

CSR TODAY

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IS ASIA'S MEDIA REPORTING THE REAL CAUSES OF AIR POLLUTION?

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Competing for water
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Legislative reform needed in CSR



Rajesh Tiwari
Publisher
rt@iccsr.org

IN SPITE OF NOT MEETING THE TARGETED CSR SPEND, NONE OF THE BANKS REPORTED ANY FINES OR PROCEEDINGS FOR BREACHING THE LAW.

At a time when India's economy is set to leapfrog, there is also a need for large scale reforms in the arena of corporate social responsibility (CSR). It has expanded from being a voluntary activity .

According to reports, the push for legalisation came because voluntary CSR presented problems such as free-riding (companies taking advantage of benefits without actually spending), greenwashing posing as CSR, and false disclosures. The governments world over considering legal rules.

The US Securities and Exchange Commission, for instance, has moved beyond its mandate as a market regulator to issue rules on conflict minerals, resource extraction payments, and gender diversity. And, in 2014, the European Union issued a directive on disclosure of non-financial and diversity information.

Similarly, Australian companies are required to disclose how they will manage their environmental and social sustainability risks.

India at the forefront

India has gone further than any other country. In 2013, it enacted Section 135 of the Indian Companies Act prescribing a mandatory "CSR spend of 2% of average net profits ... during the three immediately preceding financial years" for all companies meeting specified financial thresholds. In other words, companies "having net worth of rupees five billion or more, or turnover of rupees ten billion or more or a net profit of rupees fifty million or more during any financial year" have to ensure that they spend 2% of average net profits made during the three preceding years on CSR activities.

In order to assess the effectiveness of this unique experiment in mandating CSR spending and disclosure, a group studied the reporting practices of the four largest banks by market capitalisation in India compared with banks from Australia, China, and Japan where there is no such law. In order to do so, we assessed annual and CSR reports of our

sample of companies from 2012, one year before the law was passed.

Indian banks did not have CSR reports before 2012. The CSR committees formed by the banks function in the spirit of the law within defined targets, monitoring CSR spend, and reporting reasons for shortfalls in spending.

Of the Indian banks evaluated, only the State Bank of India (SBI) disclosed its CSR spend prior to the promulgation of the new Companies Act; all banks disclosed this spend from 2013.

Despite the new law mandating a CSR spend of 2% of pre-tax profit for corporations of this size, only ICICI Bank met the target in 2014. But it fell to 1.9% in 2016. Kotak Mahindra Bank reported a CSR spend of less than 0.69% of pre-tax profits in 2016.

In spite of not meeting the targeted CSR spend, none of the banks reported any fines or proceedings for breaching the law.

During this period (2012-2016), Australian banks had the highest disclosures, followed by Japan, China and India.

There's a marginal difference in Indian bank disclosures after the new law was passed in 2013. But these differences may well be due to the different cultures and other non-market factors at play.

Different programs

Indian banks spend on educational and health promotional CSR activities, as prescribed by the new law. Additionally, all Indian banks use in-house foundations and centres, and promote staff volunteering at high-profile events. All these activities are designed to obtain maximum positive media coverage.

Less popular CSR activities, such as programs for eradicating malaria or combating other major communicable diseases – also defined in the Act as designated CSR activity – do not get any attention.

Another popular CSR activity is contributing to natural disaster relief funds, which is probably aimed at scoring brownie points with the political party in power.

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CSR NEWS



L-R: Ms Tisca Chopra, Mr Issam Bachaalani, Managing Director, Colgate Palmolive (India) Limited, Ms Mary Kom, World No. 1 Boxing Champion, Mr. Rajeev Grover, Advisor, ShikshaDaan, Ms. Poonam Sharma, Head, CSR, Colgate Palmolive (India) Limited, Dr. Priyamvada Singh, Social Development professional and Mr Arvind Chintamani, VP, Marketing, Colgate Palmolive (India) Limited

Colgate Palmolive India launches the Keep India Smiling mission

Taking forward its brand belief that ‘Everyone Deserves A Future They Can Smile About’, Colgate-Palmolive (India) Limited launched the Keep India Smiling (KIS) Mission - the brand’s commitment to provide foundational support to over 20 million people every year to enable a future they can smile about.

The Keep India Smiling mission continues Colgate’s 80+ years of commitment to build strong foundations and create a meaningful impact in the lives of people. It includes the company’s long running, pan-India flagship programs, like - Bright Smiles Bright Futures (BSBF) - to provide foundational Oral Health education, the Oral Health Month, to provide free dental-check-ups and foundational community initiatives like providing better water accessibility, women empowerment and livelihood programs.

Adding to these flagship programs, today Colgate launched the Keep India

Smiling Foundational Scholarship to offer financial support and mentorship to people across India to help them translate their dreams into reality.

The Keep India Smiling Foundational Scholarship program has been launched in partnership with ShikshaDaan Foundation, a non-profit organisation that specialises in providing education and development to the underprivileged, and Buddy4Study, India’s largest scholarship platform. An eminent panel comprising Mary Kom – six-time World Boxing Champion, currently World No.1, and also the only female boxer from India to win medal at the Olympics; Dr. Priyamvada Singh - distinguished social development professional; Mr. Rajeev Grover - ShikshaDaan advisor; and Ms. Poonam Sharma - Colgate’s CSR Head, will pick the most deserving candidates for the scholarship and will also provide mentorship as required.

The Keep India Smiling Foundational Scholarship program is a distinct,

national program which offers scholarships and mentorships across the fields of education, sports and community betterment. Interested candidates can apply online at www.colgate.com/keepindiasmiling

Issam Bachaalani, Managing Director, Colgate-Palmolive (India) Limited, said, “At Colgate, we truly believe that everyone deserves a future they can smile about and we believe that better futures can be enabled by building strong foundations. Our Keep India Smiling Mission is designed to provide foundational support for both Oral Health enhancement and for various aspects of community development.

Today, I’m very excited to announce the launch of the Keep India Smiling Foundational Scholarship program, which takes the Keep India Smiling mission a step further and provides direct support and mentorship to many deserving people to realize their dreams.”

Mary Kom, six-time World Boxing Champion, currently World No. 1, and also the only female boxer from India to win medals at the Olympics, said, “I’m very happy to be associated with Colgate’s Keep India Smiling mission’s Keep India Smiling Foundational Scholarship program. It will provide opportunities to so many deserving people at a foundational level across India and help them to build a better future for themselves not only through the financial scholarship but also through timely guidance and mentorship.

Candied fruit in
Istanbul, Turkey.
Image: Atelier Teee,
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FROM NUTTY BUGS TO CANDIED VEGGIES, DOES FOOD BY ANY OTHER NAME TASTE AS GOOD?

Convincing people to eat plant-rich diets, avoid junk food and care about nutrition is seen as critical to global human health and tackling climate change.

IS ASIA'S **MEDIA** REPORTING **THE REAL** CAUSES **OF AIR** POLLUTION?

It is a public health crisis that kills almost 5 million people in Asia every year. So why isn't air pollution a bigger story? And why aren't journalists in Asia reporting on how to solve the problem?, asks **Robin Hicks**

Singapore's skyline obscured by haze caused by slash-and-burn forestry in neighbouring Indonesia in 2015.

Image: Shutterstock



It is a little odd that a problem that kills 4.7 million Asians a year doesn't make many headlines. Particularly since the culprit—air pollution—is more severe in Asia than anywhere in the world.

Air pollution kills more Vietnamese than motorbike accidents, more Indonesians than malnutrition, and more Filipinos than guns. In fact, Asia accounts for 60 per cent of the world's population, but two-thirds of all air pollution deaths.

So why don't air pollution stories excite editors much here? It is a question that puzzled delegates at the Better Air Quality (BAQ) Conference in Kuching in November.

See no evil, report no evil

The obvious reason is that air pollution is hard to see. It's not easy reporting on something that is invisible. Until it isn't. Singapore's skyline, impressive though it is, is not news. Singapore's skyline cloaked in thick haze is.

For this reason, air pollution in Singapore—which is regularly 80 per cent

“

We have such a politically turbulent society, with such a newsworthy president, that air pollution has a hard time breaking through the political noise.

HOWIE SEVERINO
Investigative Journalist,
The Philippines

above the level considered safe by the World Health Organisation (WHO)—is only reported once a year, when smog from slash-and-burn forestry in neighbouring Indonesia sends air pollution readings through the roof. But as the last three years have been relatively haze-free, air pollution coverage has all but evaporated.

The scenario is similar in Malaysia, where the average annual level of PM2.5—particles 2.5 microns wide that penetrate deep into the lungs—is significantly higher in the capital, Kuala Lumpur.

“We only tend to talk about air pollution when it's really bad,” said Kamarul Bahrin Haron, deputy editor in chief at Astro Awani, Malaysia's satellite TV giant, on a panel discussion on media and air quality at BAQ.

Data on air pollution media coverage by public health non-government organisation (NGO) Vital Strategies backs this up. According to a trawl of air pollution-related press articles and social media content in 11 countries in South and Southeast Asia over the last four years, there was a spike in coverage in 2015, the year of the Southeast Asia haze crisis and the announcement of the odd-even license number plate rule in Delhi, which the previous year WHO had declared the world's most polluted city.

In 2016 and 2017, air pollution coverage flatlined. But it re-emerged this year, when athletes collapsed at the Asian Games as a result of Jakarta's air and smoggy skies returned to Beijing.

In a region with a medley of social and environmental issues, a slow-burning, invisible menace fades into the background. Maintaining media interest in air pollution is difficult in Indonesia, where environmental problems range from deforestation to illegal mining, says Ichwan Susanto, a journalist for national daily Kompas.

The story is similar in the Philippines, where ageing Jeepneys choke the congested capital Manila and air pollution has become “normalised,” says Howie Severino, an investigative journalist for GMA Network, a tv channel.

“We have such a politically turbulent society, with such a newsworthy president, that air pollution has a hard time breaking through the political noise,” says Severino, who hosts the documentary show i-Witness.

How polluted are Asia's cities?		
	Times over WHO safe level	National air pollution deaths
DELHI	14.3	1,795,181
ISLAMABAD	10.7	212,433
ULAANBAATAR	9.2	2,784
BEIJING	7.3	1,944,436
DHAKA	5.7	166,598
HANOI	4.8	60,627
JAKARTA	4.5	211,916
COLOMBO	3.6	20,474
SEOUL	2.6	17,832
KUALA LUMPUR	2.5	10,479
NAYPYIDAW	2.4	60,467
SINGAPORE	80%	2,208
MANILA	70%	122,576
TOKYO	70%	58,287
CANBERRA	60%	4,361

Sources: WHO, UN Environment, BreathLife. Air pollution metric: annual PM2.5 exposure, 2018



ARE WE ACTUALLY MAKING PROGRESS ON THE SDGS?

The SDG Progress Report also explores experts' views of the relative urgency of the goals, and there is overwhelming agreement that Climate Action, says **Tove Malmqvist**



TATA MOTORS TOUCHED OVER 7 LAKH LIVES IN 12 MONTHS

In line with the vision of 'all stakeholders' wellbeing as the very purpose of our existence', as conceived by Jamsetji Tata, the Tata Group founder, Tata Motors has been pioneering its corporate social responsibility agenda to promote Health, Education, Employability and the Environment. Community development as well as the scope and depth of its operations have grown exponentially over the years. Reinforcing its commitment towards nation building, Tata Motors has touched

over 7 lakh lives of which nearly 40% belong to the SC and ST communities

Here is a snapshot of the company's CSR interventions across four key thrust areas:

1. Building and Strengthening Healthcare Facilities 'AROGYA'

The focus in this programme has been on eradicating malnutrition in children under five year age and providing safe drinking water especially in drought prone tribal hamlets/habitations. The

company has created a strong cadre of community health workers who provide basic health services at the doorstep. In Pune, Jamshedpur and Lucknow, the mobile medical van ferries the neighborhood on a regular basis and has arrested many health issues. As a result, the number of parents availing the services have reduced over time.

Overall Impact:

- In FY19, over 3 Lakh people benefited from this programme



Monitoring hack shines a light on fishing boats operating under cover of dark

A new report shows that many of the fishing vessels that operate at night in Indonesian waters don't broadcast their location, masking a potentially massive problem of illegal and undocumented fishing.

By **Basten Gokkon,**
Mongabay.com



It's a circular world: AI, robotics and chemical recycling are redefining a \$110 billion industry

Recycling continues to be the most cost-effective option for the vast majority of American cities. The economics are simple. Cities have two choices when it comes to disposal: recycle or landfill, writes **Ron Gonen, CEO & Co-Founder, Closed Loop Fund**

Recycling is big business in America. It has been for many years. In 2018, the recycling industry in America generated over \$110 billion in economic activity, \$13.2 billion in federal, state and local tax revenue and 534,000 jobs. 2019 is shaping up to be a year of major innovations in the recycling industry as it becomes central to circular economy business models that major consumer goods companies and cities are deploying.

Recycling continues to be the most cost-effective option for the vast majority of American cities. The economics are simple. Cities have two choices when it comes to disposal: recycle or landfill. While the value of recycling is generally reported as the amount that a city can be paid for its recyclables, the core economic value of recycling is actually the opportunity for a city to avoid costly landfill disposal fees.

New York City, the largest market in the United States, is an example of

how advanced recycling infrastructure and strong local markets create long-term profits. New York has a long-term public-private partnership with Pratt Industries that converts all of its recycled paper locally into new paper products sold back into the local market. Via its contract with Pratt, New York is paid for every ton of paper its residents recycle, as opposed to a cost of over \$100 per ton to send paper, or anything else, to a landfill.

Minneapolis offers another good example. Eureka Recycling and the city of Minneapolis invested in local community outreach focused on keeping their recycling stream clean of contamination, defined as non-recyclable material. The result is one of the lowest contamination rates of any municipal recycling program in the country. With a clean

Running dry:

Competing for water on a thirsty planet

From India to Singapore, from Los Angeles to South Africa, cities and rural communities are increasingly becoming thirsty for water. How can the world sustainably use this vital resource, and avoid conflicts arising from its scarcity?

In India's 'Silicon Valley' tech hub of Bangalore, where gleaming office complexes and apartment blocks have sprouted faster than the plumbing to serve them, only 60 per cent of the water the city needs each day arrives through its water pipes.

Much of the rest is pumped from groundwater wells and delivered to homes and offices by a fleet of private tanker trucks that growl through the city of 12 million's streets.

But Bangalore's groundwater is running dry. A government think tank last year predicted the city—like others in India, including New Delhi—could run out of usable groundwater as early as 2020 as aquifers deplete.

By 2030, half of India's population—now about 1.4 billion people—may lack enough drinking water, the report predicted.

Around the world, fresh water is fast becoming a dangerously scarce resource, driving a surge in fights to



Singapore-Johor causeway is not only a bridge that connects the two countries, along it also lies the pipes for the water Malaysia supplies to Singapore. Image: Calvin Teo, CC BY-SA 3.0 via Wikimedia Commons

secure supplies and fears over rising numbers of deaths in water conflicts.

Growing populations, more farming and economic growth, climate change and a rush of people to cities all are increasing pressure on the world's limited water supplies, researchers say.

UN data shows 2 billion people—a quarter of the world's population—now are using water much faster than natural sources, such as groundwater, can be replenished.

In 2015, the United Nations' 193 members agreed a new set of global development goals, including one to give everyone access to safe and affordable drinking water by 2030.

But in places from Africa to the Middle East, "big rivers are drying out, the population is increasing, demand is

piling up and we can't supply (people) with water and food", warned General Tom Middendorp, a former Dutch defence chief.

Globally, the number of conflicts related to water scarcity has risen from roughly 16 in the 1990s to about 73 in the past five years, according to a chronology maintained by the Pacific Institute, which tracks freshwater security issues.

In the 1990s, conflicts driven by water scarcity led to about 350 deaths, in places from Yemen to Nigeria, according to the chronology based on news reports and other sources.

But in the last five years, at least 3,000 people—and perhaps more than 10 times that many, if estimates of refugee deaths by Medecins Sans Frontieres

TIMESJOBS.COM

INDIA'S LEADING JOB PORTAL

Indian Centre of CSR in association with Times Jobs bring you the most sort after job opportunities in the field of Corporate Social Responsibility. TimesJobs.com, the fastest growing and most innovative Indian online recruitment portal, was born with a mission to reach out to all Indians in the country and abroad and provide them with the best career opportunities available.

Today TimesJobs.com, has achieved the distinction of becoming India's No.1 recruitment portal, with the largest number of active jobseekers and a database of over 10 million candidates and over 20,000 new resumes

added every day, it offer one of the largest database of active jobseekers in India today.

Its focus is to ensure your skills are showcased and matched suitably with the HR requirements of employers from diverse industries including the field of Corporate Social Responsibility. In a very short span Times-Job's concentrated approach has made it the blue-eyed boy of recruiters and aspirants alike.

You can apply for the below listed jobs on www.times-jobs.com by typing the Job ID in the search window, alternatively you could also search categorywise to find many more opportunities in CSR.

COMPANY: Bisleri International Pvt Ltd

DESIGNATION: Corporate Social Responsibility

- **Experience:** 8 to 11 yrs
- **Salary:** As per Industry Standards
- **INDUSTRY:** Printing / Packaging
- **Location:** Bangalore and Chennai
- **Key Skills:** corporate social responsibility msw communication manager csr volunteer effective communication
- **Job Function:** HR / PM / IR / Training
- **Specialization:** Recruitment
- **Qualification:** MBA / PGDM, Any Graduate

Job Description:

- Plan and implement CSR initiative /programs of the company in the respective cities (research, assessment, analysis and reports)
- Identify key stakeholders, develop and implement stakeholder engagement mechanism and initiatives.
- Evaluate/ do due diligence of CSR implementing partners; NGOs; Enterprises etc. recommended, prepare terms and condition for appointment etc.
- Collect all relevant data required for implementing CSR projects.

- Effective communication of CSR project with internal and external stakeholders.
- Monitoring and evaluation of projects including impact assessment, strategic review and planning documentation of project process and reporting thereof.
- Coordinating with Corporate Asst. Manager CSR regarding status of proposals, monitoring and reporting progress on projects, queries and recommend strategies for resolution of problems if any.
- To guide and supervise Executives working under him/her to achieve the desired results of CSR program.
- Liaison with local, state and central authorities with regard to Companys CSR projects and ensure their support.
- Need to have strong local geographical knowledge.

Desirables:

- Preferred if candidate work on environment awareness projects
- Ability to work in field / on ground activities
- Flexible to work in any location
- Need good written and oral communication / Presentation Skill

- Need to have strong local Geographical knowledge

COMPANY: Mahindra Holidays and Resorts India Ltd

DESIGNATION: Corporate Manager - Corporate Social Responsibility

- **Experience:** 10 to 16 yrs
- **Salary:** As per Industry Standards
- **INDUSTRY:** Hotel / Travel / Tourism / Airlines / Hospitality
- **Location:** Mumbai (Maharashtra)
- **Key Skills:** reports companies actm5
- **Job Function:** Accounting / Tax / Company Secretary / Audit
- **Specialization:** Company Secretary
- **Qualification:** Any Graduate

Job Description:

- Accountabilities:**
- 1 Plan, take approvals and implement ESOP initiatives at resorts through effective coordination with Resort Managers
 - 2 Plan and implement various CSR initiatives to comply with the provisions of the revised Companies Act
 - 3 Prepare periodic MIS and reports and send the same to M&M and upload on our intranet
 - 4 Motivate the resorts team to