

# CSR TODAY

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## HOW ARTIFICIAL INTELLIGENCE CAN LEAD TO MORE SUSTAINABLE FISHING

Artificial intelligence has the potential to cut monitoring and operational fishing costs and improve efficiency in fisheries management

### CSR FUTURE

The rise of seatech — a new world wide web

### CSR CLIMATE

Pursuit of profit won't solve climate crisis

### CSR INITIATIVE

Singapore's war on waste—is there a better way?

### CSR LESSON

How a paper company is restoring tropical forest in Sumatra



# CSR TODAY

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# Wildlife crime conviction rates needs to go up



**Rajesh Tiwari**  
Publisher  
[rt@iccsr.org](mailto:rt@iccsr.org)

**INDIA IS ONLY  
2.4 PER CENT OF  
WORLD'S LAND AREA,  
BUT CONTRIBUTES  
ABOUT 8 PER CENT  
OF KNOWN GLOBAL  
WILDLIFE, INCLUDING  
OVER 45,000 SPECIES  
OF PLANTS AND  
91,000 SPECIES OF  
ANIMALS.**

**A**gainst a backdrop of low prosecution and conviction rates related to wildlife cases, TRAFFIC alongside WWF-India, Maharashtra Judiciary Academy and Legal Initiative for Forest and Environment (LIFE) organised a special orientation workshop for the judicial officers of Maharashtra, Goa and Daman on 13-14th July at Maharashtra Judiciary Academy near Mumbai.

It is one of the most significant steps - in enhancing conviction rates.

Several companies channelise their CSR funds towards these case of environment and conservation.

India is only 2.4 per cent of world's land area, but contributes about 8 per cent of known global wildlife, including over 45,000 species of plants and 91,000 species of animals. Despite having a huge population of over 1.3 billion, the country boasts 662 protected areas, five of them designated as World Heritage Sites by the United Nations Educational, Scientific and Cultural Organization (UNESCO).

The illegal trade in wildlife is driving species all over the globe to the brink of extinction. In India, the trade is expanding rapidly, driven by demand for rare species—headed for the pet market—as well as for species believed to have medicinal properties.

The main consumer markets are China and South East Asia, but wildlife—alive

or as body parts—is also smuggled to the Gulf, Europe and Northern America. Beyond India, the main transit countries are Nepal, Bangladesh, Bhutan, Sri Lanka and Myanmar, the UNEP report states.

Indian wildlife species and products commonly smuggled out of the country are tiger and leopard skins, their bones and other body parts, rhino horns, ivory, turtles and tortoises, sea horses, snake venom, mongoose hair, snake skins, tokay gecko, sea cucumber, chiru fleece, musk pods, bear bile, medicinal plants, red sanders timber and caged birds such as parakeets, mynas, munias.

The meeting aimed to sensitise judicial officers on issues related to wildlife poaching and crime in India and update their knowledge regarding national and international legislation dealing with wildlife, forest and environmental crimes.

The police forces across the country collaborate with specialised agencies like CBI, Wildlife Crime Control Bureau, NGOs like TRAFFIC, Ministry of Environment, Forest and Climate Change besides wildlife and forest departments of the state.

India being a nature-rich country is exposed to wildlife crime and the United Nations Environment Programme (UNEP) too has acknowledged this fact.

We need to ensure that CSR also focuses on education in such critical issue at graduate level.

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## CSR TODAY

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# CSR NEWS



## Playing a key role in ensuring safety and connectivity for people, KEI Industries supports Sawan Kawad Rally

Supporting the Sawan Kawad Mela, country's leading society sensitive company, KEI Industries Ltd inaugurated two Mobile Vans providing first aid and connectivity to thousands of Kanwaris.

Considering the huge crowd gathering for the mela, the company will play a part by moving along with the Kanwaris on their journey facilitating first aid, multiple charging points and video calling facility to the thousands of devotees.

Kanwaris have a long, resilient journey and a huge number of makeshift accommodations are constructed across this expedition where they rest. They face major hardships which go beyond just pitched roads and shelter. Eminent

facilities like charging points are an unexplored phenomenon when it comes to providing assistance to Kanwaris. Creating mobile visibility with mobile charging units, KEI Industries aims to make this a #kawadchaltirah.

Speaking on the occasion, Archana Gupta, Non-Executive Director- KEI Industries Ltd. said: "Our Company has always been dedicated towards the amelioration of the society and assisting the government on the same. The annual tradition of Kanwaria Yatra has procured a new dimension lately as the number of devotees are on the rise. Our company acknowledges and wishes to work towards overcoming the hardships faced by these pilgrims while travelling, making their journey fitter."

Inauguration of mobile vans for Sawan Kawad Rally by KEI Industries



Mobile Vans providing first aid and connectivity to thousands of Kanwaris



KEI Industries supports Sawan Kawad Rally by ensuring safety and connectivity for people

The mobile van will be accompanying the devotees through multiple cities, spreading their services even in the smaller towns such as Haridwar, Muzaffarnagar, Meerut, Seohara, Dhampur, Bijnor, Ghazipur, Mau, Azamgarh, Sultanpur, Lucknow, Unnao and Kanpur among others.

Along with this, the company has been digitally disseminating information about the mela with the means of informative infographics for the better understanding of the people travelling for the event.

## NIRDPR organizes Symposium on Climate Change Mitigation for Asia Pacific Countries

*CIRDAP countries, with a combined population of 2,549 million, account for 34 per cent of global population and their activities will impact a combined rural population of 1,539 million in the Asia Pacific Region: Narendra Singh Tomar*

Climate Change is the defining issue of this time and the world is at a pivotal moment. From shifting weather patterns that threaten food production to rising sea levels that increase the risk of catastrophic flooding, the impacts of climate change are global in scope and unprecedented in scale. Without drastic action now, adapting to these impacts in the future will be difficult and costly.

There is need to share, discuss and expand networks on climate change and mitigation strategies, adoption including creating Green Jobs, Green Energy, reduction in consumption of fossil oil, creating awareness among people.

Considering these, the National Institute of Rural Development and Panchayati Raj (NIRDPR) organized a Symposium on 'Climate Change Mitigation in CIRDAP Member Countries' and the 34th CIRDAP Technical Committee Meeting on 25th and 26th June 2019 in its campus in Hyderabad to discuss measures that can help reduce the global climatic variability and change.

This is the third time India is hosting the CIRDAP Technical Committee meeting and this is the first time it is being hosted by NIRDPR. The last Technical Committee meeting was held in Fiji. The Centre on Integrated Rural Development for Asia and



Dignitaries releasing book – 'Creating Masterpiece-Using appropriate building technologies'

the Pacific (CIRDAP) is a regional, intergovernmental and autonomous organization with 15 member countries.

In a message shared for the occasion, which was read by Dr. W.R. Reddy, IAS, Director General, NIRDPR, Narendra Singh Tomar, Union Minister of Rural Development, Agriculture Farmers Welfare and Panchayati Raj, Government of India, said, "I am happy to note that the Technical Committee is meeting for the third time in India and that representatives of 14 other countries are taking part. The Symposium on 'Climate Change Mitigation in CIRDAP

Member Countries' has come at the right time. We, the members of CIRDAP countries, with a combined population of 2,549 million, account for 34 per cent of global population. We, with our activities, will be impacting a combined rural population of 1,539 million in CIRDAP member countries. India, under the leadership of the Honorable Prime Minister Shri Narendra Modi, is striving to create peaceful, friendly and mutually supportive relations with all countries. India has made an all-out effort to support activities of CIRDAP through technical and financial support."



# The Leopard that Learnt from the Cat

and other narratives of carnivore-human coexistence in northern India.



Villages in Hamirpur © Dhee

**P**eople in Hamirpur, Himachal Pradesh think of leopards as not mere instinct driven animals but as adaptive beings who respond to specific situations. They are seen as thinking beings, possessing qualities such as

conscious thought, self and kinship that are usually attributed only to humans. This perspective was revealed in an ethnographic study conducted in Hamirpur, Himachal Pradesh to understand the influence of intangible factors such as stories, beliefs and

religion on human-leopard relationships. People's perception of leopards is based on cultural narratives and personal experiences, and thus extends beyond the ecological and socio-economic factors that conservation studies normally emphasize on.





# HOW ARTIFICIAL INTELLIGENCE CAN LEAD TO MORE SUSTAINABLE FISHING



**T**he world's fish stocks are in decline and our increasing demand for seafood may be one of the main drivers. But the true extent of the problem is hard to estimate, especially when fishing occurs in the high seas, which lie beyond national jurisdiction and are hard to monitor.

Conservation planners face growing pressures to combat illegal, unregulated and unreported (IUU) fishing, the value of which has been estimated at US\$10-23.5 billion annually. This is an important cost for society as a whole, but also for the major high seas fishing countries such as China and Taiwan that subsidize their fleets and may have low labour costs.

Artificial intelligence (AI) could address this global environmental concern—and satisfy the need of seafood retailers and consumers to know if

what they're selling and eating is sustainable. Social scientists are beginning to think of ways that can bring AI, ecology and economics together—to design policies that target socially desirable outcomes such as preserving biodiversity values and returning the benefits of fishing to society.

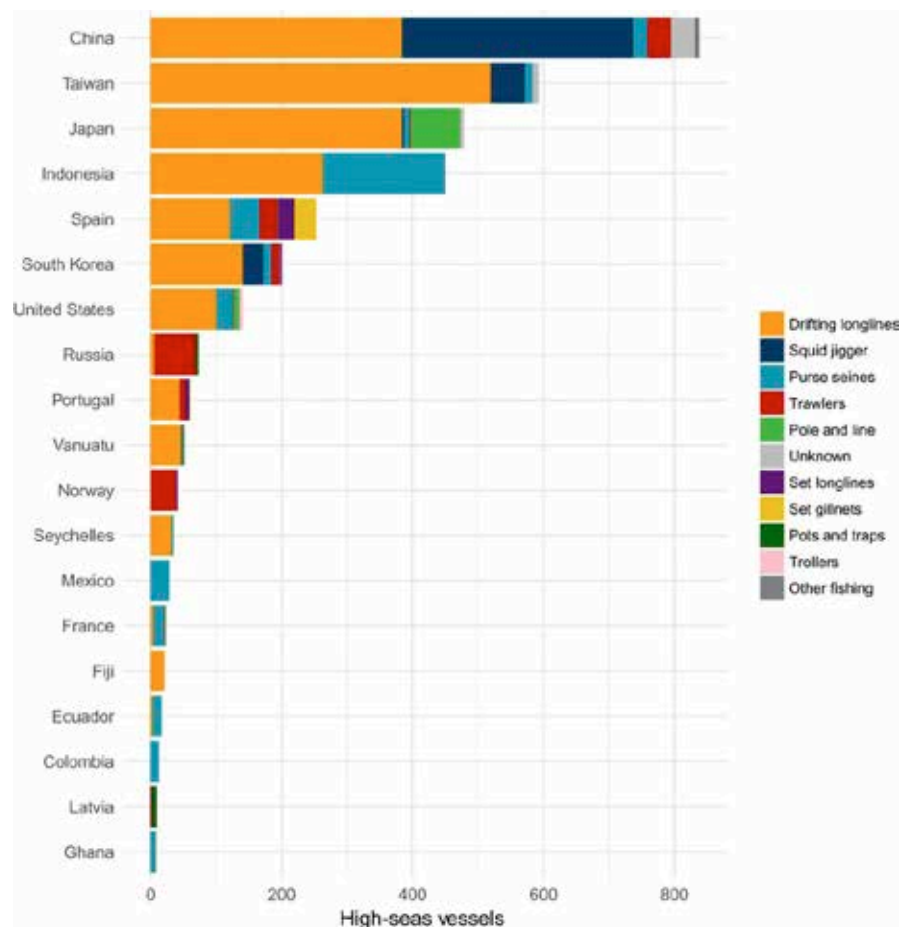
At a February meeting of HUMAINT, a European Commission-led initiative on human behaviour and machine intelligence, I discussed the ways AI can be used to help marine resource management.

### Poached fish

Fisheries and conservation managers have put a lot of effort in recent years in establishing spatial management tools such as marine protected areas to help fish stocks recover from past over-exploitation. Fish biomass in no-take marine reserves can be on average 670

The report said illegal trade could account for 11 million to 25 million metric tons of seafood, a minimum of 20 percent of seafood worldwide.  
Credit: incnguyana.com

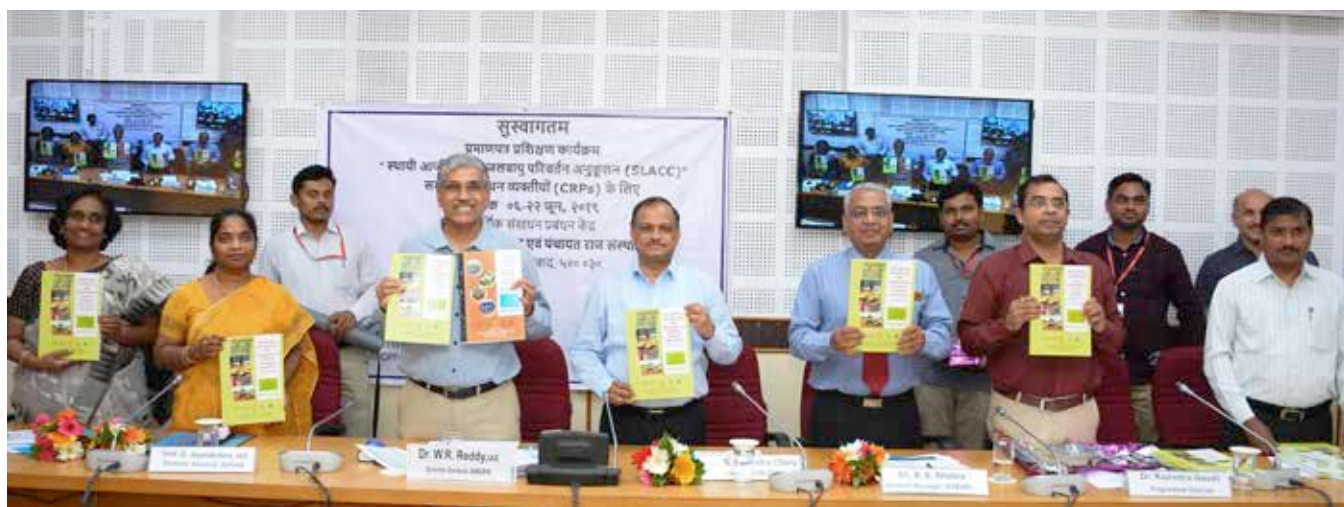
Artificial intelligence has the potential to cut monitoring and operational fishing costs and improve efficiency in fisheries management, writes environmental economist **Melina Kourantidou**.



High-seas vessels by flag state and gear type, as detected by Global Fishing Watch in 2016.

From 'The economics of fishing the high seas,' Science Advances, CC BY-NC

# National Institute of Rural Development and Panchayati Raj launches initiative to help Rural Poor Farm Holds adapt to Climate Change



Dr. W.R. Reddy (3rd Left), D-G, NIRDPR, launching the course manual & toolkit for 'Sustainable Livelihoods and Adaptation to Climate Change' initiative on 7th June 2019

As many as 638 drought and flood-prone villages in some districts of Madhya Pradesh and Bihar will be covered initially under this initiative, which will be scaled up nationwide subsequently

**T**he National Institute of Rural Development and Panchayati Raj (NIRDPR), for the first time in India, has launched an initiative to improve the adaptive capacity of the rural poor engaged in farm-based livelihoods to cope with climate change. It seeks to establish a large-scale proof of concept on integrating community-based climate change planning and adaptation by work-

ing with climate-smart Community Resource Persons (CRPs) and National Resource Persons (NRPs).

The training manual for this 'Sustainable Livelihoods and Adaptation to Climate Change (SLACC)' Certificate Course was released by Dr. W.R. Reddy, IAS, Director-General, NIRDPR, last month, during the first Training Program for Community Resource Persons (CRPs) under this Certificate Course held at NIRDPR Campus in

Hyderabad. The aim of the course is to train a cadre of Climate Smart Community Resource Persons who are expected to disseminate the practice of sustainable livelihoods through adaptation to climate change.

The program will strengthen the skill sets of resource persons at national and grass-roots level. It is being implemented in 638 villages in Mandla and Sheopur districts of Madhya Pradesh, and Gaya and Madhubani districts of Bihar under National Rural Livelihoods Mission. All of these districts are either drought-prone or flood-prone. The project will be scaled up nationwide subsequently.

The SLACC will create a cadre of over 200 certified 'climate-smart' Community Resource Persons and over 100 Young Professionals in villages, who will



An aerial view of a river in Riau Province where APRIL is restoring 150,000 ha of degraded peat forest. An aerial view of a river in Riau Province where APRIL is restoring 150,000 ha of degraded peat forest. Image: Caine Delacy/ APRIL

# How a paper company is restoring tropical forest in Sumatra

Wildlife thrives in one of Sumatra's largest intact peatland forests, and an unlikely coalition of NGOs and businesses is ensuring it remains that way.

By **Nyoman Iswarayoga**

**A**mid recent reports of an increasing crisis in global biodiversity caused by habitat loss, land conversion for agriculture, climate change and pollution, an ecosystem restoration programme based in Indonesia has reported a win for wildlife.

Called Restorasi Ekosistem Riau (RER), it recorded an increase in its biodiversity list within its forest restoration area in the 150,000ha of peat forest it is restoring on the Kampar Peninsula and Padang Island in Riau Province, Sumatra.

Several species classified as globally threatened by the International Union for Conservation of Nature (IUCN) recorded were found in the area, which is one of the largest remaining Sundaic lowland Tropical peat forests in Sumatra.

According to RER's recently published Progress Report 2018, the number of unique plant and animal species recorded in the area grew from 717 in 2017 to 759 in 2018, including the critically endangered helmeted hornbill and Sumatran tiger.

Established in 2013 by pulp and paper company, APRIL, RER





# The circular designer's secret weapon: policy

Without a focus on design, the circular economy will not happen. However, there's a stalemate, says **Joe Iles** and **Simon Widmer**

**S**ince its inception in 2010, the Ellen MacArthur Foundation has placed design as crucial to achieving a circular economy. In fact, the very first initiative from the foundation was Project ReDesign, which invited thousands of students

to rethink products and systems for a circular economy.

Discussions around the circular economy in intervening years often serve to remind us of the importance of design, namely that the circular economy is a model for an economy that is regenerative by design.

Why is this? If you look at many shortcomings of today's take, make, dispose, linear economy, the eventual negative impacts have been set in motion at the design stage. The decisions made during this process influence what will happen downstream—how a product is made, used and disposed of,



# PURSUIT OF PROFIT WON'T SOLVE CLIMATE CRISIS

**Every answer has a cost. Every choice exacts a penalty. A new book reminds readers there are no easy answers to the climate crisis.**

**R**esolving the climate crisis demands radical political change, a British author argues: the end of free market capitalism.

You could turn the entire United Kingdom into a giant wind farm and it still wouldn't generate all of the UK's current energy demand. That is because only 2 per cent of the solar energy that

slams into and powers the whole planet on a daily basis is converted into wind, and most of that is either high in the jet stream or far out to sea.

Hydropower could in theory supply most of or perhaps even all the energy needs of 7 billion humans, but only if every drop that falls as rain was saved to power the most perfectly efficient turbines.

And that too is wildly unrealistic, says Mike Berners-Lee in his thoughtful and stimulating new paperback *There Is No Planet B*. He adds: "Thank goodness, as it would mean totally doing away with mountain streams and even, if you really think about it, hillsides."

This is a book for people who really want to think about the state of the world, and how to get to zero-carbon emissions as swiftly as possible, and in a way that preserves a decent life for the 11 billion or so who will people the planet by 2050. And, of course, everything boils down to energy

Mjøsa Tower, the world's tallest wooden building, under construction in Brumunddal, Norway.



# As mass timber takes off, how green is this new building material?

A lack of understanding of the full CO2 picture has not kept the field from taking off. The burgeoning demand for mass timber posts and beams has seen sawmills open in the timber towns of the U.S. Northwest and loggers go back to work to harvest the pine, fir and spruce used in the manufacture, says **Jim Robbins**

**T**he eight-story Carbon 12 building in Portland, Oregon is the tallest commercial structure in the United States to be built from something called mass timber.

If the many fervent boosters of this new construction material are right, however, it is only one of the first mass timber buildings among many, the beginning of a construction revolution. “The design community in Portland is enthralled with the material,” said Emily Dawson, an architect at Kaiser + Path, the locally-based firm that designed Carbon 12.

The move to mass timber is even farther along in Europe. That’s because mass timber — large structural panels, posts and beams glued under pressure or nailed together in layers, with the wood’s grain stacked perpendicular for extra strength — is not only prized as an innovative building material, superior to concrete and steel in many ways, it is also hoped it will come into



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### COMPANY: HCAPITAL

#### DESIGNATION: Corporate Social Responsibility

- **Experience:** 7 to 10 yrs
- **Salary:** As per Industry Standards
- **INDUSTRY:** Recruitment / Placement Agencies, Consulting Services
- **Location:** Mumbai (Maharashtra)
- **Key Skills:** hrtrainingcorporate social responsibilitysalarycommunication skillscsr activitiespresentation skills
- **Job Function:** HR / PM / IR / Training
- **Specialization:** Recruitment
- **Qualification:** MBA / PGDM / Any Graduate

#### Job Description:

- Job Id: 499 Job Title: Corporate Social Responsibility Industry: Banking, Financial Services & Insurance Functional Area: HR / Admin / PM / IR / Training Salary: 12 Lac - 15 Lac About the Client The company is India's Leading Non Banking Finance Company (NBFC) operating in Wholesale & SME Lending. As part of the business activities, the

company is predominantly focused into Asset Financing and Lending business. The Wholesale Lending Business segment provides specialized and holistic solutions to Indian corporates helping them build and grow their businesses with initial funding, mezzanine financing, acquisition financing etc. They focus on products in the structured credit space backed by adequate collaterals and cash flows to build a secured and quality wholesale lending portfolio. Job Description 1. Plan and execute various CSR initiatives as per the annual calendar 2. Ensure best in class execution with fresh ideas to engage the readers and ensure large participation 3. Maintain relations with various NGOs and Media dealing with CSR 4. Database management of all the CSR activities implemented as per the plan 5. Conduct research with help of internal team to understand the impact 6. Timely invitation mails, teasers and regular communication with participants 7. Effective information management of

various CSR activities details Desired Candidate Profile 1. Skills/Qualifications required: 7 -10 years of relevant experience 2. MBA or Post Graduate in Social sciences from XISS or TISS 3. Should have thorough understanding of the CSR field 4. Should have good written and oral communication skills. 5. Should have good negotiation and presentation skills. 6. Should have sound understanding of the CSR initiatives by various companies

### COMPANY: GI STAFFING SERVICES PVT. LTD.

#### DESIGNATION: Sr. Corporate Social Responsibility (csr) Executive

- **Experience:** 1 to 2 yrs
- **Salary:** As per Industry Standards
- **INDUSTRY:** Retail / Wholesale
- **Location:** Bengaluru/ Bangalore (Karnataka)
- **Key Skills:** Commercial Accounting Conferences Corporate Social Responsibility ngo social service social work