

# CSR TODAY

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## THREE EYE-OPENING WATER MAPS FOR BUSINESS

### CSR ISSUE

Water can exacerbate inequality—or it can help solve it

### CSR LEADERSHIP

Singapore investor pours US\$500,000 into clean water in Cambodia

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Four trends that will shape sustainability in Asia by 2030

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Power to the people: How light after dark is dimming poverty



# CSR TODAY

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# CSR only could ensure 100% voting



**Rajesh Tiwari**

Publisher

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**THE COMMISSION WORKS ON THE PREMISE OF 'NO VOTER TO BE LEFT BEHIND' IN ITS ENDEAVOR TO REALIZE UNIVERSAL ADULT SUFFRAGE. VOTER EDUCATION CONNECTS PEOPLE TO THE ELECTIONS.**

In a democracy, 100 % voting is utopian. But nothing wrong in attempting it. Compulsory voting is not at possible and not advisable. After all, India is the most vibrant democracy in the world.

However, if looks at the voting percentage in the Lok Sabha elections and for that matter the legislative assemblies, the percentage is not up to the mark.

We are currently in the process of the 17th Lok Sabha elections.

While the number of registered voters has increased continuously from the first general election in 1951, the voter turnout has been a mixed bag without a specific trend except the first two general elections.

In the first ever general election to the Lok Sabha in 1951, there were only 17.3 crore registered voters and the voter turnout was 45.7%, the lowest ever turnout till date. The voter turnout increased to 47.8% in 1957. These were the only two elections where the turnout was less than 50%. Starting from 1962, the voter turnout has fluctuated (increasing & decreasing alternatively) till 1989. In the elections that were held in 1991-92, the voter turnout further went down to 55.88%, the lowest in the last 25 years. After that, the voter turnout increased in both 1996 and 1998 elections only to drop again in both 1999 and 2004 elections. The voter turnout slightly improved in 2009 while the highest ever voter turnout in the India's Lok Sabha election history was in the 2014 elections.

A record 66.3% voters turned up at the polling booths in 2014.

Of the 16 general elections to the Lok Sabha so far, the voter turnout was less than 60% on 10 different occasions and more than 60% on six other occasions.

This is rather not something that is healthy - even though we have several innovation and we have added None of the Above category. Also it needs to be mentioned that in the last 25 years there

has been a surge of regional parties and the contest is far more wide and open.

Its here, the CSR can step in to increase awareness. The Central government and state governments, Election Commission of India, Chief Electoral Officers, State Election Commissions, run several campaigns to increase voter turnout. It is to be understood that elections does not come just one in five years - but a rather continuous process. Somewhere are the other elections are taking place. Celebrities and who's who take part in the campaign.

CSR can play a vital role and they need to pitch in right from schools, colleges.

The Commission works on the premise of 'No Voter to be Left Behind' in its endeavor to realize universal adult suffrage. Voter education connects people to the elections. In this pursuit, several initiatives under 'Systematic Voter Education and Electoral Participation' (SVEEP), the flagship voter education programme of the Commission have been launched effectively well in advance to connect with voters of all categories in the States and UT's down to the polling station level. As per extant directions of the Commission, State SVEEP Plans have been developed, approved and the implementation is being closely monitored.

In view of the fact that VVPAT shall be used with every EVM at each Polling Station, special campaign, including hands on experience, has been undertaken right from September, 2018 for enhancing awareness, elector convenience and confidence in respect of these machines. EVM and VVPAT awareness campaign is further being carried out through different media besides EVM and VVPAT equipped Mobile Vans to cover people at block level, traditional haats, bazaars and 'Gram Sabha' etc in rural areas.

Voter Facilitation Centers have been activated in all the States and Union Territories to facilitate voters.

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## Relaxed regulation in bamboo set to boost it into an import substitute industry

Following the liberalization of bamboo from forest to an agriculture crop and relieving it from timber category and nominating it as a grass, bamboo now has the potential to create wealth from paper, pulp and fabrics and making India self-reliant, said Maharashtra's Finance, Planning and Forest Minister Sudhir Mungantiwar at the Bamboo Investment Summit.

"India imports Rs 3,500 crore by value and 165,000 tons by volume of incense sticks (agarbatti) from China and even tiny items like tooth picks imported from Korea. However, we have now taken steps by linking women self help groups with ITC for their Mangaldeep brand for incense sticks and thereby economically empower farmers and women," Mungantiwar said.

Drawing a parallel of bamboo with precious metals, the minister said, we are offering tissue culture bamboo saplings at Rs 10 to the farmer with government contributing Rs 15, that will start giving remunerative returns after six years and also attract capital market's attention in wealth creation.

To boost bamboo cultivation and sustainable supply, Forest Development Corporation of Maharashtra Limited is also planning to take up tissue culture Bamboo plantation on turnkey or sharing basis with private parties for supplying biomass of bamboo for industrial uses like production of Ethanol, Bio CNG etc. FDCM even ready to help as service provider to interested farmers/parties with min 25 acres of commercial plantation project.

It may be recalled that in 2017, India imported bamboo from 74 countries



with the total value of import being \$154.98 million with China, Italy, Malaysia, Germany and US being among the largest exporters.

The summit was jointly organised by Government of Maharashtra through its forest sector organizations Forest Department, Maharashtra Bamboo Development Board, Forest Development Corporation of Maharashtra Limited, BSE Ltd. and Indian Federation of Green Energy (IFGE).

Earlier, speaking at the summit, Vikas Kharge, Principal Secretary (Forests), Government of Maharashtra, "Bamboo as an industry in India has the potential to match China's bamboo industry of \$29 billion dollars annually."

To support the industry, we realized that there was only a 45-day course for skilled manpower in this sector in Tripura. So, we started a diploma course with 2-year period at Chandrapur at

Bamboo Research Training Institute under the auspices of Maharashtra government, Kharge said.

Bamboo is widely used as paper and rayon-textile manufacture, construction, architecture, engineering, handicraft, food, medicine etc and has vital environmental values. Recent innovations in bamboo processing has created significant market opportunities in areas such as Bio-CNG, 2G Ethanol, power generation, flooring, laminated furniture, panels, corrugated sheets and woven bamboo products.

In his concluding remarks, Annasaheb M.K. Patil, chairman, India Federation of Green Energy shared the role played by it in bringing policy changes by way of amendment in the Indian Forest Act and revival of Indian Bamboo mission, which were set to be game-changer in development and promotion of bamboo sector in India.



## Airbus India launches women returnee programme – Fly Again



'Fly Again' was launched by Anand Stanley, President & Managing Director, Airbus India & South Asia, and Carolyn Webb, Head of Business Services and Company Functions, Airbus.

Airbus India has launched an ambitious programme for women professionals who want to return to corporate careers after a sabbatical or maternity leave.

'Fly Again' was launched on March 8, the International Women's Day, as part of Airbus India's efforts to ensure that women can make a smooth return to professional life through structured mentoring, up-skilling and onboarding.

Airbus India will organise mentorship programmes and fund returnship and training workshops to bridge the skill gap of selected candidates. The company will organise job fairs to increase awareness about the returnee programme. "Airbus believes in creating equal opportunities for all. Progress has

been made in this direction but we will do more. Today, we are hiring more women in leadership roles and will continue until the exception becomes the norm," said Anand Stanley, President and Managing Director, Airbus India and South Asia.

'Fly Again' will support Airbus India in meeting its requirement for talent as well as increase diversity and inclusion at the workplace, contributing to long-term business success. Selected returnees will join the organisation at grades and levels that are commensurate with their talent and expertise.

"These will not be returnee internships but full-fledged employment opportunities that we will offer to women returners," said Suraj Chettri, Head of

Human Resources at Airbus India & South Asia. "There is a pool of highly skilled women who want to return to work after a break. Through 'Fly Again' we are working towards hiring and retaining diverse talent."

At Airbus diversity is at the core of its identity. More than 130 nationalities are represented and more than 20 languages spoken within the company. The employee resource group – Balance for Business – includes more than 4,000 staff members worldwide driving the company culture forward. It manages topics such as work-life balance, career development, integration of disabled employees, furthering gender balance and ensuring the company is commitment to its LGBTI charter.

# How to change the world in 4,000 days

For several years the United Nations' Sustainable Development Goals have provided a lens through which nations and businesses can reinvent how they operate for the greater good, states **Elsa Wenzel**



Audrey Choi, CMO and CSO of Morgan Stanley, at GreenBiz 19 in Scottsdale, Arizona.

**A** cultural and social shift is afoot, with more corporations waking up to the potential of sustainability to create value, moving away from a romanticized “stock photo” concept of CSR. As that notion becomes more mainstream, so too does the emphasis on where environmental concerns intersect with social ones, with the potential for systemic change to accelerate. That’s according to many business and NGO leaders speaking at GreenBiz 19 this week outside of Phoenix.

For several years the United Nations’ Sustainable Development Goals have provided a lens through which nations and businesses can reinvent how they operate for the greater good. More than half of the 17 goals are explicitly linked

to human health or well-being. “End poverty in all its forms everywhere” is the first of the 17 SDGs, followed by “zero hunger,” “good health and well-being,” “quality education” and others. Achieving SDG No. 1, for example, requires eradicating “extreme poverty for all people everywhere, currently measured as people living on less than \$1.25 a day,” according to U.N. data.

Nobody said it would be easy, but the audacity of setting these goals is like a triple-dog-dare by the world’s nations — and a bet that, just maybe, some of this actually will be achieved in the next 4,000-odd days until 2030.

Many businesses are charging ahead against the SDG deadline of 2030. Just under 40 percent of large companies were participating in the SDGs in 2017,

but that number is coming up fast, according to Tim Mohin, CEO of the Global Reporting Initiative (GRI).

## Need for speed

We’re at a point where market forces and sheer necessity are forcing the need for change at a velocity not seen before, according to Keryn James, CEO of sustainability consultancy ERM, which works with some of the world’s largest companies. “That’s the challenge that’s facing business today.”

Many tools exist to help companies link a strong sustainability strategy with the SDGs. “But how do you operationalize it? How do you embed it in your business and make it a part of the day to day?” That’s hard, especially for an operation with supply chains all over the world, James added. Historically, the focus on risk management has been what most companies understand. In the last 12 months, however, corporate sustainability directors are “in value creation mode.”

The recent past has seen an increased specialization in corporate sustainability roles alongside the elevation of sustainability within the C-suite, as the 2019 GreenBiz State of Green Business report described in January. “There’s a greater literacy and awareness across the organization,” James agreed.

Meanwhile, the underestimated human elements — human rights, safety, diversity and inclusion, even employee happiness — are getting more attention for their material impacts. Today’s launch of the Social & Human

# THREE EYE-OPENING WATER MAPS FOR BUSINESS

In order for companies to seize financial opportunities around water and meet the demands of the Global Goals — to stop polluting waterways, to increase water efficiency and to better manage freshwater resources overall — they need serious data, according to **Elsa Wenzel**

**A**s climate change brings more frequent droughts and floods, understanding water usage and risks arguably never has been more critical. By most measures, the world is falling short of meeting United Nations Sustainable Development Goal No. 6: to achieve “sustainable water management and sanitation” by 2030.

Businesses have been using more water than ever in the past few years, even as they report more about water risks, according to the CDP’s Treading Water report, released Friday. Corporations reported \$38 billion in losses related to water last year, the report found, examining data from nearly 800 companies. And physical risks relating to scarcity and poor quality of water make up three-quarters of reported



A general view of U.S. water risk provided by the WWF Water Risk Filter.

risks, which can upset production, damage reputations and even cause a company to lose its license to operate.

Yet 44 percent of companies surveyed by GreenBiz and Ecolab survey lack a plan to achieve water goals.



# WOMEN IN ASIA CHANGING THE FUTURE

Last year, the inaugural Women of the Future Awards recognised nine women driving positive impactful change in Asia. In its second edition, more winners have been honoured, highlighting the region's abundance of inspirational female talent.

**W**hen the Women of the Future (WOF) Awards—a UK-born movement that honours influential women leaders under the age of 35—expanded to Southeast Asia last year, it was about recognising and encouraging inspirational women in the region.

The “depth of female talent” in Southeast Asia was exhibited in this year's edition by the abundance of winners, said Pinky Lilani CBE DL, founder of the WOF Programme.

Eleven women from the arts, business, community, media, science and professional fields received top prizes



The 2019 winners of the Women of the Future Awards Southeast Asia gather around Her Excellency Vicki Treadell, British High Commissioner to Australia, and Pinky Lilani, founder of the Women of the Future Programme. Image: Women of the Future

in their respective categories in the WOF Southeast Asia Awards 2019 at the Hilton Singapore on Thursday.

Malaysian singer and songwriter Rozella Mahjhrin was unveiled the winner for the Arts and Culture category for her advocacy of promoting positive body image. Mahjhrin was born with a prominent birthmark on her face, and was bullied for it in her youth. She has used music as a coping mechanism to overcome her insecurities.

After performing in music competitions and winning some of them, she gained self-confidence and decided to create a platform called True Complexion, which features inspirational individuals with unusual physical and mental characteristics.

Ana Margarita “Ginggay” Hontiveros was announced as winner of the new Mentor category for her work as an adviser at GoNegosyo, a Philippine non-profit organisation that promotes



Coral bleaching in Belize, Central America. The global coral survey that informed the study included more than 3,300 study sites in 81 countries and was performed by US-based NGO Reef Check between 1998 and 2017.  
*Image: CameliaTWU, CC BY-SA 2.0 via IFPRI Flickr*

# Global analysis of coral bleaching finds equatorial reefs less impacted by ocean warming

New research shows coral bleaching was most common in areas with high water temperatures and less common in areas with high variability in sea surface temperatures.

**A**s rising sea surface temperatures drive more frequent and more intense coral bleaching episodes around the world, global models have often predicted that few healthy coral reefs will remain in tropical oceans a century from now.





A lack of adequate lighting at home makes it difficult for school-going children living in off-grid rural areas to complete their school assignments and further their education, such as these children in Myanmar holding a solar lantern donated by Panasonic.

*Image: Panasonic*

POWER TO THE PEOPLE:

# HOW LIGHT AFTER DARK IS DIMMING POVERTY

Often taken for granted, access to energy is more than about brightening a dark room after sunset—it is a means to a more equitable future. How can energy be delivered to off-grid communities?

# The PepsiCo Foundation Expands Access to Safe Water for More Than 22 Million People Worldwide

## Part of PepsiCo's Broader Aim to Contribute to Positive Water Impact

**P**epsiCo has helped more than 22 million people in underserved communities around the world gain access to safe water since 2006. In the last year alone, PepsiCo and its partners expanded access for more than 6 million people, indicating the company is on track to exceed its goal to support a total of 25 million people with safe water access by 2025.

Around the world, 1 in 9 people struggle with access to safe and clean drinking water. Clean water shortages threaten the health and safety of communities, profoundly impacting hygiene and contributing to waterborne diseases, famine, migration and violence. To address these issues, PepsiCo has set a number of interconnected goals that aim to contribute to its Positive Water Impact, meaning its efforts and partnerships are designed to enable long-term, sustainable water security for its business and others who depend on water availability.

As part of this effort, The PepsiCo Foundation, the philanthropic arm of PepsiCo, works with leading non-profit organizations to expand access in some of the world's most water-stressed areas. The PepsiCo Foundation has led partnerships with Water.org to provide access to affordable financing for water and sanitation improvement projects in India, the Inter-American Development Bank to better manage changes in water availability in Latin America, and the China Women's Development Foundation to expand safe water access in rural areas of China.



A man secures a valve for a new water system in Kerala, India, which is facing a water scarcity crisis due to low levels of rainfall and insufficient water management infrastructure. In partnership with WaterAid, the PepsiCo Foundation is bringing clean water to more than 200,000 people in communities in southern India suffering from extreme water shortages.



A woman uses clean water to prepare food in Kerala, India, which is having its worst water crisis in the country's history. The PepsiCo Foundation works with leading non-profits and non-government organizations like WaterAid to increase access to clean water and educate community members on sustainable sanitation and hygiene practices.



# Water can exacerbate inequality—or it can help solve it

How can water resources be better managed to bridge the widening inequality gap and provide clean, safe water and sanitation for all, write **Betsy Otto** and **Leah Schleifer**

Inequality around the world is rising, expanding the divides between the “haves” and “have-nots.”

This is true for incomes, development levels—and for water security. The gap between those countries able to manage drought, flooding, and dirty water and those with little capacity to do so is also widening, with the potential to deteriorate as climate change makes water supply less predictable and extreme weather more common. This year’s World Water Day centers on leaving no one behind as communities, governments and businesses tackle the global water crisis. Primary attention rightly centers on access to clean, safe water and sanitation, but managing water resources also lie at the center of the challenge.

Right now, water issues are making existing inequalities worse. It doesn’t have to be that way. Instead, we can harness the power of water to improve livelihoods and opportunities.

## Water mismanagement can worsen inequality

Certain already-marginalised groups



Women and girls around the world spend 200 million hours per day collecting water.

are further disenfranchised by water issues. For these groups, the injustices they face due to water compound the economic and social pressures they already bear. Consider the following ways in which water issues exacerbate inequality for these vulnerable groups:

- **Women** and girls are often the ones tasked with fetching water for their households. Globally, they spend 200 million hours per day collecting water. In some countries, this burden is a barrier for girls enrolling in school, since they spend a large portion of their day walking to get water. Although women may be responsible for gathering water and working farm fields, only 10-20 per cent of all land owners are women—giving them less control over managing these resources, and leaving them even more eco-

nomically vulnerable to water and climate risks.

- **Poor communities** are less likely to bounce back from extreme weather events, such as devastating cyclones, which can destroy properties and decimate local economies. Climate change is also set to increase the population living in poverty by 100 billion by 2030. Cape Town’s record “Day Zero” drought highlighted inequality in South Africa, one of the most unequal countries in the world. While the wealthy bought bottled water and dug wells, poor families had no choice but to drastically cut their water usage and wait for the reprieve of rainfall.
- **Farmers’** entire livelihoods depends on the ability to irrigate or rely on rain to feed growing crops. A dry spell can wipe out livelihoods and



# The stories we tell when we talk about carbon and climate change

I explained that with all this talk about the urgency and imperative of solving the climate crisis, it's important to remember that carbon itself is not the villain, says **Shana Rappaport**, Vice President & Executive Director, VERGE, GreenBiz Group

**T**here's nothing quite like a pre-caFFEinated carpool with strangers to inspire a stroke of insight.

For those less familiar with the “shared” route option that's become increasingly popular through Lyft and Uber, a pretty diverse spec-

trum of potential experiences is available — determined primarily by the chattiness factor of your driver and, of course, your fellow passengers and how glued they are to the Twitter and Instagram feeds on their phones.

I was taken aback this week when, before my seatbelt went “click,” our

driver, Rhonda, a fourth-generation Oakland, California, native, asked, “So, what's your work in the world all about, honey?” I was even more shocked to discover that I was sitting next to a fifth-grade environmental science teacher and up front was a clean-tech entrepreneur working to scale innovative GIS mapping applications aimed at improving the sustainability of agricultural practices.

“Ouch. Good luck with that,” said the science teacher, when I shared that my work is focused on accelerating solutions to climate change. “Humans are the worst thing that's ever happened to this planet. You know we're doomed,



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- Ensure best in class execution with fresh ideas to engage the readers and ensure large participation

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