

CSR

T O D A Y

**PLUGGING
LEAKS AND
SAVING WATER**

Pg. 32

CSR MISSION

**ARE WE HEADED FOR
A GREEN REVOLUTION
IN FOOD AND WATER?**

CSR LANDMARK

**LIFELINE EXPRESS
COMPLETES 25 YEARS**

CSR SUSTAINABILITY

**THE BUSINESS OF
ACHIEVING THE
SUSTAINABLE
DEVELOPMENT
GOALS**



OUR FOCUS IS GREENER INDIA

**SEEMA TIWARI, HEAD - CORPORATE SOCIAL
RESPONSIBILITY, GODREJ & BOYCE MFG. CO. LTD,
SPEAKS ABOUT THE CSR PHILOSOPHY OF GODREJ
& BOYCE AND HOW CSR INITIATIVES CAN
CHANGE THE SCENARIO**

Seema Tiwari
Head - Corporate Social
Responsibility, Godrej &
Boyce Mfg. Co. Ltd

CSR is a business imperative



Rajesh Tiwari
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Employees want to work for a company that's making a difference, and, when the company is under attack, they need relevant information so they can advocate on the company's behalf.

Folks in Triple Pundit have recently published and we would love to quote from that article as its a known fact that CSR is indeed a business imperative and no business can afford to ignore CSR to sustain their competitive advantages.

It is now dawning on corporate that CSR is no more a PR or Image building exercise but has lot of important stuff well qualified to be called business strategies for business to flourish and grow!

We quote from the article in order to keep our readers well entrenched to global best practices;

“Potential partners want to work with a sustainable company for wholly practical reasons: to save money via decreased resource consumption and to avoid the potential for damaging bad publicity.

Employees want to work for a company that's making a difference, and, when the company is under attack, they need relevant information so they can advocate on the company's behalf.

- Potential employees look to CSR reports and other information to get a sense of the corporate culture. They're reading the reports and asking hard questions — before coming on board.
- Finally, dialoguing about the tough problems with stakeholders can generate good solutions from the crowd. At Alcatel-Lucent, Diamente revealed, it's not just about “being good” — it's about stepping up to solve hard problems, and asking for help (internally from employees or externally from customers and other stakeholders).

CSR pressure is increasingly bottom up, not top down

As corporate notice that the pressure for CSR 2.0 isn't necessarily coming from the top. It's bottom up, from increasingly engaged and vocal stakeholders.

How can organizations manage this new pressure? Baranowski of BBMG, offered several suggestions:

- Don't silo CSR communications from other corporate communications. It's important to have a unified voice across the company.
- Your CSR reporting needs to be dynamic. A static report generated once a year isn't sufficient to respond to constantly changing conditions.
- Your message should be one of shared values. It's about the stakeholders, not just about the company.
- Consider a shift to “company AS cause,” not “company PLUS cause.”
- Pay more attention to engagement and empowerment, and less to information and education.

Diamente further emphasized the importance of really listening. To formulate their CSR strategy, Alcatel-Lucent used an internal social network to solicit solutions from thousands of employees. The suggestions were compiled, and employees were asked to weigh in again on what the company's top priorities should be. After this discussion, three key areas were selected, which form the basis of Alcatel-Lucent's current sustainability strategy. The result: engaged employees who feel like their concerns are being addressed.

Similarly, customers who care about CSR are twice as likely to reward a company for their sustainability activities. However, they're also twice as likely to punish a company when they're disappointed.

It's a new world out there, and companies have to engage. If they don't, someone else will tell their stories for them”

Unquote

It's time we listen to these expert voices and plan a CSR oriented business plan for our own companies in india so that we present a perfectly well defined corporate who is showing shared values in developing the enterprise for all its stakeholders!

Contents

CSR

T O D A Y

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'OUR FOCUS IS GREENER INDIA'

Seema Tiwari, Head - Corporate
Social Responsibility, Godrej &
Boyce Mfg. Co. Ltd, speaks about
the CSR philosophy of Godrej &
Boyce and how CSR initiatives
can change the scenario

18 COVER STORY

CSR CASE STUDY

- 12** How Affordable Solar Energy Is Transforming Lives In India
- 14** Argentina's Renewables Reboot: The Good, The Bad And The Unknown

CSR COLUMN

- 17** The Pitfalls Of Putting A Price On Nature: What's Next For Natural Capital?

CSR SHOWING THE WAY

- 22** Coca-Cola And Unilever Dive Into Water As A Human Right

CSR FUNDAMENTALS

- 23** 6 Necessary Steps To Make The SDGs A Reality

CSR CONCERN

- 24** The Death Of World Heritage Sites
- 26** Rise In Plunder Of Earth's Natural Resources

CSR MISSION

- 28** Are We Headed For A Green Revolution In Food And Water?

CSR WORKING FOR CHANGE

- 31** Businesses Are Instrumental To Achieving The Un Sustainable Development Goals

CSR LOOKING AHEAD

- 32** Plugging Leaks And Saving Water
- 34** Why Water Is More Expensive Than Most Companies Think

CSR TRANSFORMING CITIES

- 35** Can Nature Thrive In Cities? New Book Looks At Changing Face Of Nature In Bangalore

CSR LANDMARK

- 36** Lifeline Express Completes 25 Years

CSR FUTURE CHALLENGE

- 39** Degraded Reefs Provide New Hope For Ocean Conservation

CSR SUSTAINABILITY

- 40** The Business Of Achieving The Sustainable Development Goals
- 43** Building Sustainable Systems, One Farm At A Time

REGULARS

- 03** Publisher's Note
- 05** CSR News
- 10** News You Can Use
- 44** CSR Placements

Solar Urja Lamps To Light Up 10 Crore Students In India

While announcing the completion of 1 Million Solar Urja Lamp (SoUL) programme of IIT Bombay in record time, Minister of State with Independent Charge for Power, Coal, New and Renewable Energy (MNRE) Piyush Goyal also announced the scaling up of the programme to 10 crore students across the country.

“MNRE will provide the required financial support of Rs. 1800 crore for this mission,” he said. Goyal also appreciated the efforts of villagers who assembled and distributed the lamps.

Director of IIT Bombay Professor Devang Khakhar lauded the efforts of the project team. “The SoUL project is the largest project implemented by IIT Bombay. It has benefited 1 million school children. We are proud of this achievement and are grateful for the help of sponsors of the project,” he said.

Head of the programme Professor Chetan S. Solanki from Department of

Energy Science and Engineering said, “IIT Bombay has always been a strong advocate for ‘Right to Light’. We want to ensure every school student gets sufficient light to study. Our solar lamps have solved that problem”. He further added that about 10 crore students in the country from tribal blocks, high kerosene consumption blocks and educationally backward blocks will benefit from the programme.

The largescale solar lamp programme addressed the issues of scale, speed and skill. Million SoUL focused on the ‘localization of solar energy’ in consonance with Prime Minister Narendra Modi’s vision of ‘Make in India’. The objective of this program was to provide clean light for study purpose to every child in the country in the fastest and most cost effective manner. For this, IIT Bombay partnered with NGOs having presence at grassroot level. Solar study lamps were assembled, distributed, used and repaired by rural people. In order to achieve scale, the model was designed in

such a way that it could be replicated in parallel in multiple blocks, across districts and states. For achieving speed, the assembly and distribution for any block was designed to be completed in 90 days. To target skill development, rural people were trained to assemble, distribute and repair the lamps.

The programme was implemented in 2014-16 with financial support from the MNRE, Government of India and other philanthropic partners like Sir Dorabji Tata Trust and corporates like Idea Cellular Pvt. Ltd. It has integrated IIT Bombay’s technical expertise in solar lamp technology, operations, concurrent evaluation and impact analysis.

One million solar study lamps were distributed in the states of Madhya Pradesh, Maharashtra, Rajasthan and Odisha, covering 23 districts, 97 blocks and 10,900+ villages. There were 54 assembly and distribution centres and 350 Service Repair Centres in operation with 1,409 trained manpower.

19 Persons Die Every Day Of TB In Mumbai

Raising red-flags over several issues concerning health, Praja Foundation, a leading civic governance NGO, Praja Foundation, in its annual report revealed that 19 persons die every day in Mumbai of tuberculosis.

This also highlights the fact that corporates would have to step in with CSR funding in creating awareness.

Since the last five years 33,442 people have died due to TB, averaging 6688 every year, a total of 19 fatalities daily in Mumbai, the Praja Foundation said in a white paper

on ‘The State of Health in Mumbai’. Males (68%) dying due to TB are over double the number of females (32%), it pointed out.

The report said that dengue has gone up eight times in last five years, currently the total number of cases are 15,244. From 2014-15 to 2015-16, the number of cholera cases registered has increased seven times with 31 in 2014-15 to 207 in 2015-16 respectively. Diarrhoea has affected 118093 in Mumbai on an average in last three year.

Nitai Mehta, Managing Trustee of Praja Foundation stated that UN’s Sustainable

Development Goals (SDG) emphasises to end the epidemics of aids, tuberculosis, malaria and neglected tropical diseases and combat hepatitis, water-borne diseases and other communicable diseases by year 2030.

“India being a signatory of the UN SDG has a herculean task ahead of it. Mumbai should be leading the effort but unfortunately when we take stock of the ground realities it is very far from its goal and if at all the situation has gotten worse as far as TB and other ailments are concerned,” he said.

How Affordable Solar Energy Is Transforming Lives In India

Having access to a regular and reliable form of energy allows more time to be spent on income-generating activities outside daylight hours, enhancing productivity and the capacity to move out of poverty. Just a few extra hours of light a day, for example, has been shown to improve earnings by 20 to 30 percent. BY HUGH BOWRING

The world is in the midst of a solar power revolution. In under two decades, the solar PV industry has evolved from being niche to one poised to take on the utility incumbents as an affordable mainstream energy source. However, right now solar and wind still make up only 1 to 2 percent of the global energy mix.

Economies of scale and advances in technology have seen the global cost of solar tumble year after year, prompting speculation that it could contribute 20 percent of total electricity consumption by 2030.

But while the future looks bright for many, the people who arguably stand to profit most from solar and its applicability for off-grid locations — low-income families in developing countries with little or no access to energy — have little prospect of experiencing the benefits any time soon. The price might have dropped, but solar remains unaffordable for the world's poorest people, and without access to funding, getting onto the first rung of the energy access ladder remains firmly out of reach.

Energy access is an essential step towards moving out of poverty and into financial stability. With a reliable source of energy, more

time can be spent on education and income-generating activities. But lending money to the very poor presents an unacceptable risk for most financiers: The borrower's potential to default is too high, and the prospect of a return on investment too low.



Empowering the poor

Opening up affordable lending channels to all sections of society is a cornerstone of sustainable development, and in the case of solar power has the promise of far-reaching benefits. In India, an enterprising carbon finance-supported scheme has been delivering a fairer, more equitable financial mechanism offering affordable solar energy access to low-income households, community groups, micro businesses and schools, with encouraging results.

The SELCO Solar Energy Access project is a joint initiative from social enterprise SELCO and Natural Capital Partners, specialists in working with corporations on market-based solutions for their environmental goals. The project provides access to an array of solar products.

In the last year, it has distributed 18,222 solar lights, 1,452 solar water heating systems and 207 grid-connected solar PV systems, reaching 9,300 households. In subsequent years, it is anticipated that it will improve energy access for at least 20,000 households each year.

Through the project, customers in the poorest communities in India can purchase equipment for less than \$5 a year in repayments, and get servicing and maintenance as part of the deal. The loans come from a mix of sources, including co-operative societies, commercial banks and micro-finance institutions. Crucially, the project operates on the basis that customers only have to start repaying their loans when their income improves — an arrangement SELCO founder Harish Hande said was only possible thanks to financial support from corporations such



The pitfalls of putting a price on nature: What's next for natural capital?

BY JOCELYN TIMPERLEY

The United Kingdom is the latest locale to take a closer look at how putting a price on nature might figure into government policy. In September, the government pledged to produce a 25-year environment plan to lay out how the U.K. can best ensure a “healthy natural economy.” Soon after the announcement, environment secretary Liz Truss argued that Britain’s forests, soil and rivers should be valued as “national assets” in the same way man-made infrastructure is, suggesting they were worth at least \$2.1 trillion to the country.

But the idea of putting a price on the so-called ecosystem services provided by nature has been controversial from the start.

Many have pointed out the potential pitfalls of commodifying nature, with campaigner and journalist George Monbiot at the forefront of warnings that allowing natural assets to be exchanged for cash undermines their intrinsic value and turns the natural world into “a subsidiary of the corporate economy.”

Recent reports have suggested the promised 25-year plan could be one of the latest policy moves to be affected by Brexit with a delay expected until next year. However, that has not stopped a new collaborative research project getting under way to investigate the pros and cons of putting a value on aspects of the natural world.

The 18-month project is a joint venture between Anglia Ruskin University and the University of East Anglia with funding from the Arts and Humanities Research Council (AHRC), and will examine and debate the natural capital of the East of England, with a specific focus on the Fenland area of Cambridgeshire. It also plans to create a new network by bringing together a range of voices from across academia, business, civil society and government in a bid to understand the implications of looking at the world through this dollar-shaped prism.

Speaking to BusinessGreen, Aled Jones, director of Anglia Ruskin’s Global Sustainability Institute, said the project aims to explore the issues in a more holistic way than has previously been the case. “The main

object is to try to widen the discussion around value on ecosystems, so to bring voices across a wider range of disciplines and sectors to really understand the limits of putting a price on things, what are the consequences of putting prices on things, where it works and where it potentially doesn’t work,” he said.

One possible pitfall, for example, is whether putting a monetary value on biodiversity inherently implies it can be divisible into smaller parts, as commodities such as coal could be. How do you put a value on an asset where its true value is apparent only when it is part of a coherent whole?

Pricing one natural asset also can imply it is substitutable for another thing of the same price elsewhere. Meanwhile, different types of stakeholders also may view the real price of a natural asset very differently, while others may not consider any kind of price can be put on the value of nature due to its inherent worth or emotional value. The more you look at the fledgling academic field, the more complicated it gets.

On the other hand, however, continuing the recent policy drive in the U.K. and other countries to apply some form of natural capital thinking, and put a clear value on natural assets, could help ensure the natural world is better incorporated into mainstream economic policy. Is it better to put an imperfect price on nature, or continue with economic models that currently regard the natural world and the services it provides as valueless?

“Essentially, the question we’ll be trying to answer is this: If we say that nature is priceless, do we end up in effect treating it as valueless?” said Jones in a statement announcing the launch of the new research project. “Or is being unwilling to price nature the best protection we have against it being packaged up, owned, bought, sold or used up?”

Meanwhile, with Brexit having brought yet more uncertainty to myriad environmental policies, the researchers argue that it is an important time to widen the discussion around the potential impacts of the government valuing nature and ensure policy is not developed using only one narrow way of model-

ling the value of natural capital. As such, Jones wants to involve businesses in the network to help them share their own experiences of putting a price on natural and conventional assets. Growing numbers of businesses seek to incorporate ecosystem services and natural assets into their decision-making processes, while others are putting a shadow price on carbon emissions and other environmental impacts. Plenty of case studies are available on which the new research team can draw.

The network and its outcomes also could help businesses to juggle the costs and liabilities associated with the ecosystem services they rely on, helping to better manage potential risks such as who is legally responsible for ensuring the use of a natural system does not lead to its deterioration or collapse.

“It would be great to have very focal business engagement in this to articulate actually what they want out of ecosystems, what they want out of biodiversity, what problems they’re trying to solve by either encouraging prices on ecosystems or not encouraging prices on ecosystems,” Jones said.

Exactly what will happen with the still-embryonic trend towards pricing nature remains to be seen — although it is likely the new network will spark some fiery debates on the topic. Jones said he personally expects a mixed picture to eventually emerge where prices are applied to natural assets only where appropriate.

However, if the government does continue its push towards a natural capital accounting approach, it is crucial to have a variety of voices, including businesses and NGOs, at the table to ensure any value attached to natural assets is both practical and effective in the real world. After all, the U.K.’s forests, soils and rivers may be worth trillions to the economy, but were they one day to be destroyed, we would quickly discover that no amount of capital investment will bring them back. 

Jocelyn Timperley is Science & Environment Journalist (Source: <https://www.greenbiz.com/article/pitfalls-putting-price-nature-whats-next-natural-capital>)

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HEAD - CORPORATE SOCIAL
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'OUR FOCUS IS GREENER INDIA'

Seema Tiwari joined Godrej & Boyce Mfg. Co. Ltd in 2011 as Head - Corporate Social Responsibility to drive Godrej Good & Green vision. As CSR-Head, she is supporting the businesses to initiate various social and environment high impact programs. Seema actively drives Godrej's CSR program, under which the Godrej Disha, skill training program has impacted lives of 80,000 underserved youth in rural and urban India with 30 times economic value add to the community in 5 years. Prior to this she started Embarq India, the sustainable transport India program, at World Resources Institute (WRI), a Washington DC think and do tank working on climate change. Seema has also worked for Ministry of Urban Development on capacity building for sustainable transport. She is a member of CII National and Western India CSR Council and holds a Master's degree in Environmental Science and Policy from the Clark University.

In an interview to CSR Today, she speaks about the CSR philosophy of Godrej & Boyce and how CSR initiatives can change the scenario.

As you are heading the CSR department of the company which is known for its philanthropic /charitable activities for decades, how you define present CSR philosophy of your group, and how you bring synergy where globally it is accepted that CSR is not for shareholder but for stakeholders

The Company is committed to sustainable business development and is responsible towards corporate citizenship. Through this CSR policy, Godrej & Boyce aligns its CSR strategy with the Godrej group's Good & Green vision and goals to make social and

environment investments to build a greener and inclusive India by adopting a shared value approach. This implies the development of profitable business strategies' that deliver tangible social benefits.

The new ways of doing (CSR) has encouraged companies to take the interests of all stakeholders into consideration during their decision-making processes instead of making choices based solely upon the interests of shareholders. The community is one such stakeholder now considered under CSR governance. Sometimes a company may carry out such operations that could increase pollution or take away a green

The Death Of World Heritage Sites

With governments failing to protect our natural heritage, the World Heritage Committee must step up, in order to help bring an end to the relentless exploitation of fossil fuels, say Earthjustice's Martin Wagner and Noni Austin.



A stretch of the Great Barrier Reef in Queensland, Australia. The World Heritage Area this year has undergone the worst mass coral bleaching in recorded history

Are We Headed For A Green Revolution In Food And Water?

Abandoning the old way of thinking and moving to a 21st-century mindset powered by new technologies, collaboration frameworks and public policies is possible. BY WILL SARNI

I don't believe in business-as-usual projections. While they are helpful in calling attention to an issue to catalyze change, we seldom follow the projections; resource stress and scarcity drives innovation.

Innovation kills business-as-usual projections, and innovations can also solve the energy–water–food nexus challenge. Old ways of innovating are giving way to new thinking and tools to accelerate innovation.

One only has to look at crowdsourcing and prize competitions, for examples. We have the tools to mobilize the best minds globally to address a wicked problem such as water scarcity, low carbon energy and access to nutritious foods.

The X-Prize's success in tapping into global talent to tackle a big challenge such as accessible space flight is just one example. The X-Prize is moving into addressing other big challenges, including education and healthcare.

Briefly, in its own words, an X-Prize is “an incentivized prize competition that pushes the limits of what's possible to change the world for the better. It captures the world's imagination and inspires others to reach for similar goals, spurring innovation and accelerating the rate of positive change.”

The following criteria define an X-Prize challenge:



- Sets a bold and audacious goal
- Targets market failures
- Defines the problem vs. the solution
- Is audacious but achievable
- Is winnable by a small team, in a reasonable time frame
- Is telegenic and easy to convey
- Drives investment
- Provides vision and hope

If you want an in-depth view of how prize competitions, and in particular the X-Prize, can address wicked problems, read “Abundance: The Future is Better than You Think” by Peter H. Diamandis and Steven Kotler.

Another big idea to tackle wicked problems is the power of innovative collaboration. While prize competitions such as X-Prize drive technology innovation, there is the “soft side” of innovation — catalyzing change through innovative collaboration.

In the world of water stewardship, this is referred to as collective action and is an

essential component in tackling water issues, including access to water, water quality, sanitation and hygiene.” The “Solution Revolution” by William D. Eggers and Paul Macmillan lays out one of the big changes in how complex issues are solved: by bringing together a diverse group of stakeholders, including businesses, governments and social enterprises.

No longer is any one group of stakeholders expected to address complex societal and environmental problems. The new model of collaboration is gaining widespread recognition as a smart and effective way forward.

Watch how prize competitions such as the X-Prize and the Solution Revolution can be leveraged to address the energy–water–food nexus challenge.

We are at a time where we can address the projections for water scarcity and provide sustainable energy and food for the current and projected global population. However, it will require accelerating the pace of adoption of innovative technologies and partnerships and public policies.

It is within reach — even if it will not be easy. It also means abandoning our business-as-usual mindset and embracing a rethinking of how we have historically managed these resources. Abandoning the old way of thinking and moving to a 21st-

Plugging Leaks And Saving Water

Almost 29 billion cubic metres of water are lost each year in Asia due to leaks and water theft from pipe networks. Sound-based technologies from international firm Echologics could help utilities and companies to locate leaks quickly and without ground excavations. BY FENG ZENGLUN



As Southeast Asia grapples with its worst drought in 50 years, brought on by the El Nino weather phenomenon that has been linked to drier weather in the region, the need to preserve water has become more urgent than ever.

Echologics, an international firm and division of Mueller Canada, Ltd. based in Mississauga, Canada, believes it can help

countries and water utilities to plug one of the main sources of water losses – leaks in the pipe network – to shore up their water supply. The firm specialises in technology, sensors and software that can locate leaks in a network to within 2 metre-accuracy. The sensors are attached to above-ground water mains, pipes or fire hydrants and do not require ground excavations. Since its founding in 2003, Echologics has opened

seven offices across the world and used its technology in more than 400 municipal and industrial projects, including in Singapore, Malaysia, the Philippines and Hong Kong.

Mark Nicol, the firm's regional director for Asia, says that it plans to expand its footprint in Asia to other countries such as South Korea, China and Taiwan. "We're looking at countries that have a need for our technology because of their water infrastructure challenges. Many of these countries have also experienced drought due to El Nino," he says.

Since the latest El Nino started in 2015, for instance, nearly 30 of Thailand's 77 precincts have been affected by drought, according to the country's Department of Disaster Prevention and Mitigation.

Malaysia has also started water rationing in several states, including Johor and Perlis, to cope with prolonged dry weather.

Even as rainfall has been drying up across Southeast Asia, the Asian Development Bank (ADB) estimates that water utilities in Asia lose nearly 29 billion cubic metres of water each year – enough to fill 11 million Olympic-sized swimming pools – through pipe leaks and water theft from distribution and transmission networks.

Lifeline Express Completes 25 Years

Over the last two-and-a-half decades, this Magic Train has emerged as a perfect example of CSR initiatives

The Lifeline Express, the first hospital train of India and the world, has completed 25 years of its journey – during which it changed the lives of several hundred persons. Wherever she went, the Magic Train of India, was showered with love and appreciation.

The Lifeline Express, over 25 years, has completed 173 sponsored projects having medically served over one million persons in the remote, rural interiors of India where medical facilities are scarce. All the given services are totally free of cost with the ‘donated’ services of 200,000 Surgeons and medical personnel from all over India and abroad, together with a large number of volunteers.



On July 16, 1991, the Lifeline Express, had started its maiden journey – and is still chugging strong. The mark the occasion, on July 16, 2016, when she completed 25 years, a commemorative function was held at the Chhatrapati Shivaji Terminus, in which G.C. Agrawal, General Manager, Central and Western, R.C. Sarin, Chairman, Zelma



Lazarus, Chief Executive Officer, Impact India Foundation, were present.

The Lifeline Express – a partnership of the Indian Railways and Impact India Foundation, has been serving the country

for two decades against avoidable disablement. Till date, the Lifeline Express, has provided medical services to nearly 5 lakh plus persons in remote and rural areas of India where medical facilities are almost non-existent.

For each health project the hospital train is parked at a railway siding for a period of 30-45 days and provides on-the-spot diagnostic medical and surgical treatment completely free of charge. The Lifeline Express Project has won international acclaim and several awards, including the United Nations Grand Award for Excellence in Public Service worldwide. The train has virtually everything. One car of the Lifeline Express



G.C. Agrawal, General Manager, Central Railway & Western Railway addressing the gathering on the occasion of completion of 25 years of Lifeline Express – Hospital on Wheels. R.C. Sarin, Chairman, Zelma Lazarus, Chief Executive Officer, Impact India Foundation, and Narendra A Patil, Chief Public Relations Officer, Central Railway, were present

The Business Of Achieving The Sustainable Development Goals

The Sustainable Development Goals bring the global community together in a bid to end poverty and hunger, fight climate change, and achieve sustainable economic growth. How can businesses play their part in this universal effort, and what's in it for them? BY VAIDEHI SHAH



By 2030, poverty and hunger should be history, every human being should have access to clean energy, and the impacts of climate change should be reduced.

These are just three of the 17 promises the global community made last September when it adopted the Sustainable Development Goals (SDGs).

The SDGs are a United Nations initiative to develop universal targets that balance the environmental, social, and economic aspects of development. They pick up where the Millennium Development Goals (MDGs) left off, and form the cornerstone of the UN's global development agenda till 2030.

The goals are more ambitious and far-reaching than their predecessor, and achiev-

ing them will be impossible without the private sector's support, say global leaders.

UN Secretary-General Ban Ki-moon summed it up succinctly when he said at an event commemorating the SDG launch last year: "Governments must take the lead in living up to their pledges. At the same time, I am counting on the private sector to drive success."

He added: "We would be closer to the world we want if companies everywhere took baseline actions like respecting employee rights; not polluting land, sea and air; and punishing corruption."

The sheer scale and scope of the new goals make the private sector's support even more crucial than ever.

While the MDGs were targeted mainly at developing nations, the SDGs apply to all countries. And where the MDGs prioritised action on poverty, hunger and other basic issues, the new set of goals promote sustainable economic growth by taking on new concerns such as climate change, urbanisation, income inequality, and innovation in technology.

Not only is the private sector a major decision-maker in these areas, analysts say that its

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Today TimesJobs.com, has achieved the distinction of becoming India's No.1 recruitment portal, with the largest number of active jobseekers and a database of over 10 million candidates and over 20,000 new

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Its focus is to ensure your skills are showcased and matched suitably with the HR requirements of employers from diverse industries including the field of Corporate Social Responsibility. In a very short span TimesJob's concentrated approach has made it the blue-eyed boy of recruiters and aspirants alike.

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Company: Vedanta Aluminium Ltd
Job ID: 57560147

Designation: Head Corporate Social Responsibility (Associate General Manager)

- **Experience:** 12 to 15 yrs
- **Salary:** As per Industry Standards
- **INDUSTRY:** Marine / Aviation / Military / Mining / Shipping
- **Location:** Mumbai
- **Key Skills:** delivery of community initiatives managing relationships delivery of community programs
- **Job Function:** Advertising / PR / Events
- **Specialization:** Client Servicing , Community Relations
- **Qualification:** Any Graduate

Job Description

The incumbent shall be responsible for spearheading the design and delivery

of community initiatives and managing relationships with the community and other stakeholders. Minimum Educational Qualification: PG degree in Rural Development or equivalent Minimum experience required is 12-15 years of development experience, with the recent 3 to 5 years spent in the delivery of community programs for a reputed global organisation.

Company: Everest Edusys & Solutions Pvt. Ltd

Job ID: 57613289

Designation: Program Manager - CSR

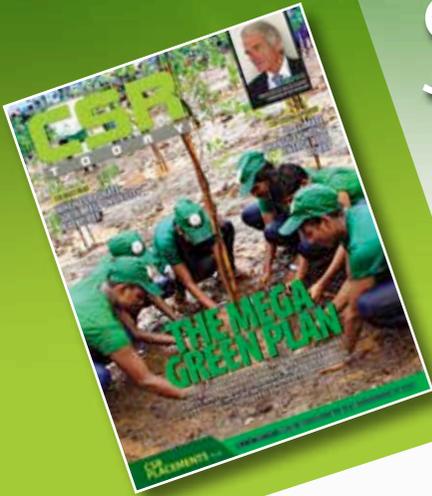
- **Experience:** 2 to 4 yrs
- **Salary:** As per Industry Standard
- **Location:** Chennai
- **Key Skills:** Cordial relationship Corporate Social Responsibility corporate CSR strategy and business Fund mobilization

- **Job Function:** Corporate Planning / Consulting / Strategy
- **Specialization:** Business Analysis , Business Strategy,Corporate Planning/ Strategy
- **Qualification:** MBA / PGDM (Marketing)

Job Description

The incumbent should have hands on experience in CSR activities preferably from a large corporates

- Should have an aptitude to form excellent network with various government bodies and NGO's
- Fluency in English, Hindi and Tamil is essential
- Willing to travel across India • Should have an excellent communication and interpersonal skills
- Excellent Negotiation skills
- Good Analytical skills and troubleshooting skills



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