

CSR TODAY

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HOW WILL YOU RESPOND TO THE IPCC'S URGENT CLIMATE WARNING?

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CSR needs to focus on drought mitigation



Rajesh Tiwari
Publisher
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**ITS NOW TIME
THAT WE MOBILISE
CSR FUNDS FOR
COMPREHENSIVE
RESEARCH
ON DROUGHT
RECURRANCE AND
HELP OUT THE
CENTRAL AND STATE
GOVERNMENTS.**

Maharashtra is reeling under drought once again - and this time around, the fears are, that it may be worse than the 1972 drought.

Maharashtra Chief Minister Devendra Fadnavis recently declared drought-like situation in 180 tehsils - roughly half the geographical area of this western state.

There are a total of 358 tehsils spread across 36 districts spread across five regions - Konkan, Western Maharashtra, North Maharashtra, Marathwada and Vidarbha.

"We have declared drought-like situation in 180 tehsils," Chief Minister Devendra Fadnavis said after the weekly Cabinet meeting.

"These villages were selected after strict following scientific norms of Government of India of trigger 1 and 2 and also various mitigation measures will be implemented in these villages," the Chief Minister said, adding the drought condition is because the state received less than 77 per cent of average rainfall.

He said that the government is undertaking various efforts to assist the affected farmers, including providing concessions and waiver in land revenue, irrigation pumps, educational fees, continuous power supply, and also ensure availability of tankers for drinking water.

A Central team would visit soon for a first-hand assessment of the situation.

According to reports, Marathwada, North Maharashtra and Vidarbha were worst-affected - as majority of the tehsils fall in these three regions.

The Groundwater Survey and Development Agency, an wing of the Water Resources Department in Maharashtra, in its report has said that in at least 3,342 villages of Maharashtra, the groundwater level has dropped by over 3 meters, while in 3,430 villages the level of groundwater has reduced by 2 to 3 meters. In 7,212 villages in

Maharashtra, groundwater level has reduced by over 1 metre.

However, the Opposition parties Congress and NCP are unhappy over the government's response.

"Why drought-like situation and not drought...the government should not play with words - 'drought like', 'scarcity-like,'" Maharashtra Congress President and former Chief Minister Ashok Chavan wanted to know.

Leader of Opposition in Maharashtra Legislative Council Dhananjay Munde of the NCP said that the situation compounded from August when there were no rains. "We need to do panchanama of the fields and immediately announce a compensation of Rs 50,000 per hectare," he said.

Both Congress and NCP had questioned Jalyukt Shivar Abhiyan, the flagship scheme of Fadnavis to make 25,000 village in a period of five years from 2014-19. In fact, several NGOs have contributed to telhw project and CSR funds too have been mobilised.

Fadnavis, however, has rejected the Opposition charge.

"The Congress is insulting farmers and villagers who toiled hard to make Jalyukt Shivar scheme a success and made their villages drought-free. This scheme means there should be water (for conservation) even if there is less rain. It does not mean there will be water if there are no rains," he said.

Veteran economist Prof HM Desarda, who is former member of Maharashtra State Planning Board, said that it was clearly not a meteorological drought but a hydrological drought because of governance issues and public policies.

Its now time that we mobilise CSR funds for comprehensive research on drought recurrence and help out the Central and state governments. In fact, there are big research teams in India Inc and they should also help out.

Contents



18 | Cover Story

How will you respond to the IPCC's urgent climate warning?

CSR MISSION

15 WPP India CSR Foundation

CSR WAY AHEAD

21 Philippines to roll out 'comply or explain' sustainability reporting guidelines

CSR SPOTLIGHT

22 Demand is driving Deforestation – What can companies do?

CSR INITIATIVE

24 Ecosac Utility Bags recycles Household Plastic Bags to Polyfuel through a public campaign

25 Lives of Villagers from Palghar transformed

CSR INTERVIEW

26 A global ban on fishing on the high seas? The time is now

CSR HEALTH

29 IDA's spectacularWorld Dental Show

CSR FOOD

30 Go fish! Minnow 'nutrient bombs' deployed to end malnutrition

CSR CLIMATE CHANGE

32 16 apps helping companies and consumers prevent food waste

CSR OPPORTUNITIES

34 What sub-Saharan Africa shows us about serving communities that are 'under the grid'

36 NIRDPR develops solar powered dehydrators to produce dry fish with high quality

CSR SUSTAINABILITY

38 The next step in the sustainability journey: What would nature do?

CSR HOPE

39 Agreement bans commercial fishing across much of the Arctic, for now

CSR FUTURE

40 5 ways green buildings are good for your health

42 Sun-powered golden sandwich boosts energy

REGULARS: **03** Publisher's note

05 CSR News **14** CSR News You Can Use **44** CSR Placements

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Maruti Suzuki Team sweeps medals at the India Skills Competition 2018

Wins all three positions in Auto Body Repair and Car Painting skill categories

Team Maruti Suzuki emerged triumphant at the recently held India Skills Competition-2018 in New Delhi. Participants trained at Maruti Suzuki Training Academy, (MSTA) Gurugram, under the Company's Skill Development program took away Gold, Silver and Bronze awards in the competition for Auto Body Repair and Car Painting skill categories.

In the Auto Body Repair category, Suraj from Uttarakhand picked the Gold medal, while Sajad Ansari from Jharkhand bagged the Silver medal, Kunal Saini from New Delhi won the Bronze medal. All these winners sharpened their skills at MSTA over the past 5 months. In the Car Painting category, Govind Kumar Sonkar from Maruti Suzuki dealership in Kanpur, Prakash Sharma, an apprentice at Maruti Suzuki and Tony Joseph from Maruti Suzuki dealership in Kerala won the Gold, Silver and Bronze medals, respectively. These participants also have been trained at the state-of-the-art MSTA.

The Gold medal winners will now represent India at the World Skills International Competition to be held in Kazan, Russia in 2019.

Union Minister of State for Skill Development and Entrepreneurship,



Team Maruti Suzuki winners from Auto Body Repair category at the India Skills competition 2018, Suraj (Gold) first from right, Sajad Ansari (Silver), first from left; Kunal Saini (Bronze), in the middle

Shri Anant Kumar Hegde felicitated the winners at a grand ceremony in Delhi.

MSTA is the in-house training arm of Maruti Suzuki that focuses on skill development of both its employees as well as of its business partners – vendors and dealers. Through MSTA, MSIL identifies skill gaps and prepares people for future business opportunities by empowering them with relevant skills.

Congratulating the winners Mr. Rajesh Uppal, Senior Executive Director (HR & IT) Maruti Suzuki, said "It is a proud moment that the team will represent our nation on a world platform in two of the niche automobile skills – Auto Body Repair and Car Painting. My sincere compliments to Ministry of Skill Development and

Entrepreneurship and the team at National Skill Development Corporation for organising this world class event. I am happy that the participants have excelled from the training provided at Maruti Suzuki Training Academy. We will work further with these winners to prepare them for the World Skill Competition 2019."

Maruti Suzuki works with over 110 ITIs across the country to provide quality training

programmes covering all manufacturing trades. It has set up Automobile Skill Enhancement Centres (ASECs), which are model workshops for practical training using latest tools and equipment, across 73 tie-up ITIs.

In 2017-18 the Company developed a benchmark skill development institute, Japan India Institute for Manufacturing (JIM), as part of a joint initiative by the Governments of Japan and India.

India Skills Competition 2018, is organized by National Skill Development Corporation (NSDC) under the aegis of Ministry of Skill Development and Entrepreneurship (MSDE). In its third year the biennial event saw over 400 participants across 27 states compete across 60 Skills categories.

WPP INDIA CSR FOUNDATION

About us:

WPP is the world leader in communications services. The Group provides a comprehensive range of services including digital, ecommerce and shopper marketing; advertising & media investment management; data investment management; public relations & public affairs; brand consulting; health & wellness communications; and specialist communications.

With an expertise in understanding audiences and leading mass-level behaviour change, we have been known to use our media, marketing and research strategies for various social campaigns.

The journey begins when WPP India's CSR Foundation starts working with children at a pivotal stage in their lives when they are transitioning from primary to secondary education. As they enter their 6th grade, we continue to support each child for 7 long years, during which each child is exposed to programmes that support their retention and performance in schools. At the end of this 7-year relationship, we train our children in work-readiness skills and ensure that they sustain the first 6-months of their placement.

The three key areas of our interventions are—improving learning outcomes, enhancing work-skills and tar-

geting deep-rooted social norms. While we work with our children between the ages of 11 and 18 years, we are aware that bringing in a behavioural change is challenging. We need to involve their families, peers and communities through our mobilisation activities.

School authorities and teachers are an equal contributor in the design of our programmes. We provide them with various leadership skills and training opportunities which eventually benefit our children. Families, peers and communities are mobilised through various forums in schools where we create awareness about education and livelihood.



"Our country is at the crossroads of a new development story of having the largest youth demographic in the world. With this development story, comes multiple challenges. WPP has chosen to play an active role by launching the WPP India CSR Foundation. By involving all our group companies and through their expertise and contributions, we are able to create new outcomes and compelling results as part of our contribution towards India's development."

-CVL SRINIVAS
COUNTRY MANAGER, WPP INDIA



"Since our launch in 2015, we have endeavoured to go the extra mile, to work with the underserved youth in India, by leading them towards improved educational outcomes and informed livelihood choices. We work with almost 20,000 children coming from the urban slum communities of Mumbai and Delhi NCR; supporting their journeys from education to livelihood."

-RAMA IYER
DIRECTOR GENERAL, WPP INDIA CSR FOUNDATION

Our initiatives:

To address the key areas of our interventions, we have mobilised all our initiatives within four key verticals—education, livelihood, soft-skills and health.

Education:

Our children are first-generation learners. Through our programmes, we aim to instill the value of education.

We are focussed on providing remedial education and tutorials, thereby ensuring that our children scoring within the lower quartile are supported to score higher. Through our English learning courses, we are bringing the global language of commerce much closer to them.

We want to provide the same opportunities to our children as any other in this increasingly digitised world. We have introduced digital programmes in schools where children are learning to build a DIY computer, get trained in coding and building gaming applications. As our children learn to code,



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HOW WILL YOU RESPOND TO THE IPCC'S URGENT CLIMATE WARNING?

In just 12 years, the world is set to blow its carbon budget for keeping global warming in check, a new IPCC report warned last week. How will you respond to what science is telling us?

A cargo ship swept ashore by Typhoon Haiyan in the Philippines. The scale of natural disasters around the world is set to increase thanks to climate change. Image: Asian Development Bank, CC BY-NC-ND 2.0



It is the biggest climate story of the year, probably the decade. By 2030, a report from the United Nations' Intergovernmental Panel on Climate Change (IPCC) revealed last week, the world's carbon budget for keeping global warming to within 1.5 degrees Celsius will be blown—and dire consequences for the planet will unfold.

Achim Steiner, administrator for the United Nations Development Programme, said at the Responsible Business Forum in Singapore on Thursday that humanity had “probably passed the point of no return” and the window of opportunity to prevent the most devastating consequences of climate change has almost shut. However, he said that the imperative to act on climate change presented unprecedented opportunities—particularly for businesses, which account for three quarters of the world's economies.

He implored his audience of business executives to show bold leadership and “don't be spectators” to climate change. “The markets of tomorrow will judge you on how you respond now,” he said.

Steiner said he found the findings of the IPCC's report to be “profoundly disturbing”—but how did Asia react?

Eco-Business asked attendees of the Responsible Business Forum how they responded to the IPCC's report, and what can be done to reduce emissions in time.

Anita Neville, vice president of corporate communications and sustainability relations, Golden Agri-Resources

How are we in a moment of time when plastics has become an arena for action and innovation, while climate change still struggles to achieve urgent and populist take up? Both issues grew unchecked due to their creeping, insidious



Achim Steiner talking at the Responsible Business Forum in Singapore. Image UNDP Asia Pacific

nature. Now the results of plastic use are visibly apparent in our environment, producing a response of disgust and dismay. Climate change has yet to create the same visceral, urgent and personal reaction.

I am struck by the disappointment that lies behind the “ear-splitting wake up call” statement of the UN secretary general. Report after report from IPCC scientists has asked us to wake up and we have still sleepwalked towards disaster. Our eyes should be wide open now.

Lauri Myllyvirta, senior global campaigner, coal and air pollution, Greenpeace

After the IPCC report, there's been a flurry of “what you can do to avoid the climate crisis” articles that reduce us to consumers. Personal consumption is important, but advocacy is a thousand times more important. Every decision by a Fortune 500 company to source renewable power, a political party to phase out of coal, and a bank

to stop financing fossil fuels came about because a few people inside the organisation were tirelessly advocating for the better.

“How to help the climate” fact boxes about taking the train to work and eating fried tofu instead of bacon risk diverting from the fact that collectively we have more power in our professional lives and networks than as consumers. The number one tip I would give is: spend an hour a week leveraging your professional position, network and skills to reduce emissions. Do have that fried tofu though.

Petra Daroczi, ESG ambassador, Thomson Reuters

Investors have a big role to play in the transition to a low-carbon economy—and need to step up. But I don't see many investors in Asia interested in ESG (environment, social and governance) investing, as they fear they won't see the returns. The Sustainable Development Goals (SDGs) could be the

DEMAND IS DRIVING DEFORESTATION

What can companies do?

Skyrocketing global demand for commodities such as soybeans and palm oil is an unrelenting force driving tropical deforestation. To address the risks to climate stability posed by forest loss, corporate and government policies alike need to pivot from being part of the problem to part of the solution.

Tropical forests are disappearing at an increasing rate

Since the first Rio Earth Summit in 1992, the international community has celebrated the value of tropical forests as harbors for biological and cultural diversity. However, many people are under the mistaken impression that the fight to protect those forests has been won. To the contrary, tropical tree cover loss in 2017 was the second-highest on record, with an area the size of New Mexico cleared or burned — down only slightly from a peak in 2016.

In addition to harming biodiversity and infringing on the rights and livelihoods of local communities, forest destruction at this scale is a catastrophe for the global climate. When forests are cleared, carbon stored in trees and soils



is released into the atmosphere. New science shows that forests are even more important than we thought in curbing climate change: Besides their role in capturing and storing carbon, forests affect atmospheric chemistry, wind speed and rainfall patterns. Deforestation disrupts these functions, affecting weather and posing risks to continued agricultural productivity (PDF) not only locally, but even across continents.

Commodity supply chains are in the spotlight

It's ironic, then, that the primary driver of permanent tropical forest loss is conversion to commercial-scale agricultural production. Vast areas of South

America and South-east Asia are being cleared for beef, soy and palm oil.

A large portion of this clearing is illegal according to local laws and regulations, yet illegality and corruption remain endemic in many forest-rich countries.

For example, last year Colombia experienced a spike in illegal clearing of forests for pasture and other uses in the aftermath of the peace agreement, when demobilization of the country's largest rebel group left a power vacuum in remote forested areas. Indigenous peoples throughout the tropics — whose presence is associated with maintaining forest cover, yet whose land rights are often unrecognized — continue to be murdered when they attempt to protect their forests.

Concern over deforestation caused by agricultural expansion has led activists associated with organizations such as Greenpeace to aim their campaigns at companies in commodity supply chains ranging from upstream producers to downstream manufactur-

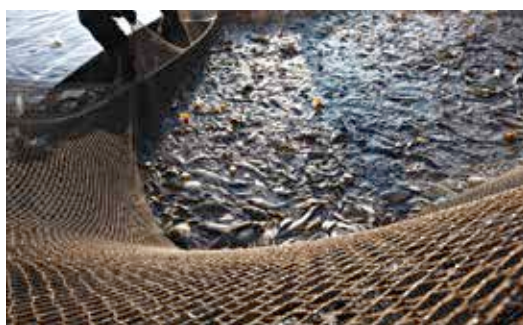
A GLOBAL BAN ON FISHING ON THE HIGH SEAS?

THE TIME IS NOW

In recent decades, few scientists have sounded the alarm about the runaway fishing of the world's oceans as loudly as marine biologist **Daniel Pauly**. Now Pauly, a professor at the University of British Columbia and principal investigator at the fisheries research group, the Sea Around Us, has become one of the most high-profile proponents of a sweeping new idea: a global ban on high-seas fishing.

In an interview with **Yale Environment 360**, Pauly explains why ending fishing on the high seas — defined as all waters outside of the 200-mile territorial limits of the world's coastal nations — is not as radical as it sounds. As a result of the plundering of the world's open oceans, Pauly said, less than 10 percent of the global fisheries catch comes from those regions. He argued that an end to high-seas fishing would in effect create a vast marine protected area in nearly two-thirds of the world's oceans, allowing fish stocks to rebuild and giving many less-developed coastal nations a fair share of fisheries resources.

"Instead of being caught by a dozen countries on the high seas, the harvest could be more equitably shared," said Pauly. "If the catch were not being made by these foreign fleets, it would be made by coastal countries [in Africa or South-



east Asia]... All these species [such as cod and tuna] would benefit from being left alone in the high seas... If high-seas fishing were banned, fishermen would actually catch more."

Yale Environment 360: You've called the global industrial fishing industry a Ponzi scheme. What do you mean by that?

Daniel Pauly: A Ponzi scheme is where you pay your old investors money from new investors, not from any actual

profit. If you look at the development of fisheries over the last 50 or 60 years, this is what is happening. We fish out one place, European or North American waters, for example, then we go to Southeast Asia or Africa, now even Antarctica. When eventually you can't get new investors — or in this case new fishing stocks that you can exploit —

the whole scheme collapses. That is exactly what is happening. Fisheries are collapsing because we no longer have new areas that could compensate for the areas that are already fished out.

e360: I have read that fishing fleets are traveling more miles for ever-smaller catches. Is that true?

Pauly: That's right. Catch increased until the mid-1990s. In the mid-90s, the geographical expansion of fisheries to

GO FISH! MINNOW

'NUTRIENT BOMBS' DEPLOYED TO END MALNUTRITION

The NutriFish1000 campaign aims to improve family nutrition in the first 1,000 days of life by getting pregnant women and children to eat small fish grown in ponds and rice paddies.

Phally Chhiv placed a pot of simmering soup filled with fish and greens on a wooden platform outside her one-room home in northwestern Cambodia - using nutrient-packed minnows that experts hope can help to end global hunger.

Three children watched their grandmother prepare their lunch with tiny fish from a backyard pond - one of thousands of families across Asia and Africa being given fish by experts as part of a new project aiming to reduce malnutrition and poverty.

"It will help my grandchildren," Phally Chhiv, 53, dressed in paisley and jungle print blouse with khaki slacks, told the Thomson Reuters Foundation in Ou Kralanh, a village about an hour's



drive from Cambodia's Angkor Wat temple complexes.

"They won't get diseases so often." The NutriFish1000 campaign, launched on Wednesday, aims to improve family nutrition in the first 1,000 days of life by getting pregnant women and children to eat small fish - dubbed "nutrient bombs" - grown in ponds and rice paddies.

Global hunger has been on the rise for three years, according to the United Nations (UN), which says that one in nine people worldwide do not have enough to eat, and 151 million children under five are stunted by malnutrition. While almost all rural families in Cam-

bodia eat fish from flooded rice fields during the wet season, stocks have been hit by overfishing and malnutrition remains high because of poverty, disease and a tradition of not feeding fish to young children.

With financing from the World Bank and the UN, NutriFish1000 projects have been rolled out in six countries, including India and Bangladesh, with plans to expand to Ivory Coast, Malawi and Ghana next year.

NutriFish1000 experts have identified 33 species of locally available small fish, up to 10 cm (4 inches) long, that they intend to promote in countries with high malnutrition rates, said

16 apps helping companies and consumers prevent food waste

One-third of the world's food ends up in landfills, while almost a billion people around the globe are hungry. If food

waste were a country, it would be the third leading producer of carbon emissions after the United States and China.

Fortunately, organizations and individuals around the world have developed and promoted numerous apps to alleviate the problem. These apps help connect farmers to consumers, retailers to charities and growers to intermediaries. We're highlighting 16 apps and their smart efforts to reduce hunger and eliminate waste.

01 Feedie Feedie turns food photography into a charitable donation.

Users visit a participating restaurant in the United States or South Africa and take a photo of their meal. Then, they share the photo on Facebook or Twitter and the restaurant makes a donation to The Lunchbox Fund, a nonprofit donating meals to impoverished schoolchildren in South Africa. For every 500 restaurants that sign up, 5,000 children in South African schools receive enough meals for one year. The app encourages foodies to share their passion while contributing to a good cause.

02 Flashfood A family member's horror after catering an event that disposed of \$5,000 worth of food inspired the creation of Flashfood. The app prevents food waste in the United States and Canada in two ways: It resells grocery foods approaching their best-before date at a discount, and it



saves "not good enough" retail items and ships them to customers. Farmers and growers also can give Flashfood items that were rejected by grocers, to be sent to environmental-conscious consumers.

03 Food Cowboy Food Cowboy arranges efficient communication between food donors and charities and fast delivery of excess food in the United States. Delivery drivers, caterers and anyone working with large volumes of edible but rejected food create alerts in the app. Food pantries, processors and composters immediately receive these alerts and contact the source for delivery arrangements. Food Cowboy charges a small commission for the service. For instance, a food bank can buy as much as they can store for 10 cents per pound.

04 Food for All Food for All eliminates last-minute restaurant food waste in Boston and New York City. It connects customers to restaurants one hour before they close, for meal discounts as

high as 80 percent. Customers can enter their location and explore nearby deals, and they pick up their order at a time specified by the restaurant. Users also can donate food to people in need through the app.

05 Food Rescue Hero

Food Rescue Hero turns average eaters into food heroes. The app connects users with nonprofits who serve those who are food insecure. Helping guide "heroes" to locations to pick up or drop off food, the app boasts a rescue schedule flexible enough to accommodate daily, weekly or once-only rescues — and each rescue takes as little as 30 minutes. The app also gives heroes information about the nonprofit's work, mission and impact.

06 Food Rescue US The Food Rescue US app fights food insecurity by connecting food donors with hunger relief organizations. The app targets anyone who wants to donate or receive food. Users answer a few questions and then request a food pick-up. The algorithm matches surplus food to a nearby shelter and sends a driver to transport the food. More than 2,200 registered volunteers have rescued and delivered 23.1 million meals to people in need.

07 Foodfully Foodfully aims to inspire thoughtful consumption of



The NIRDPR Team with the fisherwomen from Telangana who were trained in using solar-powered hybrid dehydrators at the NIRDPR Campus in Hyderabad recently

NIRDPR develops solar powered dehydrators to produce dry fish with high quality

Institute to train 4,000 fishermen and fisherwomen across the country in adopting modern technologies to improve catch and reduce wastage

The Rural Technology Park of the National Institute of Rural Development and Panchayati Raj (NIRDPR) has developed through its technology partner, solar-powered hybrid dehydrators, which will produce dry fish with good quality under hygienic conditions. This technology will help pack and seal fish

in pouches that will fetch better price, while assuring a low rejection percentage, and in turn generating a high yield for the fishermen and fisherwomen.

The Institute plans to train 4,000 fishermen and fisherwomen across the country in the coming months in adopting modern technologies to improve catch and reduce wastage in collabora-

tion with National Fisheries Development Board (NFDB), GoI, Hyderabad.

As part of the Rastriya Mahila Kisan Diwas, NFDB and NIRDPR trained fisherwomen from Telangana region with the active assistance extended by Dr. C.Suvarna, IFS., Commissioner of Fisheries, Telangana. A total of 150 fisherwomen from Telangana were trained during the one-day workshop on 15th October 2018, which also included a demonstration.

Speaking about the significance of this initiative, Smt. I. Rani Kumudini,

THE NEXT STEP IN THE SUSTAINABILITY JOURNEY: WHAT WOULD NATURE DO?

Janine Benyus has long known how much smarter nature is than we are. She remains ever-ready to provide a thoughtful answer each time the sustainability movement turns another corner and breathlessly asks, “what next?”

In her sit-down with Joel Makower at the VERGE conference in Oakland last week, she gave all credit to her own source of inspiration — nature. Twenty-one years after her book, “Biomimicry,” came out and established a new way of thinking about design, Benyus is still dispensing her unique blend of wisdom and inspiration at the forefront of a movement that shows no sign of slowing down. At the same time, she acknowledged that biomimicry has become “a meme,” and is here to stay. In fact, last year, Fortune magazine called it “One of 5 Trends to Ride.”

Looking for a way to remove particles from air? Take a look at mangrove roots. They capture waterborne soil for their own nourishment. The roots, it turns out, are spaced apart in a particular way that causes eddies — little miniature whirlpools, which cause the particles to spin and then drop. There are now buildings using this principle, with columns arranged in a similar manner.

Looking for a way to keep bacteria off your doorknobs and walls? Check out the structure of the skin on shark fins, to which bacteria cannot adhere. Hospitals are adding this type of texture to their walls.

But as we begin to crest the net zero buildings hill, guided by, among other things, answers to key questions about energy efficiency and water conserva-

tion provided by “the genius of the biome,” larger questions loom before us.

What comes next? How do we construct buildings that are net zero along every dimension? We’re talking about buildings that replace all the ecosystem services they displaced in their construction. One solution is being explored by a joint effort between the Biomimicry Institute and Interface Corporation at its Lagrange, Georgia facility, where they are instantiating the “Factory as a Forest” concept for the first time. The idea is that the building and its grounds



(including the permeable parking lot) will provide the same beneficial impact on the surrounding area, which used to be a forest. Underpinning this audacious concept is what Benyus called “Ecological Performance Standards” which quantify impacts such as water purification and absorption, carbon sequestration, nutrient cycling, biodiversity and others. Surely, a city as a forest cannot be far behind.

This represents a new level in the sustainability journey, in which carbon negative products and systems are one type of milestone. Still, the carbon cycle is only one of several life-sustaining

processes upon which life on our planet depends. There’s also the nitrogen cycle, the phosphorus cycle and perhaps others of which we are not yet aware.

At a deeper level, it’s the recognition of how everything we make and everything we do is deeply interwoven into the fabric of our local biome. And because there are so many of us, and because we are a species that is so capable of dramatically transforming our environment, we need to not just become more fully aware of our global impacts, but we also need to take action to ensure that the disruptions we produce will not threaten our very existence.

Much of this will fall on those who design these products and systems, who will have to carry a heavier burden. When they start to ask, “Do you really want me to consider everything?” we’ll know we’re getting close. The good news is that there will be a growing body of effective responses they can draw from, as well as jobs created to develop and implement them. If a building needs to replace the carbon sequestering services previously provided by the land it rests upon, trees can be planted, biochar buried, rooftops gardened, or even direct air capture machines installed. If it’s a consumer product, then its life cycle must be fully understood, circularity maximized, carbon neutral or carbon negative materials used, giving preference to those that can be grown rather than mined.

A few companies, such as Interface, Global Thermostat and Newlight Technology, are already doing this, with others lining up to follow. These are the leaders, who, as Benyus said, “are like the foot of the amoeba.” They initiate a step in a given direction, “and the rest of the body eventually follows.”

Thanks to people such as Janine Benyus, those amoeba-foot leaders have a good idea of where they might step next, based on solid principles as old as life itself. 🌱

(Source: <https://www.greenbiz.com/article/next-step-sustainability-journey-what-would-nature-do>)

Working in a sustainable building is good for people's health and well-being, according to a growing body of research on the impacts of green buildings on occupants' health and productivity.

The green buildings concept was initially about reducing the environmental impact of buildings by improving factors such as energy efficiency and waste management. But as health and well-

of sustainability at CBRE, a commercial real estate services company, businesses find there is significant risk mitigation and reduction in absenteeism when employees are more engaged and motivated by a healthy work environment.

"About 90 per cent of a company's operational costs are locked up in its people," said McMahon, who sat on a panel titled 'Healthy Places for Senses' at the International Green Building Conference (IGBC) in Singapore. "There's huge potential to unlock the benefits

these benefits and recognising the business value of putting health at the centre of workplace design. She said: "People in these spaces found work more enjoyable and there was more tenant engagement and greater awareness of the developer's brand. In a very competitive market, you cannot be competing on rent alone."

Recent studies have shown that green buildings provide optimised environments that are beneficial for human health, through features such as

5 WAYS GREEN BUILDINGS ARE GOOD FOR YOUR HEALTH

ness move up the list of priorities for employees around the world, building developers are moving beyond environmental goals to provide amenities that promote health and foster productivity.

In Singapore, the Green Mark for Healthier Workplaces scheme was launched to promote employee health alongside environmental sustainability in the office. Similarly, the Well Building Standard, administered by the United States-based International Well Building Institute (IWBI), rates buildings according to how wellness has been integrated into the built environment.

More employers are also realising the benefits of employee health for their businesses and are working to integrate features and programmes into the work environment that can boost job satisfaction and innovation. According to Emma McMahon, director

At the 2018 International Green Building Conference, experts spoke about the changing face of the workplace and how human health and wellness are driving innovation in construction and building management.

around health and well-being that can be driven from costs associated with salary and benefits."

Building the business case for healthy workplaces

According to Neo Yi Lin, deputy director at the workplace health and outreach division at the Health Promotion Board (HPB), more companies are realising

natural lighting and better air quality. A 2017 study by researchers from Harvard University, Syracuse University and SUNY Upstate Medical University on the Impact of Green Buildings on Cognitive Function found that participants in green office environments were more productive than those in conventional buildings. Those working in well ventilated environments were also the ones with the highest levels of cognitive function.

According to McMahon, growing interest in the impact of green buildings on occupant health reflect a cultural shift in the work place. She said: "We used to sit in cubicles and smoking was largely allowed in the office. The workplace of the past looked very different."

These days, the industry is witnessing greater innovation and creativity to make buildings better places for people. At the building conference,

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COMPANY: Societe Generale Global Solution Centre

DESIGNATION: Specialist Internal Communication

- **Experience:** 6 to 9 yrs
- **Salary:** As per Industry Standards
- **INDUSTRY:** Financial Services / Stock broking.
- **Location:** Chennai (Tamilnadu), Bengaluru / Bangalore (Karnataka).
- **Key Skills:** Engagement, Corporate Social Responsibility, Communication, employee engagement.
- **Job Function:** HR / PM / IR / Training.
- **Specialization:** Recruitment.
- **Qualification:** Any Graduate.

Job Description:

- Specialist Internal Communication Job code: 18000SCC
- Date of publication: 2018-10-18 14:34:26.0
Starting date 2018-11-01 00:00:00.0 Job function Marketing / Communication Business unit SG CIB Location Chennai* Job type Permanent contract
- Environment Societe Generale Global Solution Centre (SG GSC), a 100 PERCENT owned subsidiary of European banking major Societe

Generale (SG), embarked on its Indian journey in 2000, and has displayed remarkable growth since. What sets us apart is the clarity with which we define the roles and responsibilities, as well as the career progression of the individuals who join us. We hire the best minds in the industry and provide them with opportunities to discover their true potential and touch new heights in their career.

- We are characterized by a fair and open evaluation system, which welcomes two-way feedback. Our healthy and vibrant business culture focuses on the wellness of our employees.
- We are committed to creating a diverse environment and are proud to be an equal opportunity employer. All qualified applicants receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status.

About the function

- The Communication department in Societe Generale Global Solution Centre is responsible for planning and implementing various

communication and branding activities aligned to the organizations objectives and roadmap. The department has three key functions: Internal communication (communication within the organization which includes employee engagement, brand awareness and management, leadership communication and crisis communication), external communication (communication with stakeholders outside the organization, also includes media, social platforms, industry forums to create brand awareness and recall) and Corporate Social Responsibility.

- The corporate communications team works closely with the Societe Generale Group, business lines in SG GSC and external partners to strategize, plan and implement a host of communication as well as branding campaigns.

Mission Role summary

- The Assistant Manager, Internal Communication, Chennai works closely with the Communication team in Bangalore and provides necessary support in all aspects of branding and internal communication in the organization. The primary focus of this