

# CSR TODAY

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#### CSR ISSUE

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#### CSR CHALLENGE

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#### CSR CONCERN

Ocean warming has fisheries on the move, helping some but hurting more

#### CSR FUTURE

Tackling the climate emergency and protecting our oceans go hand-in-hand

# CSR TODAY

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# CSR's interest grows up !



**Rajesh Tiwari**  
Publisher  
[rt@iccsr.org](mailto:rt@iccsr.org)

**CONSIDERING CSR  
AS AN ACT OF  
PHILANTHROPY,  
BUSINESSES OFTEN  
CONSTRAINED  
THEMSELVES TO ONE  
TIME FINANCIAL GRANT  
AND DID NOT COMMIT  
THEIR RESOURCES FOR  
SUCH PROJECTS.**

CSR has become increasingly important because today's heightened interest in the proper role of business in society has been promoted by increased warmth to and awareness of environmental and ethical issues.

Issues such as environmental damage, improper treatment of workers, and faulty production leading to customer inconvenience or danger are being highlighted during the last decade; elsewhere, investors and investment fund managers have begun to take account of a firm's CSR policy in making investment decisions; some consumers have become increasingly sensitive to the CSR programmes of the firms from which they buy their goods and services.

According to a report of the EMERGING TRENDS IN CORPORATE SOCIAL RESPONSIBILITY IN INDIA- A DESCRIPTIVE STUDY by Swati Sharma, Reshu Sharma and Jugal Kishor, all from the Gurukul Kangri Vishwavidyalaya, Haridwar, Uttarakhand, an insight into the history of CSR reveals that till 1990s it was exclusively dominated by the idea of philanthropy.

Considering CSR as an act of philanthropy, businesses often constrained themselves to one time financial grant and did not commit their resources for such projects. Moreover, businesses never kept the stakeholder in mind while planning for such initiatives, thereby reducing the worth and efficiency of CSR initiatives. However, over the last few years, the concept of CSR has been changing. There has been an clear transition from giving as an obligation or charity to giving as a strategy or responsibility. Review of the case studies and work done on CSR by companies in India suggests that the CSR is slowly moving away from charity and dependence and starting to build on empowerment and partnership.

However, there are certain issues. According to a report of US-India Business Council, Nearly five years after the 2% Law, India's legislative framework on CSR remains in flux. Last April, the Indian Ministry of Corporate Affairs set up a committee to review CSR compliance and provide recommended changes. The submitted recommendations tighten the screws on companies, disallowing the practice of carrying forward unspent CSR funds to the next financial year and requiring stricter adherence of projects to the set list of CSR activities. These changes may push more companies towards technical compliance, but it will take changing minds in the Boardroom for many companies to see a full-scale embrace of the CSR mindset across company operations.

Reporting, Community engagement, employee training, betterment campaigns and market feedback are all aligning to support a higher level of CSR activity than ever before.



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## CSR TODAY

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### HEAD OFFICE

#### CSR Today

104, Nirman Kendra, Dr. E Moses Road  
Mahalaxmi Estate, Mumbai - 400011

Tel: +91 22 249 03078 / 03082 / 55260

Email: editor@csrtoday.net

Website: www.iccsr.org

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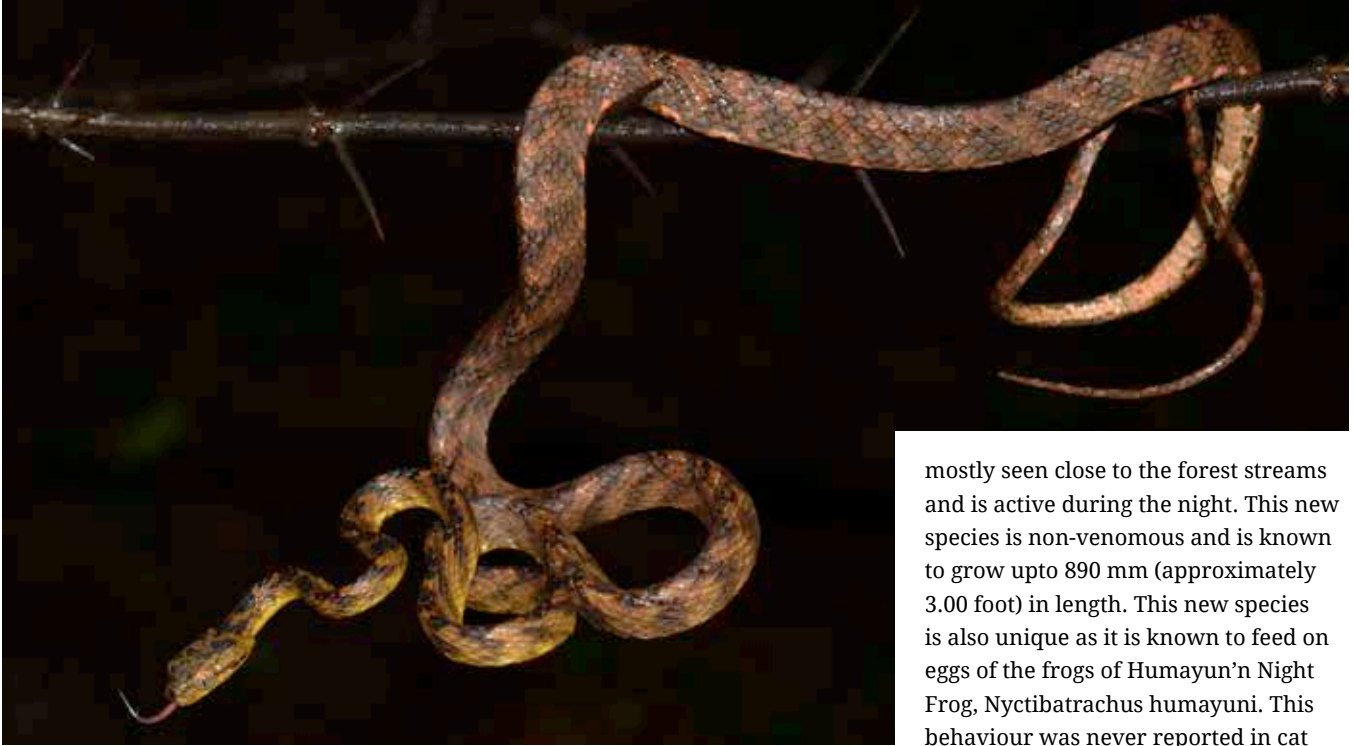
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## A new species of Cat Snake from the Western Ghats, India after 125 years

India is bestowed with rich and endemic diversity of flora and fauna and owing to its unique diversity and rich endemism, the Western Ghats is one of the biodiversity hotspots. Although this landscape is explored for higher vertebrates, there are many surprises still awaiting to be discovered from this landscape.

In one of such efforts, a new species of a snake has been described from the Western Ghats region of Maharashtra, India. This new species is from a group of snakes commonly called cat snakes and belong to the genus *Boiga*. Although snakes belong to this genus are widely

distributed in India, a few species are endemic to the Western Ghats. This new species, Thackeray's Cat Snake (*Boiga thackerayi*) is named after researcher Mr. Tejas Thackeray for his contributions towards the studies on freshwater crabs in India, especially northern Western Ghats and his strong and unconditional support towards taxonomy of less charismatic species. Apart for this, he was equally instrumental in finding this species and provided crucial information on the natural history. The latest snake described from the Western Ghats in this genus was in 1894. This new snake is arboreal,

mostly seen close to the forest streams and is active during the night. This new species is non-venomous and is known to grow upto 890 mm (approximately 3.00 foot) in length. This new species is also unique as it is known to feed on eggs of the frogs of Humayun's Night Frog, *Nyctibatrachus humayuni*. This behaviour was never reported in cat snakes from the Western Ghats before. Interestingly, this snake is also 'favours' only arboreal frogs, which is again a unique behaviour. This new species, which is presently only known from a few localities near Koyna in Satara district, Maharashtra but could be widely distributed.

This new discovery was a result of collaborative efforts between scientists from various institutes. The first author of this study was Dr. Varad B. Giri who lead this study in collaboration with Mr. Ashok Captain, renowned snake taxonomist from India; Dr. V. Deepak of Natural History Museum, London; Mr. Swapnil Pawar, a naturalist from Kolhapur; and Dr. Frank Tillack from Museum für Naturkunde, Berlin, Germany, who is a renowned expert on this group. The paper is published on 26 September 2019, in the Journal of Bombay Natural History Society.

This new discovery highlights the importance of the northern Western Ghats and further studies are warranted.

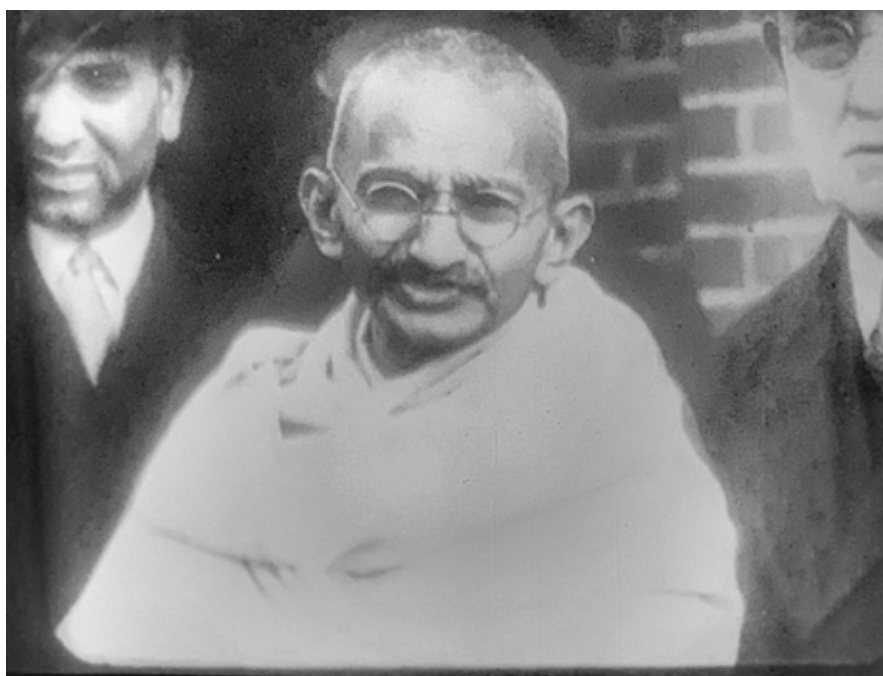
## 30 film reels of unedited footage of Mahatma Gandhi discovered

*NFAI discovers rare footage of immersion of Gandhiji's ashes in Madras & Rameshwaram*

**T**he Pune-based National Film Archive of India (NFAI) has discovered 30 reels of unedited footage on Mahatma Gandhi that amounts to almost six hours of duration. These 35mm celluloid footages, unedited and stock shots with title cards in between, are taken by several prominent film studios of the time, such as Paramount, Pathe, Warner, Universal, British Movietone, Wadia Movietone etc.

“It is indeed a very wonderful discovery for NFAI, coming at a time when the entire world is celebrating the 150th birth anniversary of Mahatma Gandhi. There seems to be some rare footages in this collection while many visuals are now part of available short films and documentaries. Some of these shots have been used but some visuals seem unique”, said Director NFAI, Shri Prakash Magdum.

The major highlight of the discovery is a rare half-an-hour footage that has visuals of a special train carrying Mahatma Gandhi's ashes from Madras to Rameshwaram. The stunning visuals show thousands of people thronging to stations like Chettinad, Sivaganga, Chidambaram, Manamadurai junction, Ramnad, Pudukkottai junctions in Tamil Nadu, with folded hands and tears in eyes to have a glimpse of the urn carrying the Mahatma's ashes. The footage has visuals of a sea of humanity present at what looks like Marina beach in the then Madras city, jostling with each other carrying flags and banners to pay their last respects to the Mahatma. The train stops at major stations en route



for people to pay their tribute culminating in the journey at Rameshwaram, with several important politicians from Tamil Nadu taking part in the immersion ceremony.

A visual showing Manilal Gandhi seems to be a rare one from the collection. He was the second son of Mahatma Gandhi and served as the editor of 'Indian Opinion' a



# Let's all become Activists

Against this backdrop, the U.N. Global Compact has launched three “Global Impact Initiatives” to challenge and support companies in being more bold, ambitious and transformational, says, **Lise Kingo**, CEO & Executive Director, United Nations Global Compact



**T**he United Nations General Assembly in New York this September was the most important milestone since the 2030 Agenda was adopted in 2015. Four years in, heads of state, business leaders, civil society and more convened for a major stocktaking exercise to agree on shared priorities

ahead of the Decade of Action for delivering the 2030 Agenda.

And although progress is happening in some areas, the world is not on track to meet the 17 Global Goals by 2030. In particular, climate change and social inequalities are posing a major existential threat to our future. Although many U.N. Global Compact

business participants have made huge strides to operationalize the Ten Principles and advance the Global Goals, the needle is not moving far enough. We need a business transformation on a scale we've never seen before to deliver on the 2030 Agenda. Only when more than 30 percent of businesses are setting radical goals and establishing a

# With 1 crore smart LED streetlights, Government of India's Street Lighting National Programme illuminates 2.7 lakh kms of roads in India

Enable energy savings of 6.71 billion kWh, avoid 1,119.40 MW of peak demand, reduce GHG emission by 4.6 million tCO<sub>2</sub>, every year

**U**nder the Government of India's Street Lighting National Programme (SLNP), Minister of State for Power, New & Renewable Energy R.K. Singh dedicated 1 crore smart LED streetlights to the nation, that are illuminating 2.7 lakh Kms of roads in India. It is the world's largest streetlight replacement programme, which is being implemented by the Energy Efficiency Services Limited (EESL), a joint venture of PSUs under the Ministry of Power, Government of India.

The 1 crore smart LED streetlights have been installed in Delhi, Punjab, Haryana, Chandigarh, Himachal Pradesh, Uttarakhand, Jammu & Kashmir, Uttar Pradesh, Madhya Pradesh,

Bihar, Jharkhand, Assam, West Bengal, Sikkim, Chhattisgarh, Odisha, Andhra Pradesh, Tripura, Telangana, Kerala, Tamil Nadu, Karnataka, Goa, Maharashtra, Gujarat, Pondicherry, Port Blair, Lakshadweep and Rajasthan, helping generate employment for around 13000 people in the country.

The installation of 1 crore LED streetlights has resulted in annual energy savings of 6.71 billion kWh and avoided 1,119.40 MW of peak demand, resulting in reduction of GHG emission by 4.63 million tCO<sub>2</sub> every year.

Speaking at the occasion, Singh said, "Energy efficiency and conservation are important pillars of India's efforts in moving towards a sustainable future. It is with great pride that we dedicate

the 1 crore smart and energy efficient LED streetlights to the people of India. Another milestone towards achieving country's energy goals, these streetlights, covering 2.7 lakhs kilometers, not only illuminate the lives of the citizens and enable more savings but also empower people with better and safe mobility. I congratulate all the State Governments, Urban Local Bodies and EESL for their relentless efforts in installing these smart LED streetlights and continued work towards achieving the country's energy efficiency goals".

"The Government believes in empowering people and enabling access to power for all. The Street Lighting National Programme will benefit the people and would lead to a reduction





# DROUGHTS AND FLOODING ARE TWO SIDES OF THE SAME COIN.

## SOME ASIAN CITIES ARE FUTURE-PROOFING AGAINST BOTH

Asian cities are facing a deadly mix of droughts and flooding that is only getting worse with increasing populations, urbanisation and the climate crisis. Here's how three of them are tackling the challenge, writes **Pernille Jægerfelt Mouritsen** and **Michelle Gordon**

**Water management is essential as cities grow.**  
Image: Liji Jinraj via Flickr,  
CC BY-SA 2.0

**A**sia is home to more of the fastest growing cities than anywhere else in the world. While this brings opportunities for economic growth, the expansion of Asian cities' footprints and populations is resulting in intensified pressure on already stressed drinking water supplies. Urbanisation also further decreases the

ability of the land to soak up the water and recharge groundwater supplies. As a result, extreme rainfall often causes dangerous and disruptive flooding instead of topping up depleted water supplies.

### New report out on global city climate action

The Cities100 report, released on Oct 2, features 100 leading projects from

cities around the world that are taking climate action while improving their liveability. The report is the result of a collaboration between the network for megacities, C40 Cities, and the consultancy Nordic Sustainability. The report is funded by Danish philanthropic association Realdania. The 100 city projects represent 12 different sectors within climate action and demonstrate



Bio-based cutlery. What exactly is it made from, and what will it take to make it biodegrade?

# Are bioplastics really better for the environment?

## Read the fine print

Even with the best waste management systems, it's realistic to assume some plastic always will escape, writes **Anja Krieger**

**H**ave you ever stood in front of a supermarket shelf and wondered if you should buy that product made from bioplastics rather than the conventional kind? Many people assume all bioplastics are made from plants and can break down completely in the environment. But that's not the case.

The term “bioplastics” is actually used for two things: bio-based plastics (plastics made at least partly from biological matter) and biodegradable plastics (plastics that can be completely broken down by microbes in a reasonable timeframe, given specific conditions). Not all bio-based plastics are biodegradable, and not all biodegradable plastics are bio-based. And even biodegradable plastics might not biodegrade in every environment. Sounds confusing? It certainly is.

“There are a lot of bioplastics or materials that are called bioplastics that are not biodegradable,” says Constance Ißbrücker, head of environmental

affairs at the industry association European Bioplastics.

For some plastics, the same polymer chains can be made from renewable sources. The resulting bioplastics are chemically identical to their fossil counterparts. PET, for example — short for polyethylene terephthalate, the stuff most bottles are made of — can be synthesized from fossil fuel products or plants such as sugar cane. The resulting material is the same. Such non-biodegradable bioplastics behave in the environment just like conventional plastic and persist for an unknown but long amount of time. Not only that, but no standards for plastics labeled as



People line up to collect drinking water from a public tank in the Kavango region in Namibia, Africa. By 2025, half of the world's population will be living in water-stressed areas, according to the World Health Organization. Image: artush, CC BY-SA 2.0



# From Ikea to Gap, firms aim to use scarce water more wisely

With population growth and climate change making water a scarcer resource, companies say using water wisely is key to remaining profitable.

**P**utting on a pair of jeans or drinking a beer has a cost beyond the pricetag, with billions of tonnes of water used globally each year to manufacture them and other consumer goods, companies said at an

international water conference on Monday.

But with population growth and climate change making water a scarcer and more precious resource, using water wisely is now a key to remaining profitable, they said.

From growing cotton for textiles to manufacturing drinks and ensuring consumers have enough water as well, efficient water use is high on the agenda, representatives of popular brands said during opening events at World Water Week in Stockholm.



# Will guilt-free flying arrive at your terminal soon?

Finding a way to replace fossil-based jet fuel with a renewable alternative is seen as one of the most promising routes to curbing emissions from the airline industry

**V**elocys is a company that is riding a wave of good timing. The sustainable fuel company is planning to build a plant to make green jet fuels out of household waste in the United Kingdom, at precisely the time the British government is facing growing public pressure to crack down on aviation emissions.

Recently, the government's climate watchdog, the Committee on Climate Change, wrote to the Department for Transport recommending aviation and shipping be wrapped into the country's new 2050 net zero emissions target — a move that likely would all but rule out airport expansion and require cuts in flight numbers unless green technologies are rapidly commercialised.

Meanwhile the Swedish “flygskam” or “flight shame” movement in the United Kingdom is convincing growing numbers of people that flying is indefensible during a climate crisis. Aviation is increasingly a touchstone for protesters. When aviation executives gathered in Montreal in late September to discuss the industry's climate plan, Greta Thunberg led a protest march in the city that week to demand more action from the sector. But it's not only the current political and social conditions that are favorable to Velocys' cause. If all goes to plan, the company's planned jet fuel plant is set to be up and running in 2024,



Passenger airplane taxiing to its gate at airport.

just at the moment airlines will be clamoring for greener fuels. That's because a year later the first payments from airlines are due under the new CORSIA agreement, the aviation industry's global offsetting scheme to help halt global emissions growth from flying.

It's all down to serendipity rather than meticulous planning, insists Henrik Wareborn, Velocys CEO.

The “fortuitous timing” comes down to Velocys' decision a few years ago to accelerate the development of a jet fuel plant in the United Kingdom, and the conclusion of commercial-scale stress testing of the waste-to-fuels conversion process at a facility in the United States earlier this year.

The decision to drive forward the U.K. project was down to favorable conditions in the country, Wareborn explains. Firstly, the United Kingdom has a relatively green grid, bringing down the carbon intensity of the energy needed as part of the conversion process. Secondly, the United Kingdom has a landfill tax levied at \$112.34 per tonne, incentivizing waste operators to find alternative disposal routes for their rubbish. With its high population density, the United Kingdom also generates a lot of waste, and is under pressure to find new ways to dispose of it. Third, and perhaps most crucially, as of April jet fuel qualifies for credits under the Renewable Transport Fuel Obligation (RTFO).



# #Water for Life Campaign Draws Attention to Alarming Water Situation in India

India's First Video Based Research Report on Water Related Issues, Findings and Solutions Ground water contaminations, excessive use of groundwater and pollution - main causes depleting water levels leading to an impending crisis

India is facing its worst water crisis and it is estimated that 21 Indian cities will run out of groundwater by 2020, says a recent report from the NITI Aayog. Nearly 600 mil-

lion Indians are facing high-to-extreme water stress. More than 40% of the annually available surface water is used every year and according to the report more than 200,000 people are losing

lives every year due to inadequate access to safe water. The situation is likely to worsen as the demand for water will exceed the supply by 2050.

Many Indian states, including Andhra Pradesh, Chhattisgarh and Tamil Nadu, face acute water shortages, exacerbated by changing rainfall patterns. Sharda University campaign "#WaterForLife" recently concluded its findings after a 60 day's journey traversing 8,000 kms across 12 states. Philem Rohan Singh a student from Sharda University led the initiative, as he cycled



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### COMPANY: HCAPITAL

#### DESIGNATION: Corporate Social Responsibility

- **Experience:** 7 to 10 yrs
- **Salary:** As per Industry Standards
- **INDUSTRY:** Recruitment / Placement Agencies , Consulting Services
- **Location:** Mumbai (Maharashtra)
- **Key Skills:** hr training corporate social responsibility salary communication skills csr activities presentation skills ir
- **Job Function:** HR / PM / IR / Training
- **Specialization:** Recruitment
- **Qualification:** MBA / PGDM, Any Graduate

#### Job Description:

- Job Id: 499 Job Title: Corporate Social Responsibility Industry: Banking, Financial Services & Insurance Functional Area: HR / Admin / PM / IR / Training Salary: 12 Lac - 15 Lac About the Client The company is India's Leading Non Banking Finance Company

(NBFC) operating in Wholesale & SME Lending. As part of the business activities, the company is predominantly focused into Asset Financing and Lending business. The Wholesale Lending Business segment provides specialized and holistic solutions to Indian corporates helping them build and grow their businesses with initial funding, mezzanine financing, acquisition financing etc. They focus on products in the structured credit space backed by adequate collaterals and cash flows to build a secured and quality wholesale lending portfolio. Job Description 1. Plan and execute various CSR initiatives as per the annual calendar 2. Ensure best in class execution with fresh ideas to engage the readers and ensure large participation 3. Maintain relations with various NGOs and Media dealing with CSR 4. Database management of all the CSR activities implemented as per the plan 5. Conduct

research with help of internal team to understand the impact 6. Timely invitation mails, teasers and regular communication with participants 7. Effective information management of various CSR activities details Desired Candidate Profile 1. Skills/Qualifications required: 7-10 years of relevant experience 2. MBA or Post Graduate in Social sciences from XISS or TISS 3. Should have thorough understanding of the CSR field 4. Should have good written and oral communication skills. 5. Should have good negotiation and presentation skills. 6. Should have sound understanding of the CSR initiatives by various companies

### COMPANY: Mahindra Holidays and Resorts India Ltd

#### DESIGNATION: Corporate Manager - Corporate Social Responsibility

- **Experience:** 10 to 16 yrs
- **Salary:** As per Industry Standards