

CSR TODAY

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**MENTAL HEALTH
IN THE SUSTAINABILITY
SECTOR:**

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CSR IDEA

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Rejuvenating the Kham river to build a sustainable environment in Aurangabad



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Tel: +91 22 2490 30 78, +9122 2490 30 82,
+91 22 2495 52 60

Thunderstorm, lightening claim 2,000 lives annually



Rajesh Tiwari
Publisher
rt@iccsr.org

**LOSS OF HUMAN LIVES
AND PROPERTIES
DUE TO LIGHTNING IS
SIGNIFICANTLY HIGH - IT
IS MORE THAN THAT
OF PEOPLE KILLED
IN TORNADOES OR
HURRICANES GLOBALLY.**

Thunderstorms, accompanied by lightning, are the single largest killer natural disaster in India, causing more than 2000 deaths every year.

According to experts from the India Meteorological Department (IMD), National Disaster Management Authority (NDMA), the Indian Meteorological Society (IMS) along with Indian Institute of Tropical Meteorology (IITM) and the National Centre for Medium Range Weather Forecasting (NCMRWF), this is a major challenge.

The reason for this has been identified by experts as a communication gap which does not result in last mile connectivity.

CSR funds perhaps can help out and bridge this gap.

"In India, over the recent years, there's an increasing trend in death-toll and damages reported due to lightning. Lightning and thunderstorms cause widespread loss every year, despite the improved understanding, monitoring, and prediction capability brought about by scientific and technological progress," said Rajendra Singh, Member, NDMA.

"Lightning has become a serious threat in recent years. This is due to, primarily increased exposure of people, especially farmers, fishermen and labourers who remain outside for reasons of livelihood," added Dr. M. Mohapatra, Director General, IMD.

Loss of human lives and properties due to lightning is significantly high - it is more than that of people killed in tornadoes or hurricanes globally.

According to Mohapatra, economic losses like that of cultivated fields and buildings occur, infrastructure like communication networks, power plants and so on are often disrupted by lightning events and sometimes, lightning and thunderstorms may ignite potentially devastating wildfires.

A joint initiative taken by scientists of IITM, IMD and NCMRWF in 2018 had led to the development of a Lightning Warning System having a location-specific forecast

upto 48 hours about the occurrence of thunderstorms, lightning, squally winds, gusty winds, hailstorms.

This apart, IMD has about 30 radars in the country, which help to provide weather information in every 10 mins. Besides, ISRO is providing satellite information from INSAT-3DR about convective clouds, which is uploaded every 15 mins.

We are also capable of having real time information about lightning updated every 5 mins.


The models developed by the Ministry of Earth Sciences, in real-time, are very definite and are utilized by forecasters. Information is provided every three hours for each and every district of the country. Damini App provides location specific information which remains valid for every half an hour.

We also have very location-specific information for 1085 stations spread across the country. We are going to increase that number so that we can reach-out to every block and sub-blocks at the panchayat level.

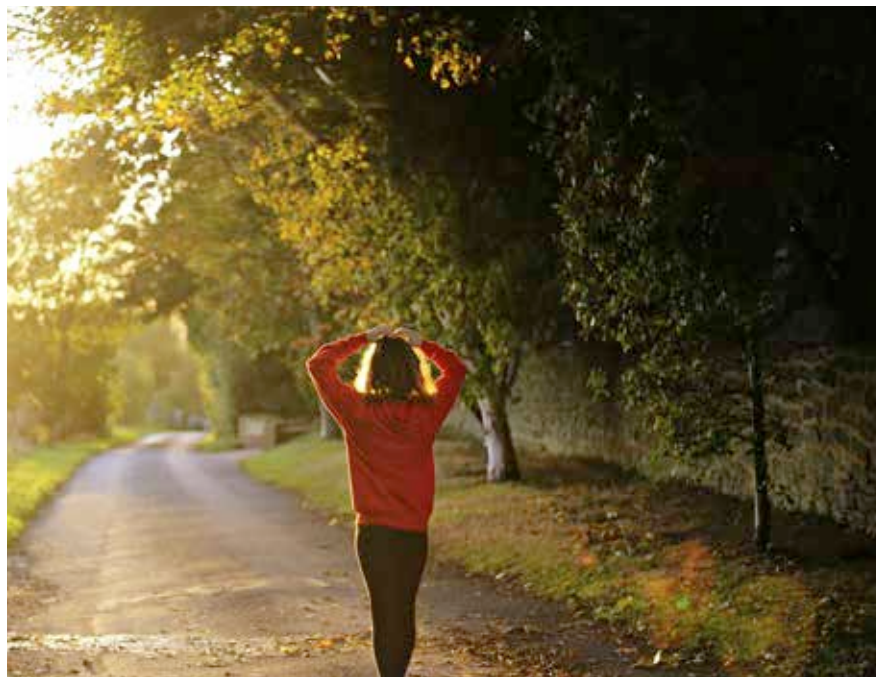
Economic losses like that of cultivated fields and buildings occur, infrastructure like communication networks, power plants and so on are often destroyed by lightning events and sometimes, lightning and thunderstorms may ignite potentially devastating wildfires, he stated.

By adhering to personal safety guidelines and keeping a watch on weather-warnings, we can protect ourselves to a great extent.

The NDMA has issued detailed guidelines on action-plan by state and local authorities. These guidelines drawn from international best practices, provide do-s and don't-s as well as steps to be taken by common people - and CSR community can spread the message across.

Participation of stakeholders including NGOs and civil society towards implementation of NDMA's guidelines with a community-centric approach would help in improving the state's response effectively to mitigate the adverse effect of these incidents. 

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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

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Around 58,887 microentrepreneurs trained by EDII under Start-up Village Entrepreneurship Program (SVEP) since onset of pandemic

Around 58,887 rural entrepreneurs under Start-up Village Entrepreneurship Programme (SVEP), a sub-scheme of Deendayal Antyodaya Yojana - National Rural Livelihood Mission (DAY-NRLM), Ministry of Rural Development, Government of India have been trained by Entrepreneurship Development Institute of India (EDII).

The EDII is designated as National Resource Organisation(NRO) for implementation of non-farm projects and currently associated with 15 State Rural Livelihood Mission (SRLM)) in multiple employment generating activities amid this pandemic. The objective of this programme is to help these micro-entrepreneurs and their family members to setup small enterprises in rural areas under non-farm sector.

In all 75 blocks, across 15 states India are being covered under the programme whose main objective is to promote micro entrepreneurs and create an ecosystem in which these microentrepreneurs flourish and sustain in long run. The 4-year programme commenced implementation in the year 2016. Till date, 58887 people have been imparted training and 57184 microenterprises (including group enterprises) have been promoted under this program. 1034 Community Resource Person-Enterprise Promotion (CRP-EP) have

been trained as Business Consultants at village level.

In the ongoing pandemic, the MSME sector has been the worst hit. Small businesses and the informal sector workforce have got significantly impacted as countries across the world have imposed lockdown or restrictions to contain the spread of the virus. However, some of these trained entrepreneurs when found out ways of earning out of it. Today, around 523 SVEP trained entrepreneurs have not only sustained their business but have adapted to

SMALL BUSINESSES AND THE INFORMAL SECTOR WORKFORCE HAVE GOT SIGNIFICANTLY IMPACTED AS COUNTRIES ACROSS THE WORLD HAVE IMPOSED LOCKDOWN OR RESTRICTIONS TO CONTAIN THE SPREAD OF THE VIRUS.

the prevailing situation by diverting in to activities such as making masks, sanitisers, food delivery to the needy etc. in 32 blocks of Uttar Pradesh, Madhya Pradesh, Odisha, West Bengal, Jharkhand, Telangana, Jammu Kashmir, Chhattisgarh and Haryana.

Explaining the rationale behind the project, Dr. Rajesh Gupta, Project Head, SVEP-EDII said, "Rural India

is still largely agrarian and runs on informal sectors. Many such entrepreneurs there lack the means to scale-up a business and cushion of resources. This has a bearing on their prospects when times are tough and challenging. Hence, through the SVEP programme, we aim to instil the sense of resilience in them through hands on training and mentorship. I am glad to see that many of these rural entrepreneurs consulted their local EDII mentors, used their training and decided not to kneel before the situation. With support from the respective State Rural Livelihoods Missions and local administration, they were successful in divesting their businesses and regain it when the crisis hit. They are earning and learning in the process. In their training programs, they were trained to innovate and adapt to changing environment. Their actions in the present scenario prove that their training has been successful."

Such a resolute mindset and a spirit of innovation in times of crisis are important for entrepreneurs especially micro-enterprise, who are resource constrained and even a small upheaval can uproot them. The current pandemic crisis in our country has sent across a lesson that it is highly important and advisable to invest in build capacities to create micro-enterprises.

CSR INDIA UNITED

Tata Tea's latest Jaago Re initiative urges people to lend a helping hand to support staff in their COVID-19 vaccination journey



Tata Tea launched its latest edition of #JaagoRe, Iss Baar #SabKeLiye #JaagoRe with an aim to spread awareness on a cause which is the need of the hour in the current state of Pandemic – urging people to lend a helping hand to those who have been a support in our daily life.

Taking an extension from last year's initiative Iss Baar #BadonKeLiye #JaagoRe, Iss Baar #SabKeLiye #JaagoRe aims to sensitize people and urge them to help those who may need support in their Covid-19 vaccination journey. The initiative calls on individuals to come forward and offer assistance to everyday workers like maids, drivers, security guards and gardeners who may not have access

to the right resources, platforms to register for their vaccination or may have limited access to knowledge on vaccination.

At present people may be facing various challenges in their vaccination attempt, including lack of awareness, Covid19-related misconceptions, digital divide, technology, and language barriers. Iss Baar #SabKeLiye #JaagoRe is hopeful of



Mr. Puneet Das, President - Packaged Beverages, India & South Asia, Tata Consumer Products (TCP)

addressing some of these by aiming to spread awareness and facilitating change. The initiative will involve:

- Spreading awareness and inspiring others to help their support staff and people around them to get vaccinated through digital outreach and leveraging authentic influencers on Social media.
- Facilitating information, which involves a dedicated microsite offering vaccination-related information, resources, and support tips
- Tying up with volunteer groups and NGOs to help the less privileged in their vaccination journey.

Over the years, Tata Tea's #JaagoRe initiative has become a clarion call for social awakening, with the brand and platform inspir-



ing and facilitating genuine changes for a better society.

Commenting on the initiative, Puneet Das, President - Packaged Beverages (India & South Asia), said, "JaagoRe has always been instrumental in addressing large social issues collectively by spreading awareness and inspiring people to take action. This time, we are focused on protecting those who help us every day by assisting them in their vaccination efforts. The initiative will involve spreading awareness on the need to vaccinate, education and relevant tips, association with community partners to motivate people and finally take a pledge to encourage others to take similar action. Through this initiative, we are aiming to do our bit in supplementing the country in its vaccination drive because we believe that no one is safe till everyone is safe."



Dale Vince is chairman of Forest Green Rovers and Owner of Ecotricity, a sustainable energy company.

Image: Forest Green Rovers/Steve Schofield.

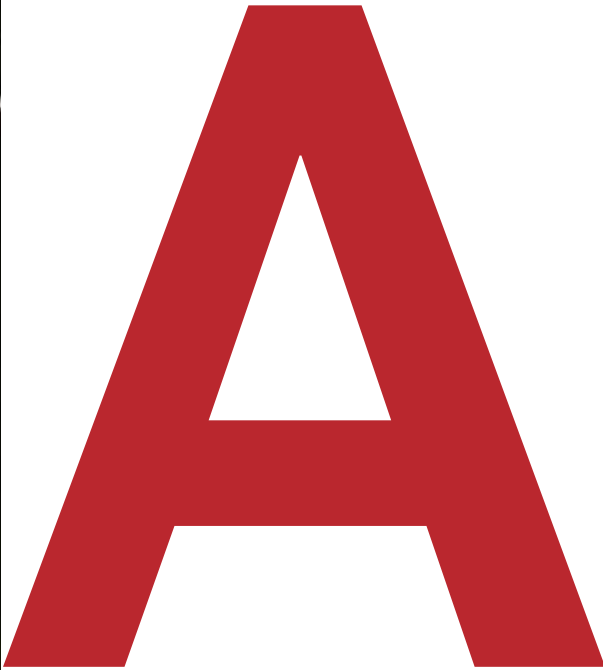
OWNER OF FIRST 'VEGAN FOOTBALL CLUB' SCORING SUSTAINABLE GOALS

A football club in the west of England has been recognised by the United Nations for its leading role in setting goals to tackle climate change, from planning a low-carbon stadium, to selling only 100 per cent vegan food. Ahead of the kick-off of the delayed Euro 2020 football competition, owner and chairman, **Dale Vince**, told UN News that the club aims to be a beacon of sustainability in the sporting world.

**MENTAL HEALTH
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**COULD
ECO-ANXIETY BE
CAUSING CLIMATE
INACTION?**

As people increasingly feel the effect of the climate crisis, environmental activists are turning towards mental wellness to ensure their communities remain resilient



growing number of people are becoming overwhelmed by the fear of irreversible environmental damage and ecological disaster. Those in the global south on the frontline of some of the most erratic weather patterns attributed to climate change, could be particularly vulnerable.

Changing climate can affect mental health and manifest in the form of aggression, trauma, substance abuse, or depression, reports the American Psychiatric Association (APA). Three in four Singaporeans expect the climate breakdown to impact the availability of basic resources and their economy in the next 30 years, yet almost

two-thirds feel like they cannot take any meaningful action on climate change, according to Climate Conversations, a non-profit that facilitates networks for climate action.

Many have stood up in recent years to share their anxieties about a perceived “ecological doomsday”. One of them is Aidan Mock, 26, a youth climate activist who has grappled with climate anxiety firsthand.

“Eco-anxiety for me is very deep concern that we will not be able to reverse the climate crisis in time. On a more personal level, it’s the feeling of not being able to contribute enough to this cause as individuals,” he said.

THE EMOTIONAL CLIMATE SCALE

While the concept of climate anxiety is still in its infancy, environmental educators like blogger Isaias Hernandez, have started to popularise a new-age lexicon to help legitimise the increasing complexity and range of emotions one might feel in response to the climate crisis.

Glenn Albrecht, an environmental philosopher and professor of sustainability from the University of Murdoch in Australia, coined the terms associated with psychoterratic states — emotions that people feel in relation to the earth.

Albrecht notes that “people appear apathetic and disengaged with reality as it unfolds, but their detachment might be

eco-paralysis rather than apathy or avoidance.” Eco-paralysis describes one’s inability to respond to the climate crisis.

Xinying Tok, co-founder and director of Singapore-based Climate Conversations, believes that there is a fine, but crucial, line between these behaviours.

“There are several reasons why individuals might choose not to act while acknowledging the climate breakdown and its impacts. I’ve met some who feel a heavy mental burden from climate change and other social issues, or cannot feel the impact of individual actions,” she said. “On the other hand, I’ve also met individuals where inaction is more a form of deflection from knowing how difficult some of the

The true risks arising from nature loss and climate change often are not accounted for or understood, including by investors, according to Polman and Zabey.
Image: Ashish Jain/Flickr.com

BUILDING A NATURE-POSITIVE ECONOMY

The planet's ecosystems are nearing critical tipping points, with extinction rates 100-1,000 times higher than they were a century ago. Our current economic system has put natural resources under ever-increasing pressure, say **Paul Polman and Eva Zabey**

As the recent UK Treasury-commissioned Dasgupta Review of the Economics of Biodiversity puts it, our economies “are embedded within Nature ... not external to it.” The task now is to embed this recognition in our “contemporary conceptions of economic possibilities.”

Many businesses, recognising the perils facing the planet, are changing the way they operate. But they can't do it all alone, and the current rules of our financial and economic system must change if we are to build an equitable, nature-positive, net-zero future.

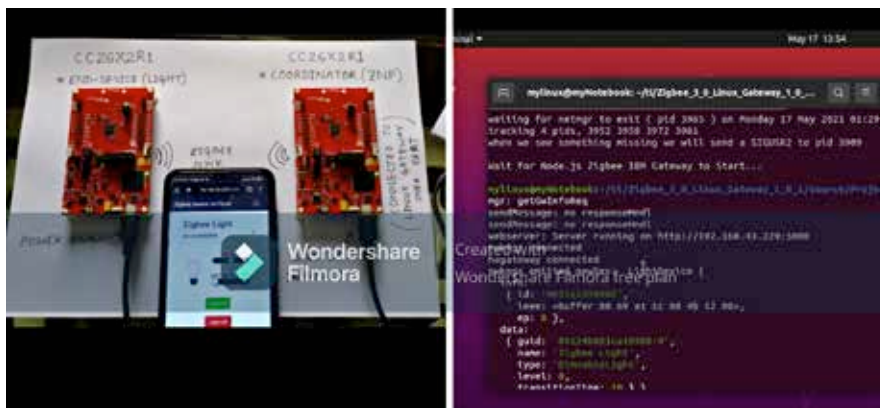
Such changes make economic sense. Firms that take a long-term

view and meet the needs of all stakeholders by prioritising environmental and social risks and opportunities over short-term gains and profitability outperform their peers in terms of revenue, earnings, investment, and job growth. Similarly, companies with strong environmental, social, and governance (ESG) policies perform better and have higher credit ratings.

According to the World Economic Forum's 2021 Global Risks Report, four of the top five risks to our economies are environmental – including climate change and biodiversity loss. Human-driven nature loss, its links to the spread of diseases such as COVID-19, and the estimated \$300

NIT Andhra Pradesh Develop WiFi-mounted Microcontroller to Integrate Sensors for Smart Rainwater Harvesting

This project team, which won the 'India Innovation Challenge Design Contest' (IICDC) conducted by US-based Texas Instruments and DST, is being mentored by IIM-Bangalore's NSRCEL Technical program



The 'Wi-Fi mounted Microcontroller' developed by NIT Andhra Pradesh Students for Smart Harvesting of Rainwater

National Institute of Technology Andhra Pradesh (NIT-AP) students have developed a 'Wi-Fi mounted Microcontroller' that can integrate sensors for Smart Harvesting of rainwater. This system can automate the process of water storage, reduction in water-borne disease and efficient storage.

The students from Team LinkLer aim to address water shortage in Indian cities by deploying Deep Tech such as IoT (Internet of Things) and Machine Learning. The team developed an end-to-end Software Stack that provides an easy interface to manage and control in-house water resources.

The system monitors wastewater and supply systems such as rainfall recorded, water remaining in the storage tank, water quality index and water supply in a given area. The NIT-AP students have also designed an underground storage

tank with a material capable of holding the water for a long-term basis and its treatment process being monitored on a feedback IoT system.

This project came from Dr. APJ Abdul Kalam's 'Open Innovation Lab' at NIT Andhra Pradesh. A demonstration of their system can be downloaded from this link - <https://fromsmash.com/Team-LinkLer-NITAP>

NIT Andhra Pradesh's Team LinkLer won the prestigious 'India Innovation Challenge Design Contest 2019' (IICDC), which was organized by US-based Texas Instruments, Department of Science and Technology (DST), Government of India. The content featured more than 18,000 teams with a total of nearly 75,000 students from across India taking part.

Team LinkLer is now undergoing Indian Institute of Management Bangalore's (IIM-B) 'NSRCEL Technical Program' to drive the product

to the market. This program extends support for incubation, incubation, design and product launch. NSRCEL brings together startups, industry mentors, eminent academicians from its parent institution IIM-Bangalore and researchers who thrive on continuous interaction of theory and practice.

Highlighting the ecosystem created by the Institute to support such innovative projects, Prof. C.S.P. Rao, Director, NIT Andhra Pradesh, said, "I would congratulate the team for their collective efforts for making a sustainable solution with interdisciplinary contributions. The future holds the stage for 'Deep Tech based solutions for sustainable ecosystem'. The institute being the youngest NIT, it is equipped with cutting-edge technology and the team stands as an example for effective utilization of the institute resources. I wish them all the best for future endeavors."



Rejuvenating the Kham river to build a sustainable environment in Aurangabad

Varrocc Foundation, the CSR arm of Varroc Engineering Ltd. (Varroc), a global tier-I auto component group along with Confederation Of Indian Industry (CII), Aurangabad Municipal Corporation (AMC), EcoSattva environmental solutions, Aurangabad Cantonment Board, and the Aurangabad Smart City team has undertaken the restoration of Kham river in Aurangabad.

Varroc Foundation has been working towards ensuring environmental sustainability, ecological balance, protection of flora and fauna, animal welfare, agroforestry, conservation of natural resources, and maintaining the quality of soil, air, and water. The foundation has undertaken the restoration and cleaning of the Kham river for a 15 km distance. And over the last four years, has installed trappers for garbage, constructed and guarded the

green bridge, and started the process of beautification along the riverside.

Recently, Varroc foundation along with EcoSattva has started the project for upstream interventions and building the Eco Park. This project will establish a systematic door-to-door collection of segregated waste and an effective waste recovery mechanism, which will achieve up to 90 per cent waste recovery in the city. This project aims to enhance the livelihood of

A bumblebee flies as poppies bloom in the sun in the middle of a rapeseed field in Escaudoeuvres, France.

Image: Reuters/ Pascal Rossignol

G7 brightens outlook for new nature pact but pandemic threatens deadline

Without further in-person talks, the October deadline for the global pact to protect nature is likely to be missed, officials said.

New pledges by G7 leaders on climate change and biodiversity loss will boost efforts to strike a global pact to protect nature but an October deadline is likely to be missed without in-person talks, officials and observers said on Tuesday.

Nearly 200 countries are expected to agree the text of a new global treaty to safeguard the planet's plants, animals and ecosystems at a UN summit from Oct. 11-24 in China, which has already been delayed

twice due to the Covid-19 pandemic. Basile van Havre, co-chair of the group developing the nature deal for the UN Convention on Biological Diversity (CBD), said the equivalent of at least two full weeks of face-to-face negotiations would be needed to prepare for the summit.

"We are facing a perfect storm ... a once-in-a-decade negotiation during a pandemic," he told the Thomson Reuters Foundation after six weeks of online talks ended on Sunday.



A tree-planting initiative by automaker Toyota in Indonesia. Image: Toyota

ELEVEN THINGS BUSINESSES CAN DO NOW TO RESTORE NATURE

Every business has some sort of impact on the environment.

But can a company restore what has been lost? Coinciding with the World Environment Day, By **Robin Hicks** and **Rachel Teng** of Eco-Business offer some tips for how companies can transition from doing harm to helping nature to recover.