

# CSR TODAY

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fight social evils across  
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### CSR LEADERSHIP

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into a child- and family-friendly zone

### CSR FUTURE

6 lessons on zero-carbon  
energy systems from  
countries leading the way



# CSR TODAY

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# It's time for CSR to stand out



**Rajesh Tiwari**

Publisher  
rt@iccsr.org

**THE WORLD IS  
FACING ITS BIGGEST-  
EVER CRISIS AND  
IT IS TIME THAT  
CORPORATE SOCIAL  
RESPONSIBILITY  
LEAVES ITS  
MARK, SETTING  
BENCHMARKS.**

**T**he COVID-19 pandemic has not only impacted the world physically but also has hit the global economy drastically. India is no exception.

In times like these, the governments expect huge corporates to extend a helping hand in saving the economy from taking a hit.

The world is facing its biggest-ever crisis and it is time that Corporate Social Responsibility leaves its mark, setting benchmarks.

In a recent announcement the Ministry of Corporate Affairs (MCA) declared that any funds provided by corporates to fight against the Coronavirus disease in India will be considered as eligible CSR activity. While this is a positive news and a necessary step in curbing the current situation, this also means that the CSR funds allocated by corporates for the year 2020-21 will be majorly used for fighting Coronavirus, thus impacting the other important social causes like quality education, climate action, etc that require funds in order to achieve Sustainable Development Goals (SDGs) suggested by the UN.

In India, we are still in Stage-2 and moving towards the Stage-3, when our collective mettle would be tested.

The ongoing three-week lockdown, that is necessity, has impacted the movement.

The government be rest assured that 'India Ltd' would do its best so that we come out of the crisis.

The salt-to-software conglomerate has decided to give Rs 1,000

crore in addition to the Rs 500 crore pitched in by Ratan Tata-headed Tata Trusts. RIL Chairman Mukesh Ambani has revived the Seven Hills Hospital in no time. Anil Agarwal of Vedanta came in with Rs 100 crore. Parle has decided to donate one crore Parle G packets every week. Similarly, Rise against Hunger India has plans to supply 1.2 million meals. Paytm has pledged Rs 500 crore. Adani Foundation has pledged Rs 100 crore.

The government has set up the Prime Minister's Citizen Assistance and Relief in Emergency Situations Fund (PM-CARES Fund) which would be utilised to deal with any emergency or distress situation like those in the wake of the Coronavirus outbreak.

What is heartening is that Indian industry bodies like the Confederation of Indian Industry (CII) and the Associated Chambers of Commerce and Industry of India (ASSOCHAM) had suggested the government take this measure to direct the pooled resources of the private sector towards fighting the virus outbreak.

The CSR funds could be utilised for various activities related to COVID-19, including those relating to preventive healthcare and sanitation.

Under Section 135 of the Companies Act, 2013, every company having net worth of at least Rs 500 crore, turnover of Rs 1,000 crore or more, or a minimum net profit of Rs 5 crore during the immediate preceding financial year has to make CSR expenditure.

Its time to write the big Indian CSR story.

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## ICICI Foundation inks MoU with Indian Council of Agricultural Research



Mr. Saurabh Singh, President, ICICI Foundation and Dr. Trilochan Mohapatra, Director General, The Indian Council of Agricultural Research (ICAR) signed an MoU for collaboration towards inclusive growth in agriculture for rural development.

**T**he ICICI Foundation for Inclusive Growth (ICICI Foundation), the CSR arm of the ICICI group, announced the signing of a Memorandum of Understanding (MoU) with The Indian Council of Agricultural Research (ICAR) for collaboration towards inclusive growth in agriculture for rural development.

Under the aegis of this MoU, ICICI Foundation through its 'Rural Livelihood programme' will leverage ICAR's knowledge and research, and enrich ICICI Foundation's existing training programmes for farmers, spanning in over 1,000 villages across 29 states. Further, ICICI Foundation along with ICAR will evaluate and design various new courses for enhancing farmer productivity in various commodities.

The two partners will also undertake collaborative programmes in sharing technical knowledge and know-how for training and capacity building for the benefit of farmers. They will also take up R&D and outreach activities to touch the lives of farmers. Additionally, the collaboration will focus on an integrated farming approach with allied activities (like dairy, fisheries, apiculture, horticulture, etc.) to ensure that farmers are able to earn a sustainable livelihood.

Saurabh Singh, President, ICICI Foundation and Dr. Trilochan Mohapatra, Director General, ICAR signed the MoU in New Delhi last week.

Speaking on the initiative, Singh, said, "We at ICICI Foundation believe that comprehensive socio-economic development of villages will be a key

driver of growth in India going forward. ICAR has been forthcoming in sharing its knowledge and research in agricultural sciences for the benefit of the farmers as well as for ensuring nutritional security of the country. With the MoU with ICAR, ICICI Foundation will act as a bridge that will connect the marginal farmers with ICAR in an attempt to significantly improve the agricultural productivity and farmers' income. The collaboration will focus on developing large agri-value chains."

Dr. Trilochan Mohapatra said, "This MoU is a significant development that will lead to wide dissemination of the expert knowledge residing with ICAR institutes, universities and the Krishi Vigyan Kendra's including, application of various research that are undertaken."



# Pune Municipal Corporation transforms Sonawane Hospital's outdoor waiting space into a child- and family-friendly zone

**Families along with their babies and toddlers participated in large numbers at this fun-filled intervention**

**T**aking a lead in promoting children and family friendly spaces within the city, Pune Municipal Corporation (PMC), with the support of the Bernard Van Leer Foundation (BvLF), technical partners, Taru Leading Edge and Ecofirst Services Ltd. and SMEF's Brick School of Architecture, implemented a tactical U-urbanism intervention at Sonawane Hospital, Bhavani Peth. One of the known medical facilities in Pune, the Sonawane hospital's outdoor waiting area was transformed into a playful,

child and family friendly zone on Saturday, 22nd February 2020.

Hospitals can often be stressful and dull places for families. The aim of this intervention was to provide engaging, comfortable, safe and playful outdoor space for young children and their caregivers, such as their parents, grandparents and other brothers and sisters, when they visit the maternity hospital or wait there. It showcases the impact and importance of having children-friendly spaces as part of the infrastructure and services that cater to babies, young children and their families, maternity hospitals and health clinics being amongst them.

The intervention included creating clean outdoor spaces, with shaded, playful seating areas, painting floor and wall games that focus on cognitive, social and physical development of young children as well as provision of alternate parking spaces. The local

community, particularly, families along with their babies and toddlers took advantage of the space created for them in large numbers with a lot of excitement and enthusiasm. Children from Brick School of Architecture, Hospital and Health Department staff, Bhavani Peth Ward officials, actively aided and participated in the creation of the child and family-friendly waiting space.

Pune Corporator, Honourable Ms. Archana Patil, said "Children focussed interventions like these are very important for the development of the society. I am thankful to PMC officials, BvLF and all stakeholders for conducting such interventions in the city."

Pune Corporator, Honourable Ms. Manisha Ladkat further noted, "I am pleased to see families and children participate with great enthusiasm for this intervention. We should encourage more of such activities that focus on young children and caregivers to pro-

# CORONAVIRUS HAS MADE US RECOGNISE ILLEGAL WILDLIFE TRADE

Once a purely conservation issue,  
it is now also considered a threat to  
biosecurity, public health and  
the economy.

By Simon Evans

**T**here will be few positives to take from coronavirus. But the global pandemic may yet prove to be an important moment in the attempts to address the illegal wildlife trade.

The media has generally concentrated on effects rather than causes, in particular the global implications for public health and economies. But it is also vital to unravel the timeline of the

pandemic and categorically determine its initial cause.

What we do know to date is that the epicentre of the disease was in the Chinese city of Wuhan, an important hub in the lucrative trade in wildlife – both legal and illegal. The outbreak is believed to have originated in a market in which a variety of animal-derived products and meats are widely available, including peacocks, porcupines, bats and rats. It's

also a market where regulatory and welfare standards are rudimentary at best.

Some of this trade is legal under Chinese domestic law but the existence of a parallel illegal trade – often within the very same market or stall – allows some traders to launder illicit wildlife products into the system. This situation is very difficult to regulate and control.

We are also reasonably certain that the spill-over event involved the



Reusable drink containers at a Starbucks outlet in Singapore, where BYO is still allowed. Starbucks has banned BYO in some countries, but not in others.

Image: Eco-Business

# WILL CORONAVIRUS KILL BRING-YOUR-OWN- CONTAINER SCHEMES?

The BYO movement has been an important cog in the nascent circular economy in Asia Pacific. But will the Covid-19 coronavirus kill off such schemes over the fear that they may spread germs?

By **Robin Hicks**

**A**s Asia Pacific scrambles to respond to the Covid-19 coronavirus, one of the latest measures by businesses to minimise chances of its spread is to stop bring-your-own (BYO) container schemes.

BYO schemes encourage customers to take along their own reusable cups and containers to take food and drink away from restaurants and coffee shops, reducing the use of disposable packaging. But some retailers have withdrawn BYO schemes to reduce the risk of contaminated containers spreading the virus.

At the beginning of this month, Starbucks announced that it would temporarily ban BYO cups from stores in the United States. It has also withdrawn the service in the United Kingdom, Canada, Japan, and China, where 4,300 outlets were closed at the start of the outbreak. But discounts for BYO customers are still in play in Singapore and the Philippines.

“Based on the guidance of local authorities, we are taking appropriate preventive actions including temporarily pausing the use of reusable cups across several markets in Asia Pacific,” Starbucks told Eco-Business.





# AFTER THE AGE OF CONTAGION, WHAT'S THE 'NEW NORMAL'?

There will be a rush to get back to 'normal' ... with trillions of dollars being poured into the economy to help us do just that asks **Joel Makower**

**S**uch a moment we're in. Much of our social and economic fabric is in tatters — our toxic political discourse, our wobbly and inequitable economy, our fraying social fabric, our brittle infrastructure, an unraveling of relationships among the community of nations. And then the virus hit. So, here we are.

It is a time of roller-coaster emotions. I seem to toggle hourly among several, my mood or mindset shifting along with the various hats I wear: as a vulnerable, over-60 citizen (anxious); as a journalist and analyst covering sustainability and society (fascinated); as an entrepreneur in a challenging economic landscape

(determined). I'm guessing you have your own version of these.

There are days lately when you simply want the news to stop. But, alas, it seems to advance inexorably, becoming more frenzied and troublesome by the day.

So, we find ourselves at a moment of fear — for a brutal virus, for our tanking economy, for our collective future. But it is also a moment of reinvention, or soon will be, when we are able to see our way through the worst of this moment. There will be a rush to get back to "normal" — whatever that means for each individual, family, community, company, school, institution or agency

— with trillions of dollars being spent to help us do just that.

Today, just about everything seems to be up for grabs, including the kind of "normal" we aim to individually and collectively create. Will it seek to replicate what we previously had? Perhaps not, since an emerging meme is that coronavirus changes everything. So, what kind of "normal" do we want? This, in the face of everything else, is the moment to ponder that question.

The pandemic, along with all of the bleak economic news, led me to revisit the 2016 book I co-authored with Mark Mykleby and Patrick Doherty: "The New Grand Strategy: Restoring America's Prosperity, Security and Sustainability in the 21st Century." The picture it paints — about sustainability being the organizing logic for a new American economy — is painfully relevant right now as we prepare, in the not-too-distant future, to climb out of the economic and social abyss created by the coronavirus.

## Existential moments

Core to the book's premise is that America has turned at various times in its history to a discipline called "grand strategy" in order to address existential challenges — defeating fascism during World War II, for example, or containing the Soviet Union during the Cold War. And today — what, exactly? The United States, we assert, is still operating out of the old Cold War playbook, despite the dramatic changes we've seen in the world order and in economic systems, societal norms, technology, the climate and more.

In the book, we labeled our current existential moment as "global unsustainability." Man, does that term seem more relevant now than ever.

We described global unsustainability as the product of four things: the need to provide for an emerging middle class of roughly 3 billion people, who will need to be fed, housed and otherwise provided a wide range of products and services; the depletion of earth's natural systems and resources, including a live-

# WATER

The critical element in design & planning of cities to combat climate change and increase liveability



## Mapping the World's leading cities in terms of their designed approach to optimal water usage

**O**n the anvils of the World Water Day on March 22, 2020, World University of Design (WUD) - India's first and only university dedicated to education in the creative domain unveiled a report on "Cities with the Best Water Designs". The shortlisted cities have adopted design as a strategic element in innovation processes to solve the water crisis looming at large. They are some of the most interesting urban projects

that manage, protect and conserve water supply. It is a successful attempt on their behalf to design a comfortable way of urban life in times of crisis.

By 2025, two thirds of the world's population may face water crisis and by 2030, water supply may be outstripped by 40%, as has already been the case observed in various cities of India. It is expected that by 2050, 75% of the population in India will be living in cities. Therefore, solving water problems specific to metropolitan areas is crucial.

World University of Design is the global University offering one of the largest portfolio of design courses in India which includes over 30 cutting-edge programs based on transportation design, product design, game design, film & video, Digital Drawing & Illustration, built environment & habitat studies, design management, art education and curatorial practice among others. WUD is the youngest university to get ERASMUS+ grant which will provide a pathway for students to study in European Union countries thereby giving the students the exposure they rightly deserve. It is also a member of Cumulus, the international association of universities and colleges of art, design



One of  
Genentech's  
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# WHY 'CLIMATE TECH' IS THE NEW CLEANTECH

Climate tech is a broad enough term to incorporate a large amount of technologies and industries. It also encapsulates the growing sense of urgency and youth movement around the 'climate crisis,' says **Katie Fehrenbacher**

I have the sad claim to fame of being one of the journalists most associated with the bubble and bust of Silicon Valley's tortured love affair with cleantech. It perhaps wasn't the most advantageous career move, but it was an interesting ride to follow, and I'm betting the ride ain't over yet.

A decade and a half after the first wave of cleantech kicked off, Elon Musk has clawed his way through the valley of death, but the vast, vast majority of startups and investors did not and entire investing sectors (CIGS solar cells, solar thermal, cellulosic biofuels) were entirely wiped out between 2006 and 2014.

With this background, I've long wondered, if/when cleantech comes back into vogue in Silicon Valley, what will it look like? The underlying trends — a world of constrained resources for 9 billion people by 2050 — continue to chug along, as solar panels and wind turbines grow, and electric vehicles begin to make a dent. So, will we dust off the



# How innovator Bill Gross's solar breakthrough could decarbonize heavy industry

**S**erial entrepreneur Bill Gross believes there are three key ingredients to launching a successful company: timing; iteration; and using Moore's Law.

When it comes to launching a company that will help in the fight against climate change, "the timing is perfect," he said, speaking in January at a sustainability summit in Abu Dhabi. Gross described 2020 as a necessary turning point if civilization is to stave off the worst impacts of the climate crisis.

But a good idea that lands at the right time still needs product/market fit, which is where iteration comes in. "It's not a little bit about that, it's all about that," Gross said. Adapting to market needs as quickly as possible is how entrepreneurs win.

Finally, there's Moore's Law. A simplified version of the law states that the overall processing power for computers will double every two years while experiencing a dramatic decrease in relative cost. Nothing has gone down in cost as much or as fast as the cost of computing power, Gross asserted.

"Finding a way to embed more computation in your product — because that's only going to get cheaper, approaching free — gives you a competitive advantage," he said in an interview with GreenBiz on the sidelines of Abu Dhabi Sustainability Week.

Gross hopes his own advice will pay off as he looks to scale his latest venture, Heliogen, and develop a new carbon capture technology he discussed publicly in this interview for the first time.

## A renewable energy solution for industrial customers

Heliogen emerged from stealth mode last fall with the headline-grabbing news that its concentrated solar power technology could generate heat above 1,000 degrees Celsius — surpassing existing technology — by leveraging artificial intelligence.

The system uses large mirrors that reflect sunlight at a single point on a tower, where temperatures soar to roughly a quarter of levels found on the surface of the sun. Gross and his team were able to generate this extreme heat at their demonstration site in Lancaster, California, by using software to keep the mirrors precisely aligned with the tower target. Not only does this approach produce higher temperatures, it also uses computing power to cut down on expensive materials and labor, Gross



Heliogen emerged from stealth mode last fall with the headline-grabbing news that its concentrated solar power technology could generate heat above 1,000 degrees Celsius.



# Women Sarpanches fight social evils across the country



## NIRDPR offers training for women leaders of Panchayat Raj Institutions for women empowerment and gender equality

Female foeticide and child marriage have always been a perennial social problem in the Dhanura Gram Panchayat of Adilabad district in Telangana. But things are definitely changing for the better after Jamuna Nayak took over as the Sarpanch of the Dhanura GP.

Not only is she involved in spreading awareness about gender equality, she is also making sure that every mar-

riage that takes place in her area of influence is duly registered under the law. Through concerted efforts, she has also ascertained that every household receives a gas cylinder.

Jamuna Nayak is among the women representatives of Panchayat Raj Institutions (PRIs) to be trained by the National Institute of Rural Development and Panchayati Raj (NIRDPR) in Hyderabad.

Highlighting the impact of training women leaders, Dr. Reddy IAS, Director General, NIRDPR, said, "In PRIs (Panchayat Raj Institutions), 50 per cent reservation for women has been provided in 20 states. Women Sarpanches play an important role in bringing socio-economic changes in villages and support in holistic planning for the development of the villages. NIRDPR considers training and capacity building of women representatives as the main priority. We

are able to witness a visible change in their leadership, effective implementation of programmes and addressing gender issues in GPDP (Gram Panchayat Development Programmes). Considering the importance, Centre for Panchayati Raj, NIRDPR with the support of SIRDPRs, is organising programme at regular intervals."

### Some of the initiatives to train women leaders at NIRDPR include:

- Training of Elected Women Representatives in Jharkhand and Manipur, supported by National Commission for Women (NCW), New Delhi
- Training-cum-Exposure visits organised for Women Sarpanches from Uttarakhand, Ladakh and Tripura
- National Conclave of EWRs jointly organised by NIRDPR, MoPR and UN Women

# 6 LESSONS ON ZERO-CARBON ENERGY SYSTEMS FROM COUNTRIES LEADING THE WAY



Strategies are needed in all the major energy-using sectors — buildings, transportation and industry — as well as in the power system, says **Eric Mackres**, Building Efficiency Manager, WRI Ross Center for Sustainable Cities

**G**etting to a net-zero-carbon energy system is essential. It will be a major effort, one that requires significant investment in new low-carbon infrastructure, from renewable power

plants to electric vehicles, efficient appliances and better-constructed buildings. While very few countries are on track, China, Costa Rica, Denmark, Ethiopia and the United Kingdom are further along than many others. These

countries are all over the globe at all levels of development. Some arrived where they are by intent; others were helped by geography or history. Yet they all reveal lessons about the net-zero emissions transition needed in all countries to avert the worst impacts of climate change.

## How can countries achieve zero-carbon energy?

Energy production and use accounts for about three-quarters of global greenhouse gas emissions, making it the most important element of a net-zero emissions strategy for many countries. Three main strategies can help countries meet



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### COMPANY: CHIREC PUBLIC SCHOOL

#### DESIGNATION: Events/ Promotion - Manager

- **Experience:** 1 to 6 yrs
- **Salary:** Rs 2.50 - 3.50 Lacs p.a.
- **INDUSTRY:** Educational / Training
- **Location:** Hyderabad/ Secunderabad (Andhra Pradesh)
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- **Job Function:** Advertising / PR / Events, Business Mgmt. / Consultants / Freelancers
- **Specialization:** Community Relation Event Management, Corporate social responsibility
- **Qualification:** Any Graduate

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### COMPANY: STATE STREET CORPORATION

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