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Corporates must come ahead with CSR plans on popularising space



Rajesh Tiwari Publisher rt@iccsr.org

We have among the best communication and forecast systems. But we must plan that we should be like National Aeronautics and Space Administration (NASA) or European Space Agency (ESA).

ndia is making giant strides in space! In fact, India had maintained a commanding position in terms of space research. And many more things would come from the Indian Space Research Organisation (ISRO) and its sister agencies and even the private sector in the times to come.

From 19 April 1975, when the first satellite, Aryabhatta, went to space, to 15 February, 2017, when it launched the 714 kg Cartosat-2 series satellite along with 103 co-passenger satellites – it has been a long satisfying journey.

As of June, 2017, ISRO has launched 278 satellites, including 209 foreign ones using indigenously developed launch vehicles like Satellite Launch Vehicle, Advanced Satellite Launch Vehicle, Polar Satellite Launch Vehicle and Geosynchronous Satellite Launch Vehicle. Though reliable, the PSLV can not launch satellites having mass greater than 1600 kg.

As far as Moon is concerned, Chandrayaan-1, was successfully inserted into lunar orbit on 8 November, 2008. On Mars front, the Mars Orbiter Mission (MOM), known as Mangalayaan-1, was launched into Earth orbit on 5 November, 2013 and has entered Mars orbit on 24 September, 2014. India is now planning Chandrayan-2 and Mangalayaan-2. After Mars, Indian Space Research Organisation is looking at Venus and Jupiter.

Wg Cdr Rakesh Sharma, a recipient of Ashok Chakra, flew aboard the Soviet rocket Soyuz T-11 blasted off from Baikonur Cosmodrome in Kazakh Soviet Socialist Republic on the 2 April

1984 - spent 7 days 21 hours and 40 minutes at Salyut 7 Orbital Station before returning to Earth. When the then Prime Minister Indira Gandhi asked him how India looked from outer space, he replied – "saare jahan se achcha".

We have done well in this sector – and in fact we have yielded the fruits of our technology also. We have among the best communication and forecast systems. But we must plan that we should be like National Aeronautics and Space Administration (NASA) or European Space Agency (ESA). That would be a real tribute to Vikram Sarabhai, the father of India's space programme.

For this, we need to take space research to the common man – and CSR can play an important role. As of now ISRO does exhibitions across the country and display models of satellites and launch vehicles - but that is not enough. Here is the time and opportunity for the corporates to chip in. The CSR must focus on taking such exhibitions to the villages, the rural India - if one wants to tap the talent pool.

India has now established credibility as a space technology vendor. The world's largest satellite manufacturer in the US has ordered satellite hardware worth US \$700,000 from India. India's space technology export earnings have tripled from around Rs.10 crore to Rs.30 crore over the past three years.

Given this background, lot of private sector players would enter the space sector in the times to come.

And to nurture future talent, CSR is going to be major force multiplier.



Antarctica Just Shed An Iceberg The Size Of Delaware

With Larsen C ice shelf breaking off, scientists see a "microcosm of the future" that may already be inevitable if the world transgresses the 2C warming target, writes Marlene Cimons of Nexus Media

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JBGVS Awarded Bhamashah Samman By Government Of Rajasthan

Honoured for infrastructure development in Jamnalal Bajaj School in Kashi ka baas

s a part of its integrated rural development endeavour,
Jankidevi Bajaj Gram Vikas
Sanstha (JBGVS) – a Bajaj Group
NGO - has been active in Sikar district
of Rajasthan since 2010 covering the
areas of school infrastructure, animal
husbandry and women empowerment.
One of the most significant contributions
has been the infrastructure development
in Jamnalal Bajaj Senior Secondary
School in village Kashi ka baas, for which
JBGVS has been recently awarded the
Bhamashah Samman by the Government
of Rajasthan.

Bhamashah Samman - 2017

JBGVS was among the 109 organizations and individuals that were presented this annual award for their contribution to the education sector, including educational infrastructure. Col Vinod Deshmukh, Director, JBGVS received the award from Smt Vasundhara Raje, Honourable Chief Minister, Rajasthan, at a function held in Jaipur on 28th June 2017. Dalsingh Shekhawat from Sikar, who had made the recommendation of JBGVS for the award, was also felicitated on the occasion.



It is interesting to note that Bhamashah, who was a close aide of Maharana Pratap in the 16th century, was well known for his generosity, in whose recognition the government has instituted this award.

Nature of work in Jamnalal Bajaj School

JBGVS has done wide ranging infrastructure development work in Jamnalal Bajaj School in Sikar district including renovation of the building; roof repairs; painting; construction of a sanitation complex and basketball court and provision of furniture and a school bus for girl students. Going forward, JBGVS will extend the school building with 8 new classrooms, 3 new laboratories and a garage for the school

bus. The construction of the building will begin shortly.

JBGVS in Sikar

As a part of its objective to promote rural education, JBGVS has also helped 33 other schools in the district by repairing 346 classrooms and building separate sanitation complexes for boys and girls in 21 schools.

Commenting on the work done, Anil Bhandare, Senior Project Manager, JBGVS, said, "In order to improve the financial condition of poor villagers, 813 goats have been provided to 550 families. In all, 64 self-help groups (SHGs) have been set up till now, with 642 women members. JBGVS supported the SHGs by creating a revolving fund, which has helped them to get a total of Rs 20 lakh loans from banks." This is in line with the economic development and social development agenda of JBGVS.

JBGVS has been engaged in integrated rural development since 1987 and now operates in the districts of Pune, Aurangabad and Wardha in Maharashtra; Sikar in Rajasthan and Udham Singh Nagar in Uttarakhand.



INDIA'S FIRST MAGAZINE ON CORPORATE SOCIAL RESPONSIBILITY



Tata Capital's 'ProAspire' encourages skill development in India

Aims to provide training and job opportunities to around 10,000 students by 2020

ata Capital through its skill development initiative 'ProAspire' – has successfully trained and placed over 3,000 underprivileged students across the country. ProAspire, one of Tata Capital's flagship CSR initiatives around education and employability, aims to contribute to the Government's Skill India initiative by training the underserved yet potential candidates of society.

With ProAspire, Tata Capital aims to address issues related to a deficiency in skilled labour, poor quality of basic education, limited access to opportunities and qualified manpower, which amongst others are currently plaguing the nation. To answer this, Tata Capital has outlined training modules and identified opportunities in the Banking, Financial services & Insurance (BFSI) sector and other Vocational Sectors to contribute towards enhancing the lives and the economic status of the nation's underprivileged youth. ProAspire comprises

various courses that address a variety of interests, aspirations and encourage local job opportunities in rural, semi-urban and urban areas. To reach out to the youth and bring in efficiency in execution, the program follows a structured approach which includes: Mobilisation, Selection, Training, Assessment, Placement, and Tracking of youth. This is devised to provide the candidates with the necessary skills and thereby enable a better livelihood for them.

Speaking about the initiative, Avijit Bhattacharya, Chief Human Resources Officer, Tata Capital, said, "Quality education and skill development are a prerequisite to a nation's growth. In India, it is estimated that around a million jobs will be available under the BFSI sector by 2022, which can ably be supported by our country's equally rich source of human capital. Tata Capital's objective under this initiative is to prepare the current & future generations of the marginalised societies

on various skills in current & upcoming sectors, thereby making them employable and consequently, improving their economic status. ProAspire articulates a vision for India to take advantage of the demographic dividend and aims to hone the skills of over 10,000 individuals, with 40% being women, by the year 2020."

Upon completion of the BFSI trainings, successful candidates are placed in various roles including Business Development Executives, Front Line Sales Executives, Back Office Executives with reputed Banks, Non-Banking Financial Companies (NBFCs) and Microfinance Companies across India. Candidates that complete the vocational courses gain opportunities as qualified electricians, mechanics and welders in the manufacturing sector and allied services. The initiative has seen a placement rate of over 65%, with most of the candidates receiving job opportunities in the BFSI, Hospitality and other allied sectors.

Texas Instruments 'India Innovation Challenge 2017' to nurture engineering innovation among university students in India

exas Instruments (TI) announced the launch of the second edition of India Innovation
Challenge Design Contest (IICDC 2017), with registrations for the contest opening on July 20th, 2017 at www.ti.com/iicdc.

The last date for registration is September 10, 2017. will be TI will continue the collaboration with the Indian Institute of Management Bangalore (IIMB) and Department of Science and Technology (DST) to nurture innovation and

consistent with the goals of the Make in India program. In the year long journey, IICDC 2017 will include an intense mentoring program for students.

Last year, IICDC 2016 attracted registrations from 11,000 engineering students

The Future Of Asia's Farms

To produce enough food to meet burgeoning demand, Asia's farms will need to undergo a twenty-first-century transformation. Asian Development Bank food and agriculture expert Mahfuz Ahmed explains how.



Farmers transporting crops beside an irrigation canal in Indonesia

ood shortages are a distant memory for many people in Asia. But as the region struggles to feed and nourish a booming population, they could become a painful fact of life again.

Asia is already the world's largest food market, and by 2050 its population is ex-

pected to grow to five billion – an increase of 900 million people. Owing to its expanding middle class, the region will likely account for half of the global increase in annual beef and poultry consumption and over three quarters of the rise in fish consumption between now and 2030. And by then, more than 60 per cent of total cereal

demand in the developing world will come from South and East Asia. To keep up with this growing demand, food production will have to increase by 60-70 per cent compared to a decade ago.

Ideally, Asia's farms could simply expand their production. But they are woefully ill-equipped to do so. To produce a sufficient amount of food, Asia's farms will need to undergo a twenty-first-century transformation.

Helping Asia's farmers cope with climate change should be a central part of this effort. Although a warming planet could boost agricultural output in a few areas, it will severely limit production, and possibly trigger prolonged food crises, throughout the rest of the region.

As water becomes increasingly scarce in traditionally fertile zones such as the Indo-Gangetic Plain, rising seas will ruin vast swathes of farmland. If sea levels were to rise by one meter, the resulting saltwater intrusion would threaten 70 per cent of Vietnam's coastal farmlands.

And as waters warm and tidal flows change, yields from the Mekong Delta's vast fishing grounds could plummet.



n a harbinger of future sea-level rise that could pose a serious threat to coastal communities, an iceberg the size of Delaware has broken free from an Antarctic ice shelf, leaving the rest of the shelf vulnerable to collapse.

The break in the Larsen C ice shelf – the most northern major ice shelf in the region occurred Wednesday, according to Project MIDAS, a UK-based monitoring group. Ice shelves are the thick, floating ice at the edge of the continent, and they serve as buttresses, keeping onshore glaciers from sliding into the sea.

Researchers have been monitoring the rift in the Larsen C shelf for years and became alarmed in December when the breach widened dramatically.

At one point this spring, the rift grew by 11 miles in less than a week, leaving only

eight miles left and raising fears that a complete break was imminent. More than six months later – in the middle of the Antarctic winter – the break has occurred.

"The situation with the Larsen ice shelf is a combination of fascinating and troubling, a tangible piece of a larger slow-motion disaster unfolding in front of our eyes," said Michael Oppenheimer, professor of geosciences and international affairs at Princeton University.

"We are seeing a microcosm of the future ... a future that may already be inevitable and, if not, will likely be so if we transgress the 2° C warming target."

Larsen C is about 1100 feet thick and rests at the edge of West Antarctica, blocking the glaciers that feed into it. All of the region's ice shelves, including Larsens A, B, and C, impede the movement of Ant-

arctic glaciers, which, if they float into the ocean, can hasten sea-level rise. One of the processes causing the disintegration of the Larsen... is also implicated in the rapid changes in the Amundsen Sea area of West Antarctica — Thwaites glacier, Pine Island glacier," said Oppenheimer, a long-time participant in the UN Intergovernmental Panel on Climate Change. He explained that the loss of ice shelves will likely allow land-based ice into the ocean, causing additional sea-level rise.

"There is a relatively small amount of ice behind the Larsen, so even if it all disintegrated, the contribution to sea-level rise would be modest, a few inches," he said. Still, even a few inches of sea-level rise is meaningful, especially when combined with storm surge in low-lying areas. And what is happening with Larsen C is not an



When ice shelves disintegrate, glaciers move out to sea.

SOURCE: TED SCAMBOS AND MICHON SCOTT, NATIONAL SNOW AND ICE DATA CENTER

New Kid On The Sustainability Block: The Facilities Manager

Facilities managers are like orchestra conductors, helping buildings to run at optimum efficiency. As the SMART Facilities Management Solutions Exhibition approaches, Eco-Business examines their role and how sustainability can enhance a building's assets



High-rise housing blocks in Singapore. About one-third of the city-state's built environment is certified sustainable under the Building and Construction Authority's Green Mark scheme.

hen it comes to making eco-friendly buildings a reality, hiring the best architects, engineers and landscape artists is no longer enough. You need a good facilities manager. Like a conductor directs an orchestra, the facilities manager increasingly plays a key role in coordinating and maintaining functions in buildings, keeping them energy-efficient and sustainable. Gone at the days where facility managers are "out of sight, out of mind."

As Singapore pushes ahead with its ambitious goal to transform 80 per cent of all buildings into green ones by 2030, developers and tenants are starting to appreciate the importance of facilities management (FM), a field that is increasingly adopting cutting edge technologies to improve energy efficiency.

Last year, then-Minister of State for Manpower Teo Ser Luck said that FM is an "increasingly important sector," as it can help the cost efficiency of buildings.

According to the Building and Construction Authority (BCA), the Singapore government agency that certifies green buildings under its Green Mark scheme, 31 per cent of the city-state's total ground floor area has been declared green, as of last year.

With half of the country's buildings targeted for greening by 2030, the FM market is set to grow, a trend that is seen across the region. According to Mergers and Markets, the FM market is expected to grow at the highest compound annual growth rate of 14.4 per cent between 2016 and 2021, a

Facts And Feelings Matter When Communicating Climate Science

One well-known theory about how people absorb new facts is the "information deficit model." The main idea here is straightforward: If you throw more facts at people, they'll eventually come around on an issue. BY JOHN COOK AND SANDER VAN DER LINDEN

n a world where "post-truth" was 2016's word of the year, many people are starting to doubt the efficacy of facts. Can science make sense of antiscience and post-truthism? More generally, how can we understand what drives people's beliefs, decisions and behaviors?

Scientists have developed many theories to describe how people process and think about information. Unfortunately, there's an increasing tendency to see people as creatures whose reasoning mechanisms are largely dependent on a narrow set of processes. For example, one popular theory suggests that if we just communicate more accurate information to people, their behavior will change accordingly. Another suggests that people will reject evidence if it threatens their deeply held cultural worldviews and associated feelings.

It's more important than ever that our approach to communication is evidence-based and built on a strong, theoretical foundation. Many of these models contribute valuable insights and can help us design better communication, but each on its own is incomplete. And science

communicators have a tendency to oversimplify, focusing on a single model and disregarding other theories.

We suggest that this is a dangerous practice and less effective than a more nuanced and holistic view. The apparent choice between "fact" and "feeling," or between "cog-



nition" and "culture," is a false dilemma. In reality, both are related and address different pieces of the decision-making puzzle.

Thinking versus feeling

One well-known theory about how people absorb new facts is the information deficit model. The main idea here is straightforward: If you throw more facts at people, they'll eventually come around on an issue.

Most behavioral science scholars agree that this model of human thinking and behavior clearly is incomplete – people rely on a range of other cues besides facts in guiding their attitudes and behavior. For example, sometimes we simply act based on how we feel about an issue. Unfortunately, the facts don't always convince.

But the term "information deficit" is problematic, too. People tend to have limited information in most areas of life. For example, we often don't know the thoughts and feelings of other people we trust and value. Similarly, we might have limited knowledge about appropriate cultural norms when traveling to a new country, and so on. Information deficit isn't a very meaningful term to use to theorize about human thinking.

Another theory about human thinking is called "cultural cognition." In brief, it suggests that our cultural values and worldviews shapehow we think about science and society.

It's easy to be duped into thinking of the human brain as a sponge that soaks up only the information it wants to be-

Amazon Dams Plan Is Set To Cost The Earth

It's one thing to harness a river. It's quite another to build a series of Amazon dams and control the life of the planet's richest habitat.



A scenic view of the Amazon River. The 428 dams being built or are under consideration along the network of rivers in the Amazon threaten 6 million square kilometres of forest, spanning nine countries.

ven clean energy could devastate the Amazon, according to new research. A massive increase in hydropower from a series of planned Amazon dams could harm the world's most important rainforest all the way from the slopes of the Andes to the Atlantic Ocean.

Altogether, 428 dams are being built or are under consideration along the network of rivers that drain – and nourish – 6 million square kilometres of forest spanning nine countries. Of these, around 140 are already finished or under construction. The Amazon is home to four of the world's 10 largest rivers. Of the 34 largest tropical riv-

ers, 20 are in the Amazon region, and these rivers are the source of one fifth of the planet's fresh water.

That same flow delivers the nutrientrich sediments to habitats downstream to support the teeming life of the region, including the canopy that shelters its shrubs, plants, insects, reptiles, amphibians, mammals and birds.

Widespread benefits

Those rivers exchange sediments and nourish a mosaic of wetlands, said Edgardo Latrubesse, a geographer at the University of Texas at Austin, who led a collaboration from 10 universities to assess the potential environmental damage, and report in the journal Nature.

"People say: 'Oh another dam, another river.' It's not. It's the Amazon," Professor Latrubesse said. "We have to put the risks on the table and change the way people are looking at the problem. We are massively destroying our natural resources, and time urges us to find some rational alternatives for preservation and sustainable development."

5 Ways Trump's Paris Withdrawal Reignited Climate Action

State alliances, international partnerships and business relationships are essential parts of the unstoppable momentum towards clean energy, states **Nigel Topping**, CEO, We Mean Business

resident Donald Trump's regrettable decision to withdraw the United States from the historic Paris Climate Agreement was met with widespread dismay. However, the reactions from many political leaders, multinational businesses and the general public have been one of emboldened support for climate action.

One of the most striking reactions has been the forging of new alliances to ensure support for climate action and the Paris Agreement remains strong. Here are five examples of the amazing collaboration taking place globally in the wake of the announcement: "We're Still In."

Companies unite
A group of more than 2,000 businesses, investors, mayors, governors, college and university leaders joined the We Are Still In open letter to demonstrate their commitment to the Paris Agreement, kickstarting



a global movement that continues to gain momentum. The collective represents the broadest cross-section of the American economy to date assembled in pursuit of climate action and is committed to working together "to ensure that the U.S. remains a global leader in reducing emissions."

The reaction from forward-looking businesses has been particularly strong, with a string of company executives taking to Twitter to voice their disappointment.

Walt Disney Co. Chairman and Chief Executive Robert Iger and Tesla CEO Elon Musk both quit the president's business council over the decision. Goldman Sachs CEO Lloyd Blankfein used his first tweet to describe the planned withdrawal as "a setback for the environment and for the U.S.'s leadership position in the world."

Meanwhile, there's growing evidence that standing up for cli-

mate action is good for business. A portfolio tracking the performance of We Are Still In companies, featuring 70 of the major companies, shows a clear outperformance compared to the S&P 500 benchmark over the past year.

U.S. states take the initiative
Shortly after the decision to withdraw the U.S. from the

Paris Agreement, a coalition of 12 states announced that they would take action to meet

Sustainable Tourism: A Journey, Not A Destination

BY SHANA RAPPAPORT

n June, a group of about 85 leaders from across the tourism industry convened for the Sustainable Tourism Summit, which took place as part of VERGE Hawaii. Together, the group represented the diverse ecosystem needed to advance sustainable tourism – from lodging and transportation compa-

nies to public officials and cultural ambassadors.

It's a massive opportunity. As Heather Clancy recently reported, the industry generated roughly \$7.6 trillion in revenue in 2016, or 10.2 percent of the world's gross domestic product, and accounts for about 11 percent of the global workforce. Hawaii saw 8.9 million visitors in 2016 who spent a record \$15.6 billion.

Over our five hours together, Summit participants engaged in conversations focused on elevating the best of participants' collective perspectives and experiences. Our working sessions were oriented toward answering our focal question for the day: What will it take for stakeholders across the tourism industry to collaboratively ensure the ecological, economic and cultural sustainability of destinations?

Embrace education

Every organization has a role to play in advancing understanding about the benefits of sustainability – ecological, social and economic. Identifying which



stakeholders are key influencers and prioritizing efforts around education were recurring themes throughout the day. This includes everyone from policy makers and hotel leadership to employees and the general public.

For example, helping guests understand the value of sustainability initiatives

in maintaining destinations' attractiveness and well-being was seen as a major opportunity area in the conversation focused on hotel leadership, including the importance of consistent sustainability branding and communications by hotels and other destinations.

Prioritize place

Every organization has a unique story when it comes to its history, values and culture, from the people who staff it to the local history and geography. Make this a core part of your organizational identity. For example, Hawaii is unique when it comes to U.S. tourist destinations. The physical environment – sun and sand – can be had in many places, but the local culture and history can be found

nowhere else. This should be seen as a key asset that travelers value highly.

The importance of respecting local customs and beliefs, and building strong relationships with local communities, was a primary theme of the summit. When we broke up into interest groups, the working groups focusing on community and cul-

JBGVS Plants Over 13,000 Trees Across 50 Villages In Pune And Wardha Districts

Planting of another 26,000+ trees planned in 53 villages of Aurangabad and Wardha



Saplings on their way to planting site - Pune district

he green cover in the country has been declining constantly over the past few decades due to a variety of reasons. In light of this, environment conservation has been one of the five focus areas for Jankidevi Bajaj Gram Vikas Sanstha (JBGVS) – a Bajaj Group NGO. Towards this end, JBGVS has planted over 13,000 trees this season and plans to plant over 26,000 more.

A total of 13,200 saplings have been planted till now by JBGVS in 50 villages

spread across 2 districts of Maharashtra. This includes 3,200 and 7,500 saplings provided and planted in Maval and Khed talukas of Pune district. Similarly, 2,500 saplings provided by Gram Panchayats have been planted in Wardha district by JBGVS. Last year, JBGVS planted 32,380 saplings across Pune, Wardha and Aurangabad, of which 19,000 were forest trees and the remaining fruit trees.

Additionally, this year, in Maval taluka, assistance has been provided by JBGVS

representatives and volunteers in distributing the 4,000 saplings provided by the Gram Panchayats of 14 villages, along with awareness generation among the people. Similar assistance has also been provided in Khed.

More planned for the season

Going forward, as the monsoon progresses, 1,800 more saplings will be provided and planted in Maval taluka of Pune district and 10,000 in 31 villages of Aurangabad district. The planting in Aurangabad has been postponed to end of July because of the delayed monsoon in that area. Similarly, 14,600 more trees will be planted across 22 villages of Wardha district, of which 10,000 have been provided by Indian Farmers Fertilizer Cooperative (IFFCO). Thus, the total tally of trees planted this season by JB-GVS will touch 39,600.

Speaking on the development, Col Vinod Deshmukh, Director, JBGVS, said, "Sufficient tree cover in our countryside is vital for human wellbeing since it helps in a variety of ways like temperature control, improved precipitation, soil conservation and recharging of ground water table, apart from its aesthetic appeal. Hence, the tree plantation efforts of JBGVS are

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Job ID: 59733181

Designation: Corporate Social

Responsibility

- Experience: 10 to 15 yrs
- Salary: As per Industry Standards
- Industry: Construction / Cement / Metal / Steel / Iron
- Location: Udaipur
- Key Skills: CSR Activities Corporate
 Social Responsibility Risk Mitigation Crisis
 Management
- **Job Function:** Administration
- Specialization: Administration, Office Management & Coordination, Office Services
- Qualification: Any Post Graduate, Any Graduate

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- CSR projects and signature CSR projects
- 2 Implementation of engagement plan as well as social risk mitigation plan as per the stakeholder engagement Map
- 3 Organising internal & external resources for smooth implementation of CSR activities
- 4 Provide support in developing strategic documents for communicating the performance to various stakeholders internal & external
- 5 Ensure community network for assessing problems, crisis management and its timely mitigation
- 6 Monitor partner NGOs for achievement of CSR goals

Desired Profile

- Awareness of development scenario
- Stretches and drives to Achieve
- Awareness on the impact of mining and smelting on society

- Thinks and acts Strategically
- Metrics Monitoring and Reporting
- Has business acumen
- Communications Strategy
- Develops People and is a Team Player
- External Relationship Development and Management
- Manages External & Internal Environment
- Program Development and Management
- Manage & Lead changeEducationUG

 Any Graduate Any Specialization
 PG MBA/PGDM Other Management

 Doctorate -

Company: Pinnacle Solutions Ltd Job ID: 59699461

Designation: MANAGER - CORPORATE

SOCIAL RESPONSIBILITY

- Experience: 2 to 7 yrs
- Salary: As per Industry Standards