


CSR TODAY

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WHY HUMAN HEALTH MUST BE AT THE CENTER OF CLIMATE ACTION

By using health as a leading indicator of progress, companies will find a compelling business case for action by uncovering cost savings and risk reductions that otherwise would go unseen

CSR OPINION

Don't let the negative
20% stop your
sustainability story

CSR EXAMPLE

Swiggy Udaan: Giving
Wings to Children's
Dreams

CSR CONCERN

Eco anxiety and grief:
It's real, and there are
ways to cope

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4 billion trees every year
for the next 10 years

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104, Nirman Kendra, Dr. E Moses Road, Mahalaxmi Estate,
Mumbai -400011. Tel: +91 22 2490 30 78, +9122 2490 30 82,
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2020 now, its time to introspect



Rajesh Tiwari

Publisher
rt@iccsr.org

**THE EDUCATION
SECTOR GOT THE
MAXIMUM FUNDS
OF RS 15,742 CRORE
FROM THE CSR
EXPENDITURE MADE
BY CORPORATES
SINCE 2014-15,
WHILE SUCH
CONTRIBUTION
TOWARDS ARMED
FORCES AND WAR
WIDOWS WAS JUST
ABOVE RS 81 CRORE**

New year, 2020, has ushered in - and its time to introspect. We are in a landmark year in India's perspective as in next couple of years, we are going to celebrate 75 years of Independence. Hence, a stock-taking is a must - and Corporate Social Responsibility, sustainability, etc cannot be ignored. There are areas which still remains neglected.

However, what comes as an encouragement is that education has got the lion's share as far as CSR funds are concerned.

In fact, the education sector got the maximum funds of Rs 15,742 crore from the CSR expenditure made by corporates since 2014-15, while such contribution towards armed forces and war widows was just above Rs 81 crore, Parliament was informed during the winter session.

Under the Companies Act, certain classes of profitable companies are required to shell out at least 2 per cent of their three-year annual average net profit towards corporate social responsibility (CSR) activities in a particular financial year and the requirement came into force from April 1, 2014.

Overall, companies in India spent over Rs 52,533 crore on CSR activities during the last four years (2014-15 to current fiscal till June, 2019), Minister of State for Finance and Corporate Affairs Anurag Singh Thakur said in a written reply to Lok Sabha.

The CSR activities taken up by the companies relate to various sectors including education, healthcare, sanitation, environmental sustainability, poverty alleviation and skill development.

Of the total of over Rs 52,533 crore, companies incurred a CSR expenditure of over Rs 15,742 crore on education sector, followed by healthcare (over Rs 9,093 crore) and rural development projects (over Rs 5,467 crore).

Among other sectors, firms spent a total of Rs 3,723 crore on environment sustainability, Swachh Bharat Kosh (Rs 837 crore), Prime Minister's National Relief Fund (Rs 763 crore), safe drinking water (Rs 612 crore), senior citizens welfare (Rs 91 crore).

Besides, funds to the tune of Rs 81.5 crore were spent on armed forces, veterans, war widows/dependents, Rs 69.71 crore was spent on technology incubators and Rs 67.1 crore was spent towards Clean Ganga Fund.

In a separate reply, Minister of Finance and Corporate Affairs Nirmala Sitharaman said that the Central Bureau of Investigation (CBI) has registered 30 cases against 104 shell companies during the last four years - 2015, 2016, 2017, 2018.

Further, during the investigation of 108 cases, as many as 894 shell companies have been detected wherein irregularities such as falsification of financial statement, bank fraud, diversion of funds, impersonation, cheating, abuse of official position, criminal conspiracy, criminal misconduct were found, she added.

We feel more funds need to go in areas like vocational training, tourism, environmental awareness, archaeology, heritage and museums among others. CSR funds needs to support start ups, new ventures in these areas.

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Consulting Editor: M Bose

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PRODUCTION, CIRCULATION AND LOGISTICS

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HEAD OFFICE

CSR Today

104, Nirman Kendra, Dr. E Moses Road
Mahalaxmi Estate, Mumbai - 400011

Tel: +91 22 249 03078 / 03082 / 55260

Email: editor@csrtoday.net

Website: www.iccsr.org

REGIONAL OFFICES

NEW DELHI

Regional Director: V Chopra

MUMBAI

Executive Vice President: Neil Thakkar

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CSR NEWS

TeamLease Services Ltd wins the CSR Project of the Year Award at CSR Summit and Award 2019



India's largest composite staffing firm, TeamLease Services was bestowed with the 'CSR Project of the Year Award' in the 2nd edition of Corporate Social Responsibility Summit & Awards 2019. TeamLease Services had won the award for their exemplary contribution to the skill development initiatives and on-the-job-training that they had organized as implementing partner of leading home appliances brand Whirlpool. This effort has been instrumental in skilling and preparing a workforce of over 5300+ candidates across 36 locations in India. The award is a testimony of the brand's continuing efforts to facilitate learning programs through apprenticeships and also to provide quality training, blended

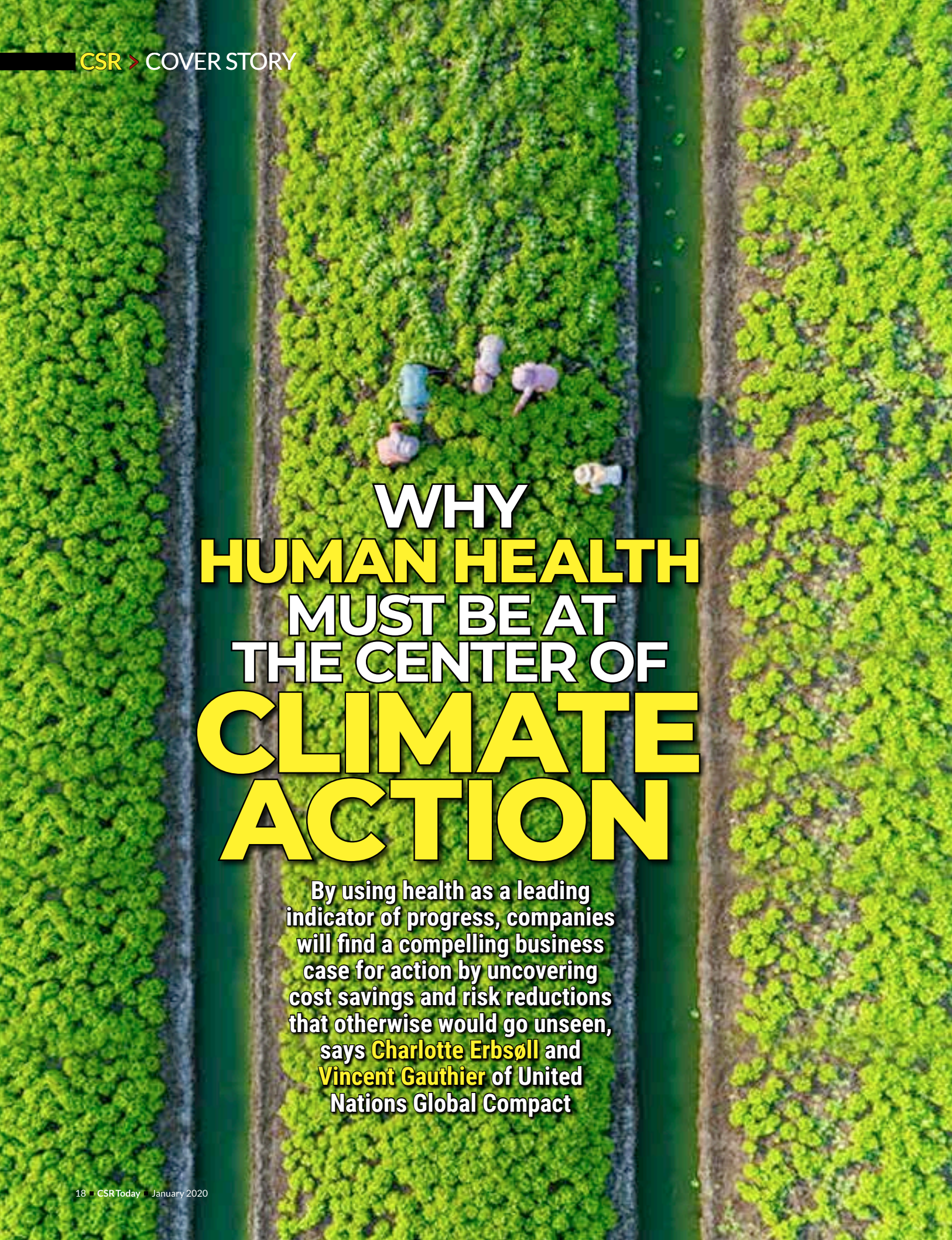
learning and OJT(on-the-job) solutions to employers. India is at the cusp of a phenomenal economic growth and the demand for skilled talent in continuously rising. Employers are looking for industry equipped training modules which can create a robust workforce aptly suited for the future. TeamLease has been an integral part of much such collaboration where they have successfully executed apprenticeship linked learning programs. The brand's unique offering of advanced training which is, an amalgamation of blended learning through classroom, online and on-job training (OJT) has been widely accepted by many large corporates across industries. The curriculum is aligned with National Occupational Standards

(NOS) defined by the National Skills Development Corporation (NSDC) and the Retailers Association's Skill Council of India (RASCI).

Sharing her delight on receiving the award, Neeti Sharma, Senior Vice President – Learning Services, TeamLease said, "We are extremely happy to have won the award. We have been associated with Whirlpool as their CSR implementing partner to train candidates in the retail domain (consumer durables and home appliances). Through the initiative, together we have been able to provide skill training to the candidates and make them employable in the retail industry. We have also been driving placements and on-the-job training for the candidates."

This award also highlights TeamLease and Whirlpool's long standing relationship to create a refined workforce for the retail industry. With the 'sustainable skill and livelihood program' for the needy and economically weaker segment, designed by TeamLease, Whirlpool has been successful in giving back to their industry.

Commenting on the award, Ranjan Kumar, Manager - CSR, Whirlpool of India Ltd said, "It gives us pleasure, being recognized for doing good. We value our partnership with TeamLease who have helped design & implement a comprehensive skilling program. The skilling program has not only equipped candidates with the required skill set; it has also instilled a new sense of confidence amongst them".



WHY HUMAN HEALTH MUST BE AT THE CENTER OF CLIMATE ACTION

By using health as a leading indicator of progress, companies will find a compelling business case for action by uncovering cost savings and risk reductions that otherwise would go unseen, says **Charlotte Erbsøll** and **Vincent Gauthier** of United Nations Global Compact

The United Nations General Assembly week in New York in September was a global stock-taking exercise aimed at understanding where the world collectively stands on progress toward the Sustainable Development Goals (SDGs) ahead of the 10 years remaining to achieve the 2030 agenda.

That week of stock-taking identified that although we have made progress in certain areas — such as infant and maternal mortality, poverty and infectious diseases — we are falling dangerously behind in efforts to reach the Global Goals. The natural environment is rapidly deteriorating because of climate change and collapsing ecosystems, global hunger is on the rise and at least half of the world's population lacks access to essential healthcare services.

Two of the greatest challenges facing the 2030 agenda, climate change and public health, were strongly displayed in September. The U.N. Secretary General's Climate Summit brought together world leaders to ramp up ambition for climate mitigation. By the summit, 65 countries committed to net zero greenhouse gas emissions by 2050 and 87 companies had joined the "Business Ambition for 1.5°C- Our Only Future" campaign. (As of Dec. 11, 177 companies had signed the pledge). Alongside the Climate Summit, the U.N. hosted the High Level Political Forum on Univer-

sal Health Coverage, where countries signed the Political Declaration on "On Universal Health Coverage: moving together to build a healthier world" (PDF).

Although the high-level meetings on climate change and universal health coverage were held as separate negotiations in September, growing evidence suggests that the systematic failures inducing these grave challenges are interconnected. A recent Lancet report explains that the challenges facing obesity, undernutrition and climate change make up a syndemic (synergies of epidemics) "because they co-occur in time and place, interact with each other to produce complex sequelae, and share common underlying societal drivers." Another Lancet commission publication, "Food in the Anthropocene: the EAT-Lancet Commission on healthy diets from sustainable food systems," demonstrates that existing policies, incentives and subsidies in the food system cause unhealthy diets and unsustainable agricultural practices simultaneously. These reports demonstrate that the common systemic drivers that cause our global institutions to produce results that hinder the 2030 agenda require a holistic and multidisciplinary approach to create long-lasting solutions.

That is why the U.N. Global Compact's "Health is Everyone's Business" action platform in September published the "Business Leadership Brief for Healthy

Planet, Healthy People." Launched at a side event to the U.N. General Assembly, the report calls on businesses to take an integrated approach to simultaneously improve the health of people and the planet. The report highlights that many challenges facing the planet and the health of people are interlinked: air pollution and climate change; water, sanitation and hygiene; and food and nutrition (see below).

The private sector has a substantial role to play in addressing the joint challenges facing the health of people and the planet. Companies can exacerbate these challenges by, among other things, releasing greenhouse gas emissions, having suppliers in areas without access to proper sanitation and hygiene, and having employees with unhealthy diets that hamper their productivity.

The private sector also can positively contribute to solving these challenges. "Especially through energy renovation of buildings, we can contribute simultaneously to addressing environmental and health concerns, to the benefit of residents and the planet," said Mirella Vitale, senior vice president for marketing, communications and public affairs at ROCKWOOL Group.

The findings of the report highlight three key insights that can help companies create effective and lasting solutions that address the health of people and planet.

Air Pollution & Climate Change



90% of children breathe toxic air every day.¹

LIMITING WARMING TO 1.5°C COULD PROTECT 10-40 MILLION PEOPLE FROM UNDERNUTRITION

91% of the world's population breathes polluted air



Water, Sanitation & Hygiene



2.1 million people lack access to safe drinking water

WATERBORNE DIARRHEAL DISEASES CAUSE 2 MILLION DEATHS EACH YEAR²

Food & Nutrition



Obesity affects 2 billion people, significantly increasing the risk of cardiovascular disease, diabetes and some cancers.³


ADOPTING A PLANETARY HEALTH DIET COULD PREVENT 11 MILLION DEATHS ANNUALLY



We've summited
to the top of the
automobile trend.

ARE WE NEARING 'PEAK CAR'?

Where, then, is the opportunity? If driving is too energy and time-intensive and dangerous, what is the solution?, writes **Neil Brown**



Children of
Swiggy Delivery
Partners at
Swiggy Udaan
event

SWIGGY UDAAN GIVING WINGS TO CHILDREN'S DREAMS

- Children of Swiggy Delivery Partners to receive scholarships to support their school education
- Swiggy is looking at rewarding more than INR 50 lakhs in the first round of the scholarship program

Swiggy, India's largest food delivery platform, has launched a scholarship program called "Swiggy Udaan" to support the educational responsibilities of their Delivery Partners.

Swiggy's delivery partners are integral to its service and success. While the platform is in a constant endeavor to provide them with good and consistent payouts and incentives, many



Does water stewardship lead to brand value?

Everyone has an opinion about water: It is deeply personal. Consequently, proactive engagement and transparent performance disclosure and communication are expected, says **Will Sarni** and **Matt Howard**

Each of us spends a significant amount of time working with companies that are seeking a more strategic approach to corporate water stewardship performance. We are also in dialogue with companies that want to enhance brand value through credible and transparent water-related actions and claims. To a certain extent, consumer preferences for buying sustainable products, and desire for more transparency, inform corporate water strategy. These trends were a catalyst for us to write about the

relationship between a corporate water strategy and brand value.

Before we tackle the question posed in the headline, let's highlight the importance of brand value for a company. Brand value is part of intangible value. According to a recent study by Aon and Ponemon Institute, the value of intangible assets are about five times greater than tangible assets for most major businesses. This is about 84 percent of the total value of the S&P 500 companies.

According to the survey, in 2018, tangibles for companies in real estate

Researchers agree that marginalised groups and communities will be disproportionately exposed to climate change risks.

Image: Mark Pan4ratte on Unsplash



ECO ANXIETY AND GRIEF: IT'S REAL, AND THERE ARE WAYS TO COPE

Anxiety, fear and a deep sense of loss felt over climate-related changes are on the rise. More research is needed, and vulnerable and marginalised groups should be a priority, experts say.

When about 50 tertiary students and members of the public gathered last month for a workshop in Singapore on next month's United Nations climate change conference, they talked first about expectations and the ground to be covered at the conference.

Then, they discussed feelings of anxiety and fear caused by climate change.

Awareness of ecological anxiety and grief is slowly growing as humans come to terms with climate change and its effects, including the potential widespread loss of plant and animal species and melting of ice caps.

While eco anxiety and grief are not specific or diagnosable disorders or

conditions, researchers say eco anxiety is the worry, anxiety and fear over the state of the environment relating to climate change, while eco grief is the deep sense of loss, sadness and lament felt for the same reasons.

There is no clear distinction between eco anxiety and grief, Dr Neville Ellis, a research fellow at the University of Western Australia's School of Agriculture and Environment, told Eco-Business. "In the context of climate change, loss, uncertainty and feelings of powerlessness can co-mingle, creating a complicated emotional experience," he said.

At the eco anxiety discussion in Singapore, organised by the Asia-Pacific Centre for Environmental Law and National University of Singapore's Energy



CSR Impact
Conclave –
Inaugural Session
– 21st Nov 2019

NITI Aayog urges India Inc to focus on nutrition and innovation as part of under CSR mandate

Policymakers, industry, researchers deliberated today over success and failures of mandatory CSR initiative during CSR Impact Conclave

Expressing satisfaction over the progress of Corporate Social Responsibility (CSR) in past five years, NITI Aayog Vice Chairman Dr Rajiv Kumar urged India Inc to do serious impact assessment of their CSR Initiatives.

Addressing India's top policymakers, industrialists, corporate, NGOs at the 'CSR Impact Conclave', Dr Kumar said "India has excellent examples of CSR. Going forward the Corporate CSR

should focus more at two additional areas like nutrition and innovation as a part of their CSR mandate."

"I think corporate must find a way to 'do well by doing good'. 'Doing good' must be integrated in business practices in line with Conscious Capitalism by making self-interest a very small part of our way of doing business. The gap between the social good and the corporate good should be studied." Dr Kumar said.

Dr Kumar urged the National CSR

Network to work with the NITI Aayog for an objective impact assessment of the five years of the CSR initiative.

Speaking at the Inaugural Session, Department of Personnel Training Additional Secretary Mr Srinivas Katikithala expressed his happiness over being associated with the National CSR Network (NCN) for last three years and its growth.

In his special address at the conclave, he said "There is a need for collaboration and partnership between the government and industry for capacity building to achieve greater impact of CSR projects".

On the occasion, World Bank Group Lead Tertiary Education Specialist Mr. Francisco Marmolejo said India was one of the first few countries to establish a

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COMPANY: DBS Bank Ltd
DESIGNATION: Corporate Social Responsibility

- **Experience:** 7 to 10 yrs
- **Salary:** As per Industry Standards
- **INDUSTRY:** Financial Services / Stockbroking
- **Location:** Mumbai (Maharashtra)
- **Key Skills:** Community relations
- **Job Function:** Advertising / PR / Events
- **Specialization:** Community Relations
- **Qualification:** Any Graduate

Job Description:

- Identify & recommend CSR (Corporate Social Responsibilities) initiatives to ensure good corporate citizenship and build community relations. Help build Brand DBS by showcasing sustainable outcomes achieved by the bank in India.

Key Accountabilities

- Implement the group strategy on Social Enterprises (SEs)
- Drive SE partnerships in India
- Showcase DBS as a Force for Good

Job Duties and Responsibilities

- Identify new CSR partners and manage existing CSR relationships
- Conceptualise and execute organisation wide staff volunteering programs

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:** hr training corporate social responsibility salary communication skills csr activities presentation skill ir
- **Job Function:** HR / PM / IR / Training
- **Specialization:** Recruitment
- **Qualification:** MBA / PGDM ,Any Graduate
- **Corporate Social Responsibility Industry:** Banking, Financial Services & Insurance
- **Functional Area:** HR / Admin / PM / IR / Training
- **Salary:** 12 Lac - 15 Lac

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