is great as well. We strive to ensure that every child born with a cleft can lead a full and productive life.

In India, to ensure that each child gets an equal opportunity to lead a normal life, we have already facilitated 14 comprehensive cleft care centers, which not only provide corrective surgeries, but also provide ancillary services such as orthodontics and speech therapy. We plan to create more of these centers in India, to enable access to



Himalaya Herbals and Smile Train have been successfully running a campaign 'Muskaan' to spread smiles amongst children with clefts



Smile Train has received support from corporates including Bajaj Finserv, Tatas and Indiabulls Foundation

quality cleft care in the most remote areas of the country.

What're the kind of services you have planned for India?

As always, we are focused on growing our local partnerships so that we can help as many children as possible. Smile Train's support for surgery, training, equipment and other needs helps ensure that children no longer have to wait for high-quality, safe, and completely free cleft treatment. We also are continuing to expand our comprehensive care programs, such as speech therapy and orthodontics, so that all our patients can go on to live a full life. We work tirelessly to raise awareness about clefts as a treatable

medical condition. The children we are trying to reach are often hidden away, shunned or isolated in their communities so our efforts to get the word out at the grassroots level are essential.

Our "teach a man to fish" model aims to build sustainability through all that we do. This includes capacity building for cleft medical professionals, leveraging technology that enables cleft programs to be efficient and effective, and, in recent years, a strong commitment to growing local financial support for cleft programs. In 2017, we will continue to work with the local government, companies, foundations, and influential individuals to strengthen support for cleft care in India.

There's Something Fishy About This Skateboard

From fishy to funky - here's how Chilean company Bureo recycles unwanted fishing nets into skateboards and sunglasses.



A Chilean company is taking beachcombing to a new level. Not only is it cleaning up the oceans of plastic, it is turning the materials into sunglasses and skateboards.

Bureo, a three-year-old business that turns discarded fishing nets into new products, has two models of skateboards, sun-

glasses, a partnership with activewear label Patagonia, and a recycling programme for discarded fishing nets in 20 communities spanning the entire coast of Chile.

Operating out of both Los Angeles and Chilean capital Santiago, the company has sold over 4,000 of its upcycled skateboards after launching its second model, the Ahi,

earlier this year. David Stover, one of the co-founders of Bureo, said that making skateboards with recycled nylon cuts the greenhouse gas emissions from production by up to 70 per cent, in addition to diverting waste from the ocean.

Besides skateboards, the Bureo founders have also rolled out a series of sunglasses that are 100 per cent composed of recycled fishing nets.

More impressively still, since November 2013, Bureo has collected and recycled over 130,000 square feet of unwanted fishing nets – more than two football fields' worth of plastic that would have otherwise gone into the ocean.

Bureo is a word belonging to the language of the indigenous Mapuche people of Chile and means “waves”, and the company's name is a nod to the country where the project began as well as a symbol of the founders' hope to create a wave of change and make an impact through their work.

Making waves

The determination to start a recycling project focused on trash in the ocean followed the three would-be founders of Bureo, Sto-

Methane From Food Production Might Be The Next Wildcard In Climate Change

Growing concentrations of methane in the atmosphere threaten to derail progress against climate change even as carbon emissions in the world level off. Scientists explain why we need to pay attention to the global methane budget.



Methane concentrations in the atmosphere are growing faster than any time in the past 20 years. The increase is largely driven by the growth in food production, according to the Global Methane Budget released today. Methane is contributing less to global warming than carbon dioxide (CO₂), but it is a very powerful greenhouse gas.

Since 2014, methane concentrations in the atmosphere have begun to track the most carbon-intensive pathways developed for the 21st century by the Intergovernmental Panel on Climate Change (IPCC). The growth of methane emissions from human activities comes at a time when CO₂ emissions from burning fossil fuels have stalled over the past three years. If these trends continue, methane growth could become

a dangerous climate wildcard, overwhelming efforts to reduce CO₂ in the short term. In two papers published today (see [here](#) and [here](#)), we bring together the most comprehensive ensemble of data and models to build a complete picture of methane and where it is going – the global methane budget. This includes all major natural and human sources of methane, and the places where it ends up in methane “sinks” such as the atmosphere and the land.

This work is a companion effort to the global CO₂ budget published annually, both by international scientists under the Global Carbon Project.

Where does all the methane go?

Methane is emitted from multiple sources, mostly from land, and accumulates in the atmosphere. In our greenhouse gas budgets, we look at two important numbers.

First, we look at emissions (which activities are producing greenhouse gases).

Second, we look at where this gas ends up. The important quantity here is the accumulation (concentration) of methane in the atmosphere, which leads to global warming. The accumulation results from the dif-

Sustainability Reporting In Stock Exchanges Comes Of Age

By reporting on sustainability issues, companies tend to act more sustainably, Zhan said, explaining the incentive of a positive correlation between strong sustainable performance and financial performance, writes Anya Khalamayzer, Associate Editor, GreenBiz Group



Building of the Royal Exchange in London.

As many as 21 stock exchanges across the world could introduce sustainability reporting standards in the coming months. They would join the 17 exchanges that currently recommend listed companies to report on environmental, social and governance (ESG) issues – going a step further by providing model guidance to participating companies.

These exchanges have pledged to list their guidance on the Sustainability Stock Exchanges (SSE) initiative. It's a peer-to-peer platform that invites global exchanges to promote ESG disclosure among listed companies and among each other. SSE includes over 60 exchanges – representing more than 70 percent of listed equity markets – and more than 30,000 companies with a market capitalization over \$55 trillion.

“Sustainability reporting has come of age,” said James Zhan, director of the division on Investment and Enterprise at the U.N. Conference on Trade and Development (UNCTAD), which works on trade, investment, finance and technology issues in developing countries. Companies are demanding sustainability guidelines outside of the top-down push from government agencies and NGOs, he added.

The 21 exchanges “have confirmed to us they will introduce new guidelines either this year or within the first quarter of next year, and we know that many of them are close because they have posted draft guidelines on their websites for comment and discussion,” Zhan’s statement detailed.

“Business as usual” takes an unusual step

By reporting on sustainability issues, companies tend to act more sustainably, Zhan said, explaining the incentive of a positive correlation between strong sustainable performance and financial performance. The private sector is critical for achieving the UN Sustainable Development Goals, and involving stock exchanges could mobilize thousands of private companies to move forward.

First India Access To Nutrition Spotlight Index Launched



The Access to Nutrition Foundation (ATNF) launched the first India Access to Nutrition Spotlight Index in New Delhi recently. The principal finding, following months of in-depth research, is that the largest F&B manufacturers in India are falling far short of what they need to do to help fight the enduring and mounting double burden of malnutrition in India.

Commenting on the occasion Mrs. Inge Kauer, Executive Director of the Access to Nutrition Foundation said “India faces the serious and escalating double burden of malnutrition, with a large undernourished population as well as growing numbers of overweight and obese people who are de-

veloping chronic diseases. Food and Beverage (F&B) manufacturers in India have the potential, and the responsibility, to be part of the solution to this double burden of malnutrition.”

The 2016 Access to Nutrition India Spotlight Index is published by ATNF, an independent not-for-profit organization based in The Netherlands, which develops and publishes a range of such Indexes. The purpose of the 2016 India Index is to provide stakeholders with an independent, objective assessment of the extent to which the country’s largest F&B manufacturers are addressing the double burden of malnutrition in India. ATNF hopes that this first India Spotlight Index will encourage

F&B manufacturers to increase consumers’ access to nutritious products and to responsibly exercise their substantial influence on consumer choice and behavior, thereby improving the diets of millions of Indians and contributing to reducing the serious health and economic consequences of both obesity and undernutrition.

Ten of India’s largest corporates in the F&B sector were assessed for the first India Index, most of which participated actively in the research, thereby demonstrating that they see value in the Index.

India is described as facing a double burden of malnutrition because it has a large undernourished population while the number of overweight and obese people is

Cities Need \$375 Billion In Green Investment

Established 11 years ago, the C40 Cities Climate Leadership Group alone includes more than 85 world cities, representing more than 650 million people and one-quarter of the global economy, writes Michael Holder

The world's cities must invest around \$375 billion in climate action and low carbon infrastructure over the next four years in order to avoid catastrophic global climate change, the C40 Cities Climate Leadership Group has warned.

Published this week, a report by consultancy Arup on behalf of the C40 group argues that without serious action before 2020, the world will have "locked-in" future emissions that will see global temperatures surpass the 2 degrees Celsius mark set out as the upper "safe" limit in the Paris Agreement.

The Deadline 2020 report argues world cities must be at the forefront of avoiding that scenario, highlighting the need for megacities to reduce their average emissions from more than five tonnes of carbon per capita today to around 2.9 tonnes over the next decade.

Established 11 years ago, the C40 Cities Climate Leadership Group alone includes more than 85 world cities, representing more than 650 million people and

one-quarter of the global economy. The report sets out a roadmap for C40 cities to take 14,000 climate actions over the next four years in areas such as transportation, efficiency, energy production and waste management in order to reduce the world's urban emissions.



Doing so is "achievable but extremely ambitious," the report conceded, with C40 cities taking just an estimated 11,000 climate actions between 2005 and 2016. Cities need to ramp up their climate actions by 125 percent in less than half the time.

Yet, if C40 cities and their partners take on the recommended actions, the report estimates they can deliver 51 percent of

the carbon reductions necessary to ensure cities are on course with Paris Agreement objectives. The remaining 49 percent of emission reductions, meanwhile, then would need to come from external structural changes, such as de-carbonizing national energy supplies.

Michael Bloomberg, president of the C40 board of directors and U.N. special envoy for cities and climate, said despite the challenges he was optimistic cities would be able to take the climate actions necessary within the next four years.

"Cities, along with businesses and citizens, are taking action to address climate change because they know it is in their best interests, and if we are going to avoid the worst impacts of climate change, cities are going to have to play an even bigger role in the months and years ahead," he said.

Actions are set out in the report in terms of priorities up to 2100, with a broad focus on work towards greener urban planning and climate adaptation, cleaner public and private transport, clean

Can You Imagine A Circular City?

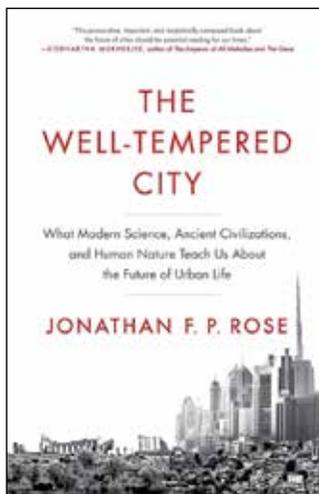
BY JONATHAN F. P. ROSE

In 2012, Paul Polman, the chairman of Unilever, a global consumer goods company, wrote, “It is evident that an economy that extracts resources at increasing rates without consideration for the environment in which it operates, without consideration for our natural planetary boundaries cannot continue indefinitely. In a world of soon to be 9 billion consumers who are actively buying manufactured goods, this approach will hamper companies and undermine economies. We need a new way of doing business. The concept of a circular economy promises a way out.”

The most powerful way to enhance the adaptability of systems is to connect their inputs, outputs and information, and create conditions in which they can respond to changing stresses. Cities and their metropolitan regions are at just the right scale to make the shift to the economics of prosperity and well-being that result in a more integrated system. They are large enough to enjoy the benefits of diversification and small enough to be well managed, and to feed information back into more productive loops. Entropy, the thermodynamic decline of a system from order toward disorder, affects systems in two ways – it causes them to move from higher to lower states of energetic organization, and higher to lower states of information. And as systems become less energized and organized, they become less adaptable.

For example, as the Roman civilization declined, it lost its ability to provide itself with the calories and information needed to energize itself, and along with that, its ability to govern itself at a level that

matched its complexity. The Roman Empire slid into simpler and less-organized states. It finally stabilized at a population that was less than 0.5 percent of its size in its heyday.



No economic system can overcome entropy; like gravity, it's a non-negotiable quality of the universe we live in. But circular economic stakes entropy into account in ways that classical economics does not. This allows a city with circular economies to reward strategies that increase its EROI, and reduce its voracious appetite for external sources of energy, food and raw materials.

It can also encourage continuous feedback, information that can help raise its level of organization.

A circular economy shifts a city from linear industrial systems to cyclical, regenerative systems. As cities adopt programs such as food waste composting in San Francisco and Seattle, and encourage remanufacturing as at the Nucor plants scattered across America, their systems become less vulnerable to national and global disruptions, and the income generated stays in the community.

Four pathways to a circular city

There are four pathways in a regional circular economy. The first maintains systems and products, rather than throwing them out. This requires a return to a pre-World War II design and manufacturing ethos, when goods were made to be both maintainable and repairable, and a 21st-century system of hardware designed to be improved by software updates.

The second reduces use through behaviors like collaborative consumption, which can expand access to goods while reducing their cost and environmental impact. For example, car-sharing programs like Zipcar have a ratio of one car for every seven members, offering increased convenience while significantly reducing the need to manufacture cars, with all the attendant waste.

In the coming decade, each new autonomous vehicle is projected to replace 10 cars, reducing the resources mined to make the cars by 90 percent, and if they are electric vehicles, oil use and attendant greenhouse gases by 71 percent.

The third pathway encourages refurbishing and remanufacture. Patagonia, for example, will repair for free any garment that it has sold.

The fourth is to create the regulations, incentives and infrastructure to develop markets and industries that recycle unused or waste materials. When polyester is recycled into new polyester, for example, 99.9 percent of the material is reused.

Now imagine connecting Germany's auto-recycling laws with Nucor's steel-recycling systems. Then think of the power that would come if they shared information – Ford designing car parts that would be easier to reforge, and Nucor designing steel that was lighter and stronger and easier to make cars from, and cities designing the infrastructure that connected them.

Cities and their metropolitan regions are at just the right scale to make the shift.

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Company: Vedanta Limited.

Job ID: 58364211

Designation: Head Corporate Social Responsibility (Associate General Manager)

- **Experience:** 12 to 15 yrs
- **Salary:** As per Industry Standards
- **INDUSTRY:** Marine / Aviation / Military / Mining / Shipping
- **Location:** Bhubaneshwar
- **Key Skills:** Rural Development managing relationships community initiatives
- **Job Function:** Administration
- **Specialization:** Administration, Facilities management, Office Management & Coordination
- **Qualification:** Any Post Graduate, Any Graduate

Job Description:

The incumbent shall be responsible for

spearheading the design and delivery of community initiatives and managing relationships with the community and other stakeholders. Minimum Educational Qualification: PG degree in Rural Development or equivalent Minimum experience required is 12-15 years of development experience, with the recent 3 to 5 years spent in the delivery of community programs for a reputed global organisation

Company: Clause India Pvt. Ltd.

Job ID: 58484236

Designation: Social Programme Coordinator

- **Experience:** 8 to 12 yrs
- **Salary:** As per Industry Standards
- **INDUSTRY:** Agriculture / Forestry / Fishing
- **Location:** Hyderabad / Secunderabad

- **Key Skills:** programmes / activities Corporate Social Responsibility CSR activities community development team management skills Maintain good relations
- **Job Function:** Administration
- **Specialization:** Administration, Facilities management, Office Management & Coordination, Office Services
- **Qualification:** BA (Arts), B.com. (Commerce), BBA / BBM / BBS (Administration, Commerce Honours, Commerce Pass, Arts / Humanities / Social Sciences, Communication)

Job Description:

- Supervise and support all programmes/ activities of Corporate Social Responsibility run by the company.
- Conduct internal audit of activities related to child labour prohibition, minimum wages for network farmers,