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UNDERSTANDING THE ROOT OF OUR FOSSIL FUEL ADDICTION

5 WAYS WONDERFRUIT

MAKES SUSTAINABLE LIVING EASY AND FUN

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Small Things Matter, CSR Can Make It Big



Rajesh Tiwari
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House Sparrows (Passer domesticus) are the indicator of the environment and they are facing a serious threat. We need to generate funds for extensive research. The situation in long run could be "serious" as House Sparrows are indicators of the environment and the decline shows that.

The House Sparrows, the most commonest among the birds species in India - which are in our surroundings, are declining. The reasons are one too many.

We are spending a lot on conservation of wildlife – but one must also look at the smallest things: in this case sparrows.

There are ample opportunities for CSR initiatives in this area. A common man can do a lot to save this species – so that in the times to come, Sparrows does not face the crisis like Vultures and Tigers.

House Sparrows (*Passer domesticus*) are the indicator of the environment and they are facing a serious threat. We need to generate funds for extensive research. The situation in long run could be "serious" as House Sparrows are indicators of the environment and the decline shows that. Many reasons have been attributed to the decline of sparrows – like increasing use of pesticides, lack of insect food, lack of nesting places and electro-magnetic waves from towers. When we were young we used to see women from the houses used to clean the grains, wheat rice and so on. At the same time, when they were sitting, sparrows used to come for the leftovers. But today we get everything packed – from retail shops and malls." He said that the House Sparrows are declining gives signal that "there is something wrong in the environment".

This is something that can make a difference and be a game-changer. Hanging bird-feeders and nest-boxes is something little and easy that one can do. These are available in various sizes and shapes – and some can be quite innovative. If installed, these can attract a wide variety of birds - and this is going to be your greatest service in conserving nature. This is something that you can make yourself, install yourself. But the fun of making one is more important. It really involves zero-cost.

Bird species can benefit greatly from nest boxes. Of the smaller species, it is normally birds

that nest in holes or crevices that will use nest boxes to breed in. The most common being the house sparrow.

There are two main types of nest boxes, the conventional nest box made from straight planks of timber in a box shape with a circular entrance hole and the natural nest box made from a hollowed out tree trunk. The difference being that the natural nest box looks very professional and natural although it is harder to make. Some birds like the house martin and swallow nest in an artificial cup shaped nest fixed under the eaves.

House Sparrows can't resist using nest boxes. Whether a bird will choose a nest box will of course depend on the species, that the size and siting of the box is correct, that it is in a safe location and there is an adequate source of food and water in the garden.

A birdfeeder, bird feeder, bird table, or tray feeder are devices placed outdoors to supply bird food to birds (bird feeding). The success of a bird feeder in attracting birds depends upon its placement and the kinds of foods offered, as different species have different preferences.

Most bird feeders supply seeds or bird food, such as millet, sunflower (oil and striped), safflower, Niger seed, and rapeseed or canola seed to seed-eating birds.

The birds will not come in a day or two. So it is necessary for all of us to place water for birds each and every day till the rainy season arrives. The bowl of water needs to be washed on daily basis so that the birds get germ free water.

In this way, after watching the water bowls all the day in your balcony, birds will surely come and drink water. When they come in your balcony, you will be delighted to watch them drink water and may be feed them as well.

CSR funds can be channelised in schools, colleges, public places and garden to help the House Sparrows out.

This is appear a small thing but in long run, it would matter.

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T O D A Y

MARCH 2018 | VOL. 05 | ISSUE 08

PRINTER AND PUBLISHER: Rajesh Tiwari

EDITORIAL

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Circulation: C.R. Tiwari

Printed, Published and Edited by **Rajesh Tiwari**
on behalf of **Indian Centre For Corporate**

Social Responsibility, Printed at **The Pack-Age**,
196-I, Katrak Compound, J.S.S. Road, Gaiwadi,

Girgaon, Mumbai - 400 004 and Published

from **Indian Centre For Corporate Social**

Responsibility, 106/A, Nirman Kendra, Plot No.3,

Dr. E. Moses Road, Mahalaxmi Estate, Mahalaxmi,
Mumbai 400 011.

Editor: Rajesh Tiwari

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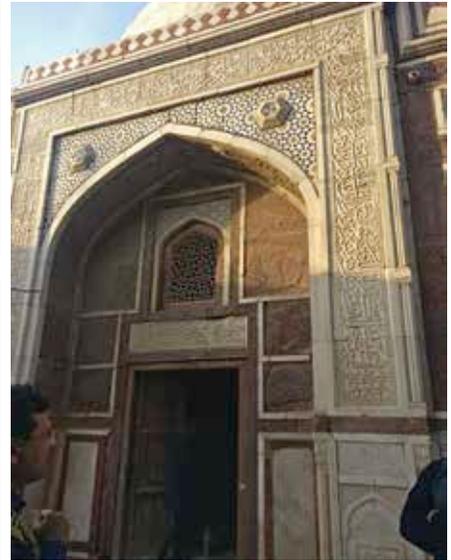
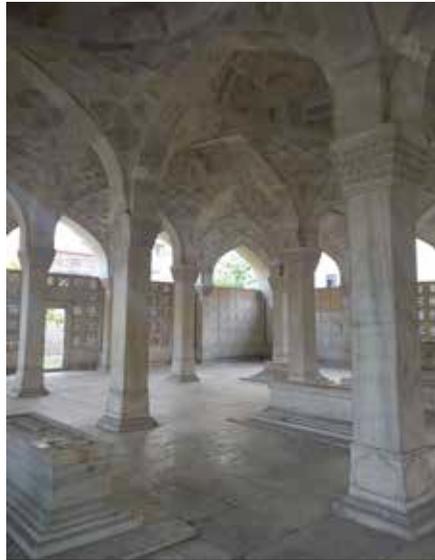
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InterGlobe Foundation Organizes Heritage Walk For Employees At Rahim's Tomb

With a commitment to protect the cultural heritage of the society, InterGlobe Foundation (IGF), the philanthropic arm of InterGlobe Enterprises Pvt. Ltd. (IGE) in association with Aga Khan Trust for Culture (AKTC) is working towards the "Conservation and Cultural Revival" of Abdur Rahim Khan-i-Khanan's tomb. The project has been underway since 2014, and IGF has been engaging with employees of IGE over this period to enable them to understand the process of heritage conservation, its relevance and importance in the lives of communities living in the vicinity of monument, as well as the cultural and historical significance to society at large. In this process, InterGlobe Foundation, organized a "Heritage Walk" on January 30th 2018 for employees, covering Rahim's tomb and Nizamuddin Basti.

About Conservation and Cultural Revival of Abdur Rahim Khan-i-Khanan's tomb

This project relating to conservation and restoration of Abdur Rahim Khan-i-Khanan's tomb has over the past years witnessed sustained and sensitive physical restoration at the site in the form of setting up arcades, stitching of cracks, marble, sandstone cladding, canopies and dalans, interior and external surface restoration. The project has laid special emphasis on conservation of the tomb integrated with compiling and disseminating of Rahim's literary contributions. Rahim ke dohe, written over four centuries ago are a testimony to Rahim's genius. A book of essays by prominent scholars, on Rahim's life as a statesman, administrator, patron of the



arts, poet, linguist and humanitarian, has been brought out through a publication entitled 'Celebrating Rahim'. A publication in Hindi, transliterating Rahim's works is being finalized. Further, his poetry and writings have also been set to music by eminent contemporary musicians and also popular Dastangoi's.

The conservation processes followed by Aga Khan Trust for Culture has been noteworthy in its approach. It not only emphasized on revival of craft skills but also undertaken major environment and socio-economic development programs in the neighboring basti. Efforts have

been taken to improve the quality of lives of the nearby communities residing in Nizamuddin Basti. Under the Nizamuddin Urban Renewal Initiative, some of the components covered were the ecological restoration, urban improvements, education, vocational training, community health, water and sanitation, housing improvement, early childhood care and development.

InterGlobe Foundation was established in 2010, with the vision of "Building pride in communities through providing sustainable livelihoods, by conserving the environment, and promoting heritage and culture".

Why Business Is The Best Partner In The Fight Against Modern Slavery

Slavery is outlawed in every country in the world. It is universally abhorred. Yet more people are enslaved today than when slavery was legal.



Slavery is outlawed in every country in the world. It is universally abhorred. Yet more people are enslaved today than when slavery was legal. Why? Because, today, the millions of men, women and children who are exploited, abused, denied basic human rights and deprived of their dignity have no chains. They are the silent victims of a toxic economy driven by a global thirst for cheap goods and services.

More than 40 million people are currently enslaved. Of this number, 70 per cent are trapped in forced labour, working unpaid in

factories, risking their lives on fishing boats, dying as children in dilapidated mines and hidden so far down the supply chains of multinational companies that it is almost impossible to trace them. Yet there they are, locked in debt bondage or working for nothing, all in the desperate attempt to pay their masters back for the privilege of giving them work.

These are today's forgotten people: unseen, unheard and unprotected. Stripped of their humanity, they have become commodities, locked in a cycle of exploitation and deprivation while the appetite for cheaper

clothes, affordable phones and mass-produced food continues to grow.

It is hard to deny the moral imperative for businesses to take the lead in fighting this shameful global crime. But if the moral argument alone isn't enough, board members, shareholders and investors alike might like to know that fighting slavery also offers attractive economic returns.

Slavery is a multi-faceted crime. It flourishes where corruption is widespread, where there is impunity, where people are poor and vulnerable, where girls don't go to school, where kids don't have a future and are at risk of being radicalised. When you fight slavery, you fight all of that.

And change is happening.

Let's start with media scrutiny. You only have to look at what happened following the collapse of the Rana Plaza factory in Bangladesh in 2013, when 1,134 workers lost their lives and 2,500 were injured. Suddenly, slavery found itself in the headlines and some of the biggest businesses in the world responded, pledging to work together to improve working conditions and monitor progress. Businesses care about consumer perception, and increased media scrutiny has led to public awareness – though, this alone doesn't necessarily translate into changed spending habits.

The second factor clearly leading to progress is the introduction of new legislation.

Understanding The Root Of Our Fossil Fuel Addiction

The following is an edited excerpt from “Being the Change: Live Well and Spark a Climate Revolution” by Peter Kalmus (New Society Publishers, 2017).

*We don't do sitting meditation
in order to become a Buddha.
We sit to be happy.
– Thich Nhat Hanh*

Whereas the immediate physical cause of global warming is our greenhouse gas emissions, the deepest underlying cause of the broader predicament is our wanting. Wanting drives both consumerism and overpopulation. We endlessly want more: more money, more sex, more prestige, a faster car, a bigger house, fancier furniture.

And when we get something we want, the relief from our desire is fleeting. In a short time, we again want more. Wanting is a bottomless pit. Not only is our wanting straining the biosphere to its breaking point, it's causing us to suffer. When we want something, it's because we're not satisfied in the present moment. Indeed, the



entire purpose of the advertising industry is to cause us to feel unsatisfied with what we have. When we want, we feel agitated, unable to appreciate the miracles right in front of us. This dissatisfaction is suffering, but we may be so habituated to it that we don't recognize it. In this chapter, we'll discuss a simple practice that allows us to escape our wanting; meditation.

Meditation is a practice, not a religion. Remarkably, it requires no mystical revelation, no blind faith, no spiritual conver-

sion. You become your own teacher. You learn by observing yourself in a straightforward way. Many activists feel that sitting in stillness is a waste of time, but this isn't my experience at all. On the contrary, meditation makes my actions more effective by making them less full of ego. Meditation also bridges the gulf

between what we know to be right and what we actually do.

The intellect isn't capable of crossing this bridge. For these reasons, daily meditation is the foundation of my personal response to our predicament. It allows me to become happier, even as I carry a deepening awareness of the unnecessary suffering we're inflicting upon the biosphere, and ourselves.

The mind's basic habit

It's incredible that most of us go about our

5 Ways Wonderfruit Makes Sustainable Living Easy

Wonderfruit set the bar high with sustainability objectives like the use of cryptocurrency and biodegradable tableware. But did it meet its targets?

Thailand's pioneering art, music, and lifestyle festival, Wonderfruit has always tried to show that living sustainably can be creative, colorful and fun. As festival founder and creative director Pranitan 'Pete' Phornprapha puts it, Wonderfruit is "more than a festival". Rather, it is a platform to spread awareness about tangible solutions for sustainable living, and make a meaningful positive impact on society, he says.

Sustainability advocacy efforts at the four-day festival, which was founded in 2014, comprise a variety of experiences spanning across six unique pillars. They are: music, art, family, talks and workshops, wellness, and farm fresh food.

In its fourth installment last December, the festival set new standards of environmental and social consciousness that took sustainability a notch higher, and had a positive impact far beyond the festival grounds.



Around 13,000 attendees from all over the world flocked to the festival grounds at The Fields in Pattaya, Thailand in last December's edition – the largest spike they had year on year, say organisers.

Here's a look at five ways that Wonderfruit raised the bar for sustainability.

1 PUSHING THE LIMITS WITH CRYPTOCURRENCY

In previous years, Wonderfruit combined fun and reforestation through special beverages known as "mangrove drinks", where the sale of each drink would result in one tree being planted in Myanmar's Thor Heyerdahl Climate Park, which has lost 75 per cent of its mangroves due to rampant deforestation.

Each mangrove tree will sequester up to a tonne of carbon dioxide over 20 years, and they also have multiple positive impacts on the local communities and biodiversity, according to festival organisers.

In its latest edition, the festival pushed its support for mangrove conservation further with the introduction of a cryptocurrency called TREE coins, which promote the protection of mangrove forests in Myanmar.

Cryptocurrency uses encryption techniques to regulate and verify fund transfers, rather than doing this through a central

Wonderfruit Sustainability And Fun

bank or digital token. Each TREE coin equates to just over US\$1 on a trading platform called Lykke Exchange, and their value is expected to increase further. They can be sold at any time.

At last year's Wonderfruit, organisers gave artists and suppliers the option of receiving payment in TREE coins, with environmentalists from Rainforest Pavillion and food suppliers from the group of restaurants from Straight Outta Thonglor availing of the option.

For now, other artists are sticking to the cash option. But as cryptocurrency gains

awareness and traction in the mainstream business community, Phornprapha notes that awareness about these tokens has room to grow, and that Wonderfruit will continue to use this currency to raise awareness on natural capital.

"We have a roadmap set out, and I can say we are on plan," Phornprapha tells Eco-Business. "We took some adventurous initiatives, and felt people responded to them well. As with many things, we learn a lot along the way."

2 AIMING FOR NET ZERO CARBON EMISSIONS

Not only did mangrove drinks allow participants to experience using cryptocurrency, the initiative also helped Wonderfruit organisers achieve their environmental goal to be climate positive. Supported by sales of



Mangrove drinks sold enabled 10,000 trees to be planted in Thor Heyerdahl Climate Park in Myanmar.

the special drinks, Wonderfruit invested in 10,000 new trees to ensure the festival was carbon positive – that is, it helped lock away more carbon than it emitted.

Organisers also offset the festival's emissions by purchasing 1,500 tons of carbon credits from Cementhai Energy Conservation of Thai building material company Siam Cement Group (SCG).

3 NO PLASTICS RULE

Another sustainability issue the festival set out to tackle was plastic waste. It did so by banning the use of single-use plastic during the four-day event.

Partnering with US-based non-government organisation Plastic Pollution Coalition (PPC), organisers worked to reduce the festival's plastic consumption by asking participants to bring their own bamboo or

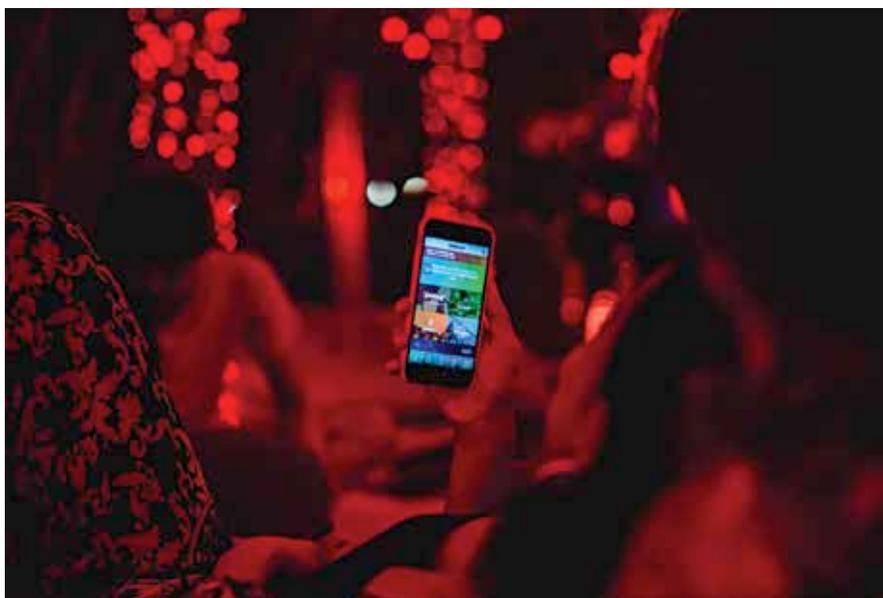


A reveller holds up a Wonderfruit stainless steel cup, in support of the festival's no-plastic rule.

steel bottles for their drinks. Wonderfruit also sold its own limited edition stainless steel cups which festivalgoers could use to access cheaper refills and shorter queues for drinks.

Vendors were also required to serve food in compostable tableware like biodegradable areca nut palm leaf plates.

All drink cups at the festival were made from bagasse, a fiber that is a byproduct of crushing sugarcane stalks to extract their juice. Unlike the previous year where cups were made from Bio Mat, which is biodegradable but still takes time to break down, bagasse requires minimal processing and can be turned into a woven high-strength paper that is both biodegradable and compostable.



IMAGES: WONDERFRUIT

For the first time last December, Wonderfruit paid some of its suppliers in TREE coins.

The 'Tragedy' Of The EIA's Latest Annual Outlook

BY JULES KORTENHORST AND KIERAN COLEMAN

The U.S. Energy Information Administration's (EIA's) most recent Annual Energy Outlook (AEO) should give anyone watching today's energy markets a jolt of surprise.

Not for projecting that U.S. energy demand will grow by an average of 0.4 percent per year after two decades of evidence to the contrary. Not for presenting major alternative scenarios only in the cases of cost and technology improvements in the oil and gas industries. But for exhibiting erroneous data about the costs of renewables, and for its simple and outdated outlook on how the market is changing and will in time transform.

The danger is that key decision makers will make decisions in accordance with an altogether different future than otherwise might result from current market activity. This risk stems from the agency's opaque assumptions and modeling methodology, which recently have been the subject of significant criticism. In response (PDF), the EIA has sought to create a tenuous distinction between its "projections" and "forecasts" that requires mental acrobatics to accept – as do the annual outputs of its work.

Are we looking at the same market?

In a two-part tragedy, incorrect initial positions go on to influence completely outdated expectations about the composition of the American energy landscape through 2050. To its credit, EIA analysts read the news (if selectively): the AEO projects that renewables will be among the fastest-growing segments in electricity generation markets. But the EIA assessment of gen-

EIA methodology is a key reason why the AEO's citation of levelized costs (those upfront costs spread over an energy asset's lifetime generation) seems so obsolete. Suffice to say that the EIA ignores the average results of recent tenders in the U.S. and elsewhere when compiling its forward-looking average price estimates. As a result, stagnating future prices – wind and solar are estimated to decline by only \$3/megawatt-hour from 2019 to 2022, unsubsidized

The danger is that key decision makers will make decisions in accordance with an altogether different future than otherwise might result from current market activity.

eration costs across technology types in 2022 more closely resembles a copy-paste of renewables' market data from back in 2015. It's no wonder the EIA expects that policy will be the near-exclusive driver of renewables' market growth, by way of state-enforced procurement requirements and federal tax credits.

– underlie EIA's projection that capacity installations over the same period will be only 60 percent of actual annual totals for the last two to three years.

In contrast, indicators over the past 18 months regularly show that large- and medium-scale solar and large-scale wind prices are far more competitive than marginal

Big Business 'Threatens Planet's Future'

Big business says it's leading the world to a sustainable future. But a new book says that's a highly implausible claim.



Transnational corporations, or TNCs, or just plain big business, are everywhere. They have an overwhelming influence and impact on our lives – and on the planet.

They boast they are a force for good – and are helping in the fight against climate change. But Peter Dauvergne, professor of

international relations at the University of British Columbia in Canada, begs to differ.

“The earth’s climate is drifting into an ever-deeper crisis as the shadows of mass production, transportation and industrial agriculture continue to intensify”, says Dauvergne. The buzz word among TNCs is sustainability: TNCs see themselves lead-

ing the struggle to build a better world, in which resources will be ever more carefully managed – and climate-changing greenhouse gases reduced.

Leap of faith

“We are entering a very interesting period of history where the responsible business world is running ahead of the politicians”, says Unilever, the giant Anglo-Dutch consumer goods company.

With their global reach and enormous financial resources – which dwarf those of many countries round the world – TNCs say they are ushering in a sustainable future.

But trusting big business to lead sustainability efforts, says Dauvergne, is like trusting arsonists to be our firefighters.

He does point out that TNCs are doing many good things. For example, Walmart – the world’s biggest company by far – uses solar panels on its stores, recycles increasing amounts of its waste and donates millions of dollars to environmental causes, including the fight against climate change.

Sustainable business

Technology giants like Google and Apple

Dabur Adopts & Revamps Govt School In Rajasthan

Learning Infrastructure, Sanitation facilities being improved in 5 schools

India's Science-based Ayurveda major Dabur India Ltd has announced the formal launch of its new Community Development initiative in Newai with the complete revamp of the infrastructure and sanitation facilities in a government school in the district. The revamped Government Senior Secondary School, Palai (Rajasthan), was handed over to the school authorities at special function organized within the school premises last month.

This also marked the beginning of a new Community Development initiative for Dabur under which the Company has adopted five government schools in the region and will be completely upgrading the infrastructure in these schools. These include creation of new and separate sanitation facilities for both boys and girls, creation of drinking water facility, and overall upgrading of the school infrastructure with BaLA (Building as Learning Aid) paintings.

The revamped school was handed over to the school administration by Dabur India Ltd CSR Project Manager Mr. Sushil Kumar. The development work was carried out through Dabur's CSR arm Jivanti Welfare & Charitable Trust and an independent development agency SURE (Society to Uplift Rural Economy).

Addressing the gathering, Sushil Kumar said: "The importance of education



is undeniable for every individual. At Dabur, we believe that education is both the means to a better life and a key to ensure overall development of the society. In a bid to improve enrollment levels and reduce the dropout rates in rural and semi-urban schools, Dabur has taken up the onus of improving the infrastructure in schools and improving the learning experience for children in rural India, particularly in Rajasthan."

Dabur has been working towards improving the lives of people in Rajasthan through a variety of community development initiatives around Environment Sustainability. "In the year 2016, we had successfully rolled out a mega Water Conservation project in Newai, which has not only helped improve the ground water levels in the region but also helped meet the potable water needs of the community members in the area. We have now extended the scope

Why The Private Sector Must Protect Tourist Destinations

Destinations around the world are found in highly different stages of development. Humans naturally love to discover new destinations especially when they are in the bohemian stage, and voice crushed psychological disappointment as they change. Oddly, we travelers see no relationship between our arrival and the inevitable changes that come over time. We love being there first, says Megan Epler Wood, Director, International Sustainable Tourism, Department of Environmental Health, Harvard T.H. Chan School of Public Health.

This is a very deep part of the human psyche, likely related to our early migratory behavior that has allowed the human species to spread relatively quickly across the planet as documented in the Pulitzer Prize-winning book “The Sixth Extinction.”

The classic article by Stanley Plog, “Why Destination Areas Rise and Fall,” brilliantly captures the human desire to explore places and leave them behind once they lose their distinctive character. Communicating what we discover, sharing it with others, allows destinations to grow, sprawl and ultimately become overcrowded.



Most of us then seek to move on. The fact that Trip Advisor is the largest travel website in the world speaks volumes about the human need to discover places and

share our opinions with others. In 2014, this website received 225 million online reviews annually. The deep human instinct to roam and tell about it is without question a massive and growing social phenomenon, and it may be a human instinct, given our migratory nature.

In the 1980s, R.W. Butler sought to characterize these main stages of destination life cycles in his well-recognized tourism modeling research:

- **Emerging Destinations** are being discovered, and they do not have large

A Rural Indian Village Transforms With Mobile Technology To Become A SmartGaon

Two IT professionals, with a dream to transform the lives of thousands in rural India, have developed an app called 'SmartGaon', that not only connects an entire village population internally and with the developed world, but also serves as a knowledge and information centre, a market place, a helpline and a holistic development tool to make their 'gaon' a 'SmartGaon'.

Taudhakpur (Mirzapur Urf Taudhakpur), which has been a remote village with limited amenities in Raebareli, Uttar Pradesh is now growing at the speed of light! Within a span of 48 hours, the village has built 242 toilets, cracking the highest track record in the state of UP. From setting up CCTV cameras at various junctions, setting up Public Address Systems, Dustbins and Street lights at various junctions, this village is getting Smarter by the day. Apart from basic facilities and infrastructure the villagers have been able to set up Adarsh Primary Schools, conduct regular health checkup events in Primary School for students and Community health centres. Not only that the village has a Wifi Zone in addition to 18-20 hours power Supply. All of the development has been achievable owing to a vision, which transcended into a Mobile App called SmartGaon, wherein all initiatives undertaken are updated, recorded, tracked and monitored, ensuring free flow of information and bringing about community wellbeing.

Although rural India faces a plethora of challenges, right from the regulation of electricity and water supply to farming and transportation of the produce to the mar-

kets to bringing in a reform through education and development, technology coupled with a vision can bring in a sea change to the rural landscape of the country. Yogesh





Icebergs in Antarctica. In the past 50 years, Antarctica has been experiencing one of the highest rates of warming.

IMAGE: PEXELS

From Asia to Antarctica: Eco-Business Joins Expedition To Uncover Climate Change Threats

For the first time ever, Singapore sustainability media Eco-Business embarks on an expedition to Antarctica to uncover how warming temperatures are altering fragile ecosystems there, and how this could endanger Asia, writes Ping Manongdo

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To provide leadership as member of the senior management group, to the CSR projects designed and managed by the Company. The tasks include:

- Identification of clients and their needs

in terms of CSR; design of appropriate project options; decision support assistance to clients and securing of CSR project assignments.

- Coordination of requests for bids and tenders– this includes writing technical and financial project proposals.
- Operations management of CSR projects of Vimarsh within and outside the country.
- Coordinate with the help of project teams, implementation of CSR projects including progress/financial reporting, data analysis, report writing and dissemination.
- Lead the compliance of systems, standards and protocols for day-to-day operations of the CSR vertical.

Desired Profile of the Candidate:

- Experience of working in Rural Management, Livelihoods, Skills Development, Rural Marketing, Social Work, Public Health, Education, Regional

Planning & Development, Forestry Management or other relevant fields

- Proven track record of fund raising for CSR projects
- Experience of successful management of CSR projects and client relations management
- Strong will to succeed, confident and selfdriven with little need for supervision
- Strong management capabilities, including multi-tasking and working to tight deadlines under pressure
- Excellent command of English language with good writing skills.
- Very good knowledge and experience in MS Word, MS PPT, MS-Excel, MS Project, Internet packages

Desired Work Experience:

Minimum 5years of experience in fund raising and managing CSR projects in various states of the country with at least 2 years in mid-level management position.