

CSR TODAY

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Parched Marathwada need CSR help



Rajesh Tiwari

Publisher

rt@iccsr.org

FREQUENT DROUGHTS AND CROP FAILURE HAVE NOT ONLY DISRUPTED THE ECONOMY OF ONE OF THE BACKWARD REGIONS IN THE STATE, BUT ALSO INFLECTED MANY A HUMAN TRAGEDY ON LOCAL INHABITANTS.

In Latur, water supply from corporation is done once in seven to 15 days. From Beed, several farmers have left their farms and moved to cities to work as construction workers. As far as Osmanabad is concerned, water has gone below the level of 1,000 to 1,500

The three big Marathwada districts - Latur, Beed and Osmanabad are facing severe water crisis - and this was one of the major issues when people voted during the second phase of the 2019 Lok Sabha elections.

The situation is alarming - and it is where the CSR needs to chip in in real terms.

Frequent droughts and crop failure have not only disrupted the economy of one of the backward regions in the State, but also inflicted many a human tragedy on local inhabitants.

The majority of Marathwada districts, with a population of 1.87 crore, fall in the Godavari basin, but barring Godavari no other major river flows through the region. Small rivers such as Purna, Sindhphana, Bindusara and Shivna turn dry as summer approaches.

"This is one of the worst droughts that Marathwada is facing. The Latur, Beed and Osmanabad districts are worst affected. Even situation is not good in Aurangabad, the divisional headquarters," veteran economist Prof HM Desarda, who had been a former member of Maharashtra State Planning Board.

"This is not a meteorological drought but a hydrological drought...rains have not completely failed but the public policy," said Prof Desarda, who is a visiting professor at Gokhale Institute of Politics and Economics in Pune.

For Latur-based hotelier Niraj, who runs Hotel Parth, his day starts and ends

with planning of water. "We cannot depend on tap water, it comes in 15 days," he said, adding that he had to call for water tankers - Rs 1,500 for 5,000 litres.

It may be recalled, a few years ago, the Maharashtra government and Indian Railways had to supply water to Latur through a train known as Jaldoot Express.

Ganesh Madge, who is a driver and shuttles in these districts said that though it is difficult, people are now accustomed.

"The situation is going bad to worse, people from the region particularly Beed are going to cities and towns like in search of livelihood," leader of opposition in Maharashtra Legislative Council Dhananjay Munde of NCP, who hails from Beed, said.

"It appears Marathwada has become tanker-wada," says Congress MLA Amit Deshmukh, the son of late chief minister Vilasrao Deshmukh.

In the election rallies, the Congress-NCP front is alleging that JalYukt Shivar Abhiyan, the flagship programme of chief minister Devendra Fadnavis, to make villages and hamlets drought-free in a phased manner, has failed.

Latur city-based BJP leader Ganesh Gaware said that the situation is changing. "We are in a far better situation this year," he said.

"The situation in Vidarbha and Marathwada, which is facing agrarian distress and farmer's suicide, remains the same....if we look at a 10 year period, it is same," said veteran farm activist Vijay Jawandhiya.

Veteran journalist Sanjay Miskin, who hails from Marathwada, said that rejuvenation of water bodies and rivers and plantation of trees in a scientific manner is the best option. He gives the example of Shiv Jal Kranti, a private-people's initiative in Paranda.

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CSR NEWS



DoCC Completes 25 Years of Excellence in Social Impact

The Development of Corporate Citizenship (DOCC), one of its kind initiative conceptualised by Late Dr. M L Shrikant, former Dean of SPJIMR, has completed 25 years of social impact in India. This was for the first time ever by a management Institute, a programme such as DoCC was introduced to provide value addition to its academic programmes and contribute towards development of the institute as well as society.

An integral component of management education at SPJIMR, DoCC is one of the non-classroom programmes at SPJIMR, incorporated in the MBA curriculum. In this programme, management students are exposed to an immersion programme in the rural areas and do their internship of social projects for 4 weeks and 2 weeks respectively with NGOs, corporate

foundations and government agencies across the country. Using the 'learning by doing' approach, the leaders of tomorrow get an opportunity to apply the management skills and techniques to the unstructured environment in the development sector. During the phase of DoCC internships, participants learn about ground realities, challenges and opportunities, notably in rural India. The course aspires to sensitise participants to the Indian ethos and culture by working as a partner with development programmes and projects in the non-profit sector and related stakeholders. It facilitates and provides experiential learning to course participants.

While DoCC is actively working in 26 states in India, it has also expanded into countries like Nepal, Bangladesh and Colombia. The thematic areas of its work include Education, Health,

Infrastructure, Income Generation, Women Empowerment, Social Empowerment, Disability, Micro-Finance and Environment. Besides winning a slew of 'Best Summer Project' awards at the national level, the DoCC has also emerged as the national winner at international competitions organised in Spain, Canada and the United States.

"As DoCC celebrates its Silver Jubilee, we take this opportunity to thank each and every one who has been a part of this unique programme and helped us grow and jointly achieve the common goal of development of the society. We invite you to join us in the celebration on 16th of April, 2019 at SPJIMR Institute, Andheri from 3 pm onwards. On this special occasion, we will be releasing a coffee table book on DoCC and would also be felicitating our partners from all over India who have been associated with the DoCC program since inception. What's more is that with support from NABARD, we have invited 35+ NGOs from all across Maharashtra and they would be displaying several vibrant and colourful products made by them which will be all up for sale." says Nirja Mattoo, Chairperson, DoCC



IT'S CALLING TIME ON CARBON EMISSIONS

Ahead of COP24 in December, the United Nations Framework Convention on Climate Change (UNFCCC) invited the corporate world to explore how to increase climate ambition in what was called the Talanoa Dialogue initiative. The aim was to bring fresh perspectives from a wide range of people and organizations through “inclusive, participatory and transparent” discussions, says **Hugh Bowring**

The 3 steps to thriving, zero-carbon cities

We will reach a tipping point beyond which zero carbon urban infrastructure becomes the obvious choice, even for late adopters, write **Emma Stewart** and **Eric Mackres**

Cities are currently both climate-culprit and climate-victim. They are already responsible for 70 percent of global energy-related greenhouse gas emissions and 65 percent of global energy demand; they could easily account for more than three-quarters of electricity use by 2030. Cities in emerging economies, where 95 percent of population growth to 2030 and beyond will occur, will account for the majority (70 percent) of global growth in energy use through 2030.

But cities also can become climate-solvers. Cities as they are now will not pull us out of the climate crisis. But since 75 percent of the urban infrastructure that will exist by mid-century hasn't been built yet, we have a huge opportunity to shape more resource-efficient cities to avoid the worst effects of climate change and that will also make us wealthier, healthier and more productive.

Investments in low-carbon city projects have significant benefits for urban and rural citizens alike. A seminal study by New Climate Economy found that \$1 trillion

spent per year by cities on 11 types of low carbon projects would produce \$17 trillion in net present financial value through 2050, just from the direct energy savings alone. A follow-on research review found that the economic and social benefits of those investments, such as improvements in citizen health, jobs generated, poverty and inequality eliminated, were many times greater even than the \$17 trillion value. As just one example, health benefits of improved heating and insulation can be more than 10 times the value of energy savings.

How do we do it? The good news is, it's increasingly clear that cities need focus their brainpower on three things:

1. **Optimize:** Make urban energy use more efficient across all sectors — particularly in buildings and transportation.
2. **Electrify:** Switch from fossil fuels to electricity for all transportation and buildings.
3. **Decarbonize:** Simultaneously, cities should incentivize a transition to clean, zero-carbon energy sources for producing electricity, both distributed, such as



GREEN PROMISES FOR INDIA'S POLLS, BUT NO FRESH IDEA

As India is in midst of elections, both the governing party and the main opposition look at issues ranging from solar energy to pollution to climate adaptation, writes **Joydeep Gupta**, The Third Pole

As the heat and dust of an Indian summer grows in tandem with the ongoing elections to Parliament, air pollution and climate change have found space in the manifestos of the ruling Bharatiya Janata Party (BJP) and the principal opposition Indian National Congress (INC), though both are characterised by a lack of fresh ideas.

The BJP manifesto is also conspicuous by the piecemeal way in which it deals with environmental issues,



IIT Madras' Gopalakrishnan-Deshpande Centre trains over 60 entrepreneurs in the fourth cohort of its I-NCUBATE program

The 12 start-up Teams are based on deep-tech ideas from diverse sectors such as AI, Healthcare, Environmental Science, Material Science, Logistics and Building Materials

The Gopalakrishnan-Deshpande Centre for Innovation and Entrepreneurship (GDC) at IIT Madras completed the fourth cohort under its flagship I-NCUBATE program, that enables faculty, researchers and entrepreneurs to commercialise their technology ideas and develop robust start-ups that create positive societal impact. The Finale of Cohort 4 was held at IIT Madras campus today (13th April 2019).

The fourth cohort comprised teams working on deep-tech ideas from diverse areas including AI, Healthcare,

Environment Science, Material Science, Logistics and Building Materials. Including this cohort, GDC has now successfully completed four cohorts of I-NCUBATE, benefitting about 40 start-up teams and enhancing the entrepreneurial capabilities of over 200 participants from multiple institutions including IIT Madras, IIT Bombay, Jawaharlal Institute of Postgraduate Medical Education and Research (JIPMER), Puducherry and Swinburne University of Technology, Australia.

Addressing the gathering, the Chief Guest, Prof. K. VijayRaghavan, Principal

Scientific Adviser to the Government of India said, "I am impressed by the initiatives of the Gopalakrishnan-Deshpande Centre in strengthening the Lab to Market movement through deep-tech start-ups. This is critical in creating a robust ecosystem for innovation and entrepreneurship that the Government is keen to develop. I understand that GDC intends to scale the I-NCUBATE program and establish world class nodes of innovation, which aligns with the Government's vision of making India a global innovation hub."

I-NCUBATE is an eight-week program during which selected teams, each comprising a faculty lead, an entrepreneur lead, entrepreneur team and a mentor, come together as a cohort under the GDC umbrella and go through a customer discovery exercise with their respective business ideas.

IIT Madras launches DST Centre of Excellence in Climate Change Impacts on Coastal Infrastructure

It will work on predicting climate change impact on coastal communities & strategically important infrastructure such as ports & power plants due to increased frequency of tropical cyclones & sea level rise

The Indian Institute of Technology Madras launched a 'DST Centre of Excellence (CoE) in Climate Change Impacts on Coastal Infrastructure and the Adaptation Strategies' in its campus. It will play a major role in helping communities in India's 7,500 km-long coastal line to prepare for the impact of climate change such as rise in sea levels and increased frequency of tropical cyclones.

The CoE is being established by Department of Science and Technology (DST), Government of India, at IIT Madras under Indo-German Centre for Sustainability (IGCS) centre. Prof. Bhaskar Ramamurthi, Director, IIT Madras, inaugurated the CoE in the presence of Dr. Akhilesh Gupta, Head, SPLICE division, DST, and researchers from National Institute of Ocean Technology, National Centre for Coastal Research, Regional Centre for Meteorology and IMD besides an inter-disciplinary group



of faculty and researchers from IIT Madras and DST Officials.

The CoE will carry out research studies on predicting climate change impact on coastal communities and strategically important coastal infrastructure such as ports, power plants and major industries. Studies will also be undertaken to evaluate the intensity and frequency of tropical cyclones and extreme rainfall events under futuristic warming scenarios and the corresponding effect on the coastal infrastructure.

Addressing the inauguration function, Dr. Akhilesh Gupta, Head (Strategic Programmes Large Initiatives and Coordinated Action Enabler- (SPLICE) Division), DST, said, "IIT Madras is the most appropriate to take up this kind of

challenge. We have a lot of expectations from this Centre and am sure it will meet the expectations. We have 16 Principal Investigators working here. I am very sure the Centre will attain newer heights and have several new achievements. I congratulate all those who are part of his Centre."

Further, Dr. Akhilesh Gupta added, "This is probably the only one of its kind Centre in South Asia on climate change impact in Coastal vulnerability. We need greater collaboration among institutes in Tamil Nadu and their functional linkages with society and policy makers to tackle this huge issue. This Centre's objectives have been aligned with the National Missions and is working on objectives that are national priorities."

Asian voters want environmental action, but are politicians listening?

It's election season in Asia. Thailand went to the polls last month, with India, Indonesia and the Philippines to follow. Eco-Business finds out whether sustainability is an election issue in the world's most populous region, writes **Hannah Alcosoba Fernandez** and **Zafirah Zein**.

Voters across Asia are most likely to usher in governments that take a stronger stance on climate change and other environmental issues, according to several surveys released in the lead-up to national elections taking place

in the region. Months before Filipinos cast their ballots on 13 May, a survey published by environmental watchdog Greenpeace and polling institution Social Weather Station (SWS) showed that a majority of the Philippines' voters will vote green, with 73 per cent of Filipinos expressing support for candidates that

want to ban single-use plastic in stores, restaurants and government offices, while 82 per cent wants a government that will implement stricter laws on waste management.


In India, while voter priorities revolve around bread and butter issues such as employment and basic health-care, environmental issues like air and water pollution were also high on the list of concerns for urban voters, according to a survey released by the non-government organisation (NGO) Association for Democratic Reforms (ADR).

However, despite rising concern from the Asian populace over the state of the environment, clear policies that address climate change and major environmental issues such as deforestation, air quality and water mismanagement

The Bangui Wind Farm in Ilocos Norte is a popular tourist spot which showcases 20 units of 70-meter high windmills. Imee Marcos, the province's governor, is foraying into the senatorial race for the first time, using renewable energy as one of her platforms.

Image: yoodz, CC BY-SA 2.0 via IFPRI Flickr





Vietnamese farmers harvesting their rice. Farmers in the country who live close to the coast experience a build-up of salts in their soil due to poor drainage in the rice irrigation channels and sea-level rise. Image: Shawn Harqua, CC BY-SA 2.0 via IFPRI Flickr

Irrigation, drought, sea level rise and more are causing salt to build up in soils around the world.

What can we do?

As salinisation threatens crops and ecosystems, farmers and policy makers seek solutions, writes

By John Vidal, of
Ensia.com

The water tastes salty and the rice barely grows in the coastal villages of the Ca Mau peninsula at the southern tip of Vietnam's Mekong River delta.

Thi Tran, a young woman who farms 2 acres (0.8 hectares) of rice and vegetables while her husband works on the fishing boats in the Gulf of Thailand, says she fears for her family.

"When we moved here 10 years ago it was OK to farm. But we struggle to grow anything now and have to buy fresh water," she says, speaking through a translator. "The soil and the water gets saltier. If I don't grow rice, I do not have anything to feed my family. We can only use this water for gargling and cooking. I think we will have to leave."

Tran is one of millions of farmers around the world who is a victim of a



Social entrepreneur East Bali Cashews has built a pre-school around its factory to support the education of its farmers' children. Image: East Bali Cashews

COOL BUT CONFUSED

SOCIAL ENTREPRENEURS FIND IT HARDER TO EXPLAIN THEIR WORK

For years social entrepreneurs trying to solve a wide range of issues from affordable healthcare to homelessness have faced the same question: are you running a charity or a business?

Are sustainability reports useless?
Research by GlobeScan found investors
feel only about 10 per cent of the infor-
mation in sustainability reports is useful,
writes Pabon. Image: willitrun, CC BY-SA
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Is sustainability Reporting Dead?

Sustainability reporting season is here. But sustainability reporting is an ineffective, bloated system, writes John Pabon. Reports should evolve from dense corporate documents that few people have time to read, **John Pabon** argues.

Sustainability reporting is an ineffective, bloated, dead system. Sure, it's added new levels of transparency. Tables of data and statistics now track all manner of sustainability metrics. If I look hard enough, I can find wastewater effluent levels for an

Apple factory in Dongguan, China. But, that's just it. I have to dig. In today's fast-paced, hyper-connected world, who really cares enough or has the time?

Reporting is also bloated. You have at least three major mechanisms to work with. The Global Reporting Initiative (GRI) is the most popular girl in school.

But, just like the head cheerleader, GRI has to continually justify its top spot by following the latest fads.

GRI is notorious for reinventing standards seemingly to keep people on their toes. It does nothing, however, to make reporting more effective or user-friendly. Now we see sustainability reports in the hundreds of pages. Never mind the trees felled to print these things. If I'm looking for a cure for insomnia, I'd rather read Tolstoy.

And now we begin the annual ritual of creating our 2019 reports. Even though I'd guess 95 per cent of you reading this would agree reports are generally useless, we're somehow

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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:** Reportscompanies actmis
- **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 identify CSR projects for a desirable positive impact on community and the environment 5 Build relationship with NGOs and other partner organizations to implement various CSR initiatives

COMPANY: STATE STREET CORPORATION

DESIGNATION: Investment Compliance - Assistant Manager

- **Experience:** 0 to 3 yrs
- **Salary:** As per Industry Standards
- **INDUSTRY:** Banking , Financial Services / Stockbroking

- **Location:** Bengaluru/ Bangalore (Karnataka)
- **Key Skills:** Corporate social responsibilityshared servicesemployee engagementcompensation
- **Job Function:** HR / PM / IR / Training
- **Specialization:** Recruitment
- **Qualification:** Any Graduate

Job Description:

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- State Street Corporation (NYSE: STT) is the world's leading provider of financial services to institutional investors including investment servicing, investment management and investment research and trading. With \$28.40 trillion in assets under custody and administration and \$2.48 trillion in assets under management