

CSR TODAY

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Clean, green and serene Kumbh Mela



Rajesh Tiwari

Publisher

rt@iccsr.org

**PILGRIMS,
TRAVELLERS AND
TOURISTS LOOK AT
TWO MAIN THINGS
SECURITY AND
SANITATION. WE
HAVE A STRONG
POLICE PRESENCE
TO HELP PEOPLE,
WE HAVE WORKED
EXTENSIVELY ON
SANITATION...**

Kumbh Mela is being held from ages - and it is the biggest gathering in the world. However, the ongoing Kumbh Mela in Prayagraj in Uttar Pradesh stands out. This Kumbh is a clean, green and serene - and it becomes a benchmark of the Kumbh Melas of future.

The Swachh Bharat Abhiyan had definitely shown the way and had made a difference.

In fact, the programme had been successful because of the CSR activities, initiatives and funds.

After independence, various rules were framed resulting in few changes in organising Kumbh Mela. The government made provisions for providing basic amenities to the pilgrims. The government upon realising the importance of Kumbh and understanding the requirements of huge number of pilgrims visiting the mela took multiple steps in public interest in order to facilitate the pilgrims. Importance was given towards providing security services, better traffic management, lighting and health facilities and ensuring the same. It is difficult to say who took responsibility for these amenities before government made provisions for the same. However, after passing the law, the responsibility of providing the basic facilities lies with the government.

On the same lines, formation of Prayagraj Mela Authority 2018 is an important stepping-stone towards organising the event of the scale of Kumbh. The formation of Prayagraj Mela Authority will ensure that the basic amenities are provided in Kumbh 2019 to the devotees visiting the Mela.

For the Kumbh 2019, modern technologies are being deployed to enhance the 'Divyata' and 'Bhavyata' of the Kumbh. Gates based on vari-

ous themes will welcome pilgrims and information boards will guide them to their destination. Huge pandals and tents will facilitate the stay of pilgrims and visitors. Various lighting arrangements have been made on the banks including façade lighting that will engulf the pilgrims in diverse colours. Also, different cuisines and gourmet food in the food courts shall satisfy the appetite of the pilgrims.

The Uttar Pradesh administration is attempting three world records during the ongoing Kumbh Mela in Prayagraj.

"We are attempting three Guinness records in areas of sanitation, transportation and paint my city...we have the largest street art now," Prayagraj divisional commissioner Ashish Goel told Kumbh Calls Travel Writers' Conclave 2019.

"The Centre and Uttar Pradesh government has upped the scale and the response has been good," he said at the meetinh that is part of the Uttar Pradesh Kumbh Conclave 2019.

According to him, this Kumbh has enhanced "pilgrim experience" and there is something for everyone. "Be it a kid, a senior citizen, Indian or foreigners and for this we had done extensive planning," he said.

He said that the change of name of Allahabad to Prayagraj is not merely a change of name but a major transformation of infrastructure in a short span of time.

"Pilgrims, travellers and tourists look at two main things security and sanitation. We have a strong police presence to help people, we have worked extensively on sanitation... in fact, there are some complains that there are too many toilets," he said in lighter vein.

It definitely has brought about change in perspective.

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CSR NEWS

Tata Power Skill Development Institute's 'Skills-on-Wheels' Provides Recognition of Prior Learning (RPL) and Skill-Gap Training in Maharashtra

TPSDI's mobile learning centre is training and certifying 150 neighbourhood electricians in Raigad and Palghar districts

Tata Power Skill Development Institute (TPSDI), in partnership with Pratham Education Foundation (PEF), is providing skill-gap training to neighbourhood electricians and certifying them through Recognition of Prior Learning (RPL) program in Raigad and Palghar districts. Under this partnership, PEF mobilizes trainees from impoverished rural and urban areas, while TPSDI trains them through its mobile learning center, Skills-on-Wheels, which travels to various locations in these districts.

TPSDI has committed to train 150 trainees in the first phase of this initiative and has already certified 109 so far at Usarli village near Panvel. TPSDI's training complements participants' skills with safety practices and best practices in domestic wiring enhancing the employability of the trainees.

Skills-on-Wheels is designed to provide easy access to market-driven and employment-oriented skilling in the areas of domestic wiring and solar. Commenting on this initiative, Mr. Praveer Sinha, CEO & Managing Director, Tata Power said, "Through



Skills-on-Wheels, TPSDI extends its footprint and impact beyond its training hubs and enables easy access to market-driven and employment-oriented skills training to people who don't have the means to go through formal training. TPSDI's outreach through its mobile learning centres enables such people to be productive and enhance their livelihood. We are extremely happy with



what TPSDI's skills-on-wheels centre is achieving in Raigad and Palghar, empowering people with skills for life."

Tata Power, India's largest integrated power company established the Tata Power Skill Development Institute (TPSDI) as a not-for-profit integrated technical training institute of the Tata Power Company which works with the dual motive of bridging the skill gap in the Indian power sector and empowering youth and others with employable skills in the power, allied, and other sectors. TPSDI today offers over 75 courses across Electrical, Mechanical, Instrumentation, Renewables, Safety, Allied sectors, etc. and has in a short span of nearly four years, trained over 40,000 people in skills needed by the industry. TPSDI has five training hubs across India and two mobile learning centres.



Seagate partners with CyArk to digitally preserve the Gateway of India

Cutting edge data storage technology helps to preserve historic arch monument in photo-real 3D models

Seagate Technology plc, a world leader in data storage solutions, announced a partnership with international non-profit organization CyArk to digitally preserve the Gateway of India, a historic arch monument in Mumbai. Digital scanning and archiving of the arch monument commenced earlier this month, with data and

images from the field exercise being turned into photo-real 3D models for future generations of students, tourists and cultural heritage enthusiasts to experience the site virtually anytime and anywhere.

“Heritage sites are a significant part of humanity’s collective memory, but many of them are at risk from the ravages of time. This year, we are excited to continue our partnership with CyArk and participate in this significant journey of cultural preservation in India,” said Robert Yang, vice president of Asia Pacific sales at Seagate Technology. “We believe in the value data can bring both to the present and the future, which is why we have worked together since 2015 to digitally preserve some of the world’s most unique and historically significant locations. Our commitment is

to provide the best data storage solutions to CyArk so they can securely store and protect the data they collect throughout a project, from capturing and processing to archiving, further enabling all sorts of new possibilities for future generations.”

The Gateway of India was selected by CyArk as part of their international programme for digital preservation through aerial surveys conducted with drones, terrestrial laser scanning known as LiDAR, and photogrammetry exercises. CyArk will provide 3D models and architectural drawings, which will be used as a baseline to monitor the monument’s surface for any future changes in its condition. Seagate is supporting CyArk both in the field and the office with its data storage solutions such as the LaCie® Rugged® Thunderbolt™ USB-C



Akshaya Patra conferred with the Gandhi Peace Prize

The Foundation was bestowed with the prestigious honour for providing mid-day meals to children across the country.

The prestigious Gandhi Peace Prize for the year 2016 was conferred upon The Akshaya Patra Foundation for its contribution towards the socio-economic development of India by providing mid-day meals to millions of children across the country.

A cash prize and citation were presented to Madhu Pandit Dasa, Chairman – The Akshaya Patra Foundation, jointly

by President Ram Nath Kovind, and Prime Minister Narendra Modi at a ceremony held at the Rashtrapati Bhavan on 26th February.

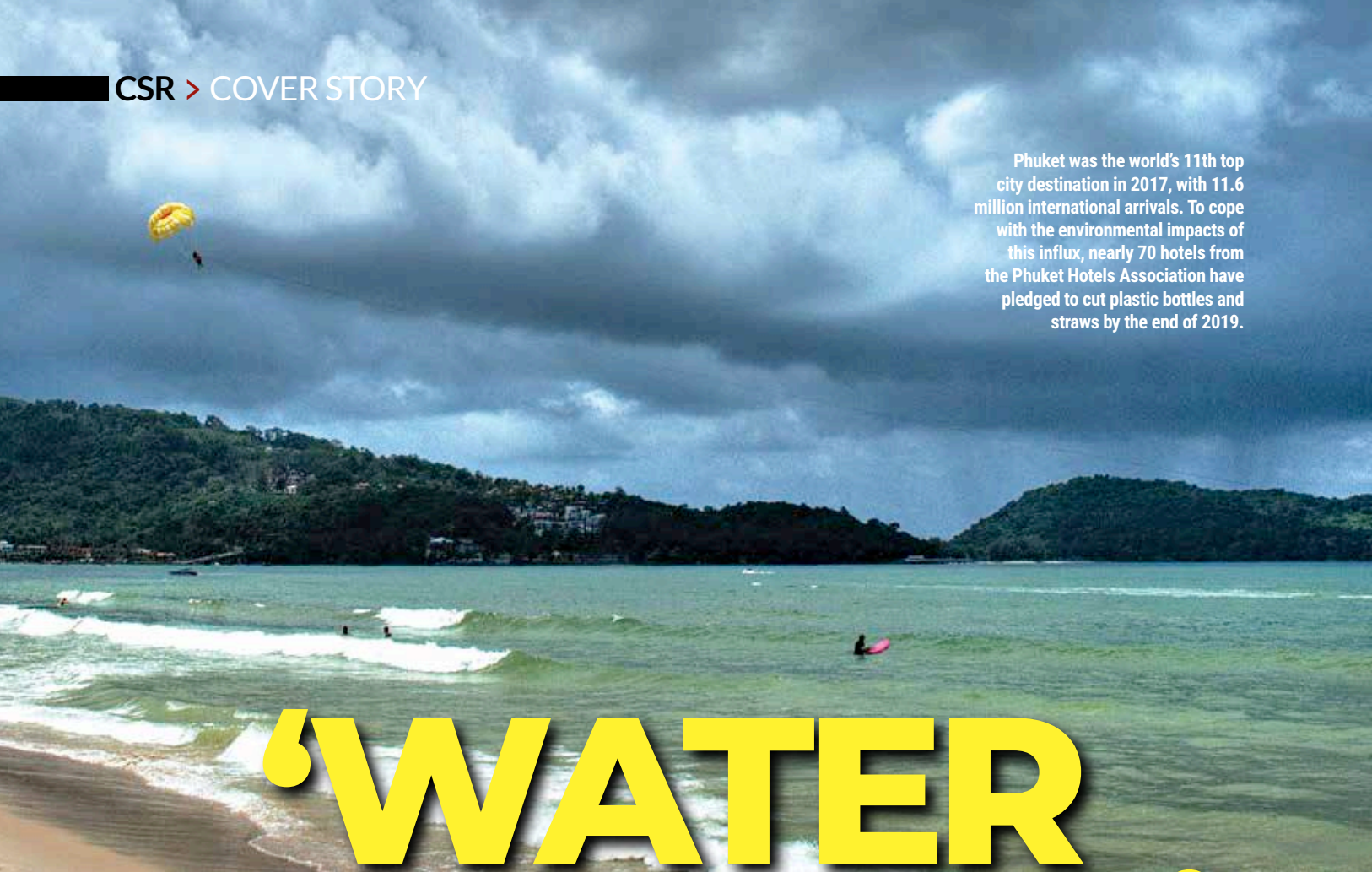
Also present at the ceremony were Minister of State for Culture, Dr. Mahesh Sharma; former Deputy Prime Minister LK Advani; and other dignitaries.

Instituted by the Government in 1995 during the commemoration of the 125th birth anniversary of Mahatma

Gandhi, the annual award is conferred on individuals and institutions for their outstanding contributions towards social, economic and political transformation while adhering to the ideals of the Mahatma.

On 16th January, 2019, the winners of the award for the last four years were announced. The jury comprising of Prime Minister Narendra Modi; Chief Justice Ranjan Gogoi; Lok Sabha Speaker Sumitra Mahajan; Leader of the Congress in Lok Sabha, Mallikarjuna Kharge; and LK Advani unanimously selected Akshaya Patra for its outstanding contribution in the social sector.

Phuket was the world's 11th top city destination in 2017, with 11.6 million international arrivals. To cope with the environmental impacts of this influx, nearly 70 hotels from the Phuket Hotels Association have pledged to cut plastic bottles and straws by the end of 2019.



'WATER FROM AIR'

AIMS TO TURN BACK THAILAND'S TIDE OF PLASTIC

Top hotel chain Marriott has teamed up with Phuket-based startup Generation Water to produce its own "climate-positive" water in reusable glass bottles.

Staying at a hotel on the Thai island of Koh Samui in 2015, Meghan Kerrigan noticed the four bottles of water she was given every day were clogging her bin with plastic.

Outside her door, Chaweng beach was smothered in rubbish. It was then that she and Kohler brothers, Ryan and Matthew, had a "light-bulb moment".

"Instead of trying to solve the problem by cleaning the beaches every day, let's go to what the source of the problem is, and take the plastic bottle away," said Kerrigan, now 31.

In 2016, the trio founded startup company Generation Water, based on the Thai resort island of Phuket.

They partnered with Marriott, the world's largest hotel brand, in January

2017 to come up with a sustainable alternative to plastic bottles that would be commercially competitive and meet the needs of resorts and authorities.

Two years on, the South African-born entrepreneurs explained the workings of a pilot water plant at the JW Marriott Phuket Resort & Spa on Mai Khao beach, next to slogans saying "Save Water Drink Air" and "Made 100% from



Comprehensive climate change policy must address the American food system

For too long, governments and many climate advocates have left food and agriculture off the climate policy table, writes **Lisa Archer and Kari Hamerschlag**

In the face of worsening climate chaos and massive economic inequities wreaking havoc on the nation, a broad coalition of social justice and environmental organizations and visionary politicians such as Rep. Alexandria Ocasio-Cortez (D-N.Y.) are building momentum for a Green New Deal. All elected leaders who care about our shared future should support this urgently needed

vision for a just transition toward economic and environmental justice.

Importantly, Ocasio-Cortez's proposal for a select committee recognizes that "eliminating greenhouse gas emissions from agricultural industries" and "investing in local-scale agriculture" must be part of the plan. Yet studies show that we cannot avert climate chaos if we don't support a rapid transition from large-scale, chemical-intensive

food production toward healthier, less meat-centric, diversified, organic and ecologically regenerative agriculture.

This transition also requires resilient, fair, local and regional food systems that ensure good jobs and healthy food for all. It's a shift that's essential and achievable — if we put public money and policies behind it.

Here's what needs to happen:

- We must rapidly transition away from energy-intensive industrial agriculture, especially massive-scale industrial meat and dairy production that is devastating our planet and fueling the climate crisis.

Delhi Police and Maruti Suzuki join hands for launch of Automated RLVD and SVD System



Delhi Police and Maruti Suzuki India Limited, jointly launched first of its kind “Red Light Violation Detection and Speed Violation Detection System”. The initiative was launched by Hon’ble Lieutenant Governor Delhi, Shri Anil Baijal along with Mr. Amulya Patnaik, Commissioner, Delhi Police, Mr R C Bhargava, Chairman, Maruti Suzuki and Mr. Kenichi Ayukawa, Managing Director & CEO, Maruti Suzuki. The whole idea took birth at a meeting of Chairman Maruti with Hon’ble Lt. Governor Delhi, last year.

The initiative aims to provide safe driving experience to motorists, help pedestrians in crossing the road safely

and improve compliance with road traffic rules, thereby reducing accidents and fatalities at junctions. The completely automated system, from violation-capturing till issuance of an e-challan, is expected to strengthen the rule enforcement with transparency. It is also expected to increase awareness

- Promotes road safety by use of technology to strengthen enforcement of traffic regulations transparently
- An initiative of Delhi Police supported by Maruti Suzuki as part of its CSR
- System set up at 9 signalised junctions between Dhaula Kuan & Sarai Kale Khan on Ring Road

on pedestrian safety and help in smooth traffic movement.

Launching the RLVDS and SVDS initiative, Hon’ble Lieutenant Governor Delhi, appreciated the efforts of Delhi Police and Maruti Suzuki to improve the road safety scenario in the city. Shri Anil Baijal said that the project displays the effective use of technology for better enforcement and creating a culture of compliance of traffic rules. The system will reinforce safety for motorists as well as pedestrians along with enabling smooth flow of traffic and bringing down accidents.

This high technology automated system is expected to instill a culture of discipline amongst motorists and promote adherence of traffic rules.

The inconvenient truths behind the 'Planetary Health' diet

Our diet is also the largest contributor to global environmental degradation. The production, processing, transport, storage and waste of our food account for a quarter of the human contribution to climate change, states **Erica Hauver**



Can we eat our way not only to better health, but also to a better planet? That is the question addressed by the EAT-Lancet

Commission on Healthy Diets from Sustainable Food Systems (PDF), which launched its global Planetary Health dietary recommendations at the United Nations. The goal of the 19 commissioners, drawn from a range of environmental, agricultural and public health disciplines, was to establish a scientific consensus on how to provide a healthy diet to a growing global population, while safeguarding the environment.

Eat-Lancet report coverThe importance, complexity and scale of this task cannot be overstated. More than 800 million people on the planet do not have enough to eat. Meanwhile, the diets of many of the other 7 billion citizens are driving a pandemic of “western” diseases. Diet-driven chronic diseases have been rising at alarming rates for several decades.

Today, 60 percent of Americans have a chronic health condition; 40 percent

have two or more. More than half of Americans take a prescription drug; the average person takes four. America is the sickest country in the developed world. Many nations are following the same trend lines. Why? Because of the food we eat.

Our diet is also the largest contributor to global environmental degradation. The production, processing, transport, storage and waste of our food account for a quarter of the human contribution to climate change. They also cause biodiversity and soil loss and increase air and water pollution.

So, has the EAT-Lancet Commission achieved its goal of devising a diet that can reduce chronic disease trends and environmental damage while allowing us to feed billions more people by 2050?

Sadly, the short answer is no. The commission’s Planetary Health Diet falls short, for three reasons. First, it is founded on outdated, weak nutrition science. Second, the commission failed

to achieve an international scientific consensus for its dietary targets, in spite of its claims to have done so. Third, it has suffered from biased, or at least unrepresentative, leadership.

Nutrition science in upheaval

In 1980, the U.S. government triggered a radical change in the diet of Americans by turning a theory about dietary fat and heart disease into a low-fat/high-carbohydrate nutrition policy for all. Modest changes to America’s diet already were being driven by increased consumption of cheap, starchy “staples” (corn, wheat, rice), products of agricultural industrialization. Adoption of the low-fat/high-carb model as national nutrition policy dramatically accelerated this trend. Americans dutifully cut their consumption of natural fats found in red meats, butter, whole milk, eggs and other whole foods and replaced them with leaner meats, refined oils and even more carbohydrates.

WHAT DOES IT MEAN TO LIVE WITH CLIMATE CHANGE?

Extreme weather patterns and natural disasters this summer point to a future of worse weather driven by climate change. How can billions of at-risk people and businesses adapt and remain resilient, asks **Patrick V. Verkooijen**.

For anyone still undecided about the consequences of global warming, the summer of 2018, one of the hottest on record, should have tipped the scales. Across far-flung longitudes and latitudes, regions are struggling with the fallout from large-scale climate-related events.

In the southern United States, cities and towns pummeled by Hurricane Florence in September were still drying out when Hurricane Michael brought more flooding in October. In California, firefighters are battling the embers of the largest wildfire in state history. And in parts of Latin America, Europe, Africa, and Asia, agricultural output is in freefall following months of stifling heat.

In fact, for a growing number of people around the world, floods, landslides, and heatwaves—Japan’s summer in a nutshell—is the new normal. A recent study in the journal PLOS



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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:** High Energy and Passion Excellent Communication & Presentation Skills Familiar with the latest Updates in CSR Coordination Skills
- **Job Function:** Accounting / Tax / Company Secretary / Audit
- **Specialization:** Company Secretary
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DESIGNATION: CSR Executive

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- CSR activity planning, execution and monitoring as per Vision for CSR and Company's Act 2013 of India aiming genuine welfare of the society going beyond mere legal compliance, CSR law tracking and managing legal compliances.
- Creating a socially responsible enterprise