

# CSR

T O D A Y



**CSR 360 DEGREE**

**FIVE CSR  
TRENDS TO WATCH  
FOR IN 2016**

# COP21

**THE PARIS AGREEMENT WILL LEAVE  
ACTIVISTS DEMANDING DIRECT ACTION ON FOSSIL  
FUELS AND ENERGY MARKET REFORM**

**CSR INTERVIEW**

**VISHAL BHARADWAJ  
GROUP HEAD, CSR  
DALMIA BHARAT GROUP**

**CSR  
PLACEMENTS** Pg. 43

**CSR LEADERSHIP: ASHOKA-ERA BUDDHIST STUPA BEING RESTORED**



**Dreams are inexpensive. Satisfaction is priceless!**

Ambuja Cement Foundation collaborates with communities for skill development to realize maximum opportunities. The **Skill and Entrepreneurship Development Institutes** provide a perfect platform for youth to get successfully trained and placed in jobs.

[www.ambujacementfoundation.org](http://www.ambujacementfoundation.org)



**Ambuja  
Cement**  
~ FOUNDATION ~

[www.hubkreatives.com](http://www.hubkreatives.com)

# Mr Ratan Tata is wrong! CSR is not 2% but it is 100%!



**Rajesh Tiwari**  
Publisher  
rt@iccsr.org

**Corporates whether big or small need to understand that CSR is a deep rooted business strategy upon which their own survival will hinge as organization, if they ignore social returns only for financial returns, will no longer remain relevant**

It is, with regret, we note that recently, Mr. Ratan Tata, has voiced his concern on CSR 2% mandatory spent and called it as nothing but a CESS of 2%, which is additionally being levied on Corporates.

Indian Centre for CSR has all along been communicating to all Corporates in India that CSR should not be viewed from the prism of 2 percent mandatory spent but more importantly it should be viewed as a corporate strategy spent for survival of the corporates, and accordingly its 100 percent.

All big companies in the world, and you can name them like GOOGLE, MICROSOFT, FACE BOOK, GENERAL ELECTRIC, SHELL, BP, NOKIA, UNILEVER etc. are all imbibing in their core strategic vision. The concept of not just financial returns but more importantly adding it to the concept of social returns to sustain their competitive advantages.

Chairman of Unilever, Mr. Paul Polman, had announced in an interview with CSR Today about four months back that Unilever will no longer give quarter to quarter financial numbers, but rather present its quarterly sustainability numbers. This is exactly what we need to pick up as an indicator of where world is going.

Corporates whether big or small need to understand that CSR is a deep rooted business strategy upon which their own survival will hinge as organization, if they ignore social returns only for financial returns, will no longer remain relevant. In fact 20 years down the line, they would be writing their obituary and would not be in Fortune 500 companies list, in case they happen to be there today! Situation is indeed scary for those who just don't see the writings on the wall. Ignoring 'Social Return' is no longer an option.

Recently 'Economic Times' presented a picture that only 14 Nifty Cos spent 2% on net profit on CSR in FY15. It stated and we quote "India Inc has been slow to warm up to new rules on corporate social responsibility (CSR) spending with only 14 Nifty companies managing to spend the mandatory 2% of net profit towards social causes in FY15.

A study of annual reports of Nifty companies by ET Intelligence Group showed that 48 companies spent a combined Rs.4,252 crores during FY15. This is 1.6% of the standalone net profit earned by Nifty companies FY15. Two companies are yet to publish their annual reports.

"There is no readiness among companies to spend on CSR and there is no readiness among NGOs to help corporates spend the money," Vineet Nayar, Chairman of Sampark Foundation and former Chief Executive of HCL, Technologies, said. "There is also ongoing tension between companies and NGOs," he added.

The former has always worked on shorter cycles of performance and the social sector is used to longer cycles to produce impact. FY15 was the first year of compliance of CSR provisions for companies.

Under the Companies Act, firms with a net worth of 500 crore or a turnover of 1,000 crore or net profit of 5 crore, need to spend at least 2% of its average net profit for the immediately preceding three financial years on CSR activities.

Social spending is proving to be alien for many companies. Idea Cellular is the only Nifty Company that did not spend anything on CSR last year. In its annual report, the company explained that it spent the last year preparing to implement a CSR policy. It evaluated various CSR activities and conducted consultations with organizations in the area of education, health, sanitation, poverty eradication and livelihood generation. It said in its annual report. It has now identified some key projects, which will be executed during the current financial year.

Unquote: "It is high time that we start understanding the concept of shared value, as today you do any business, it impacts people, planet and society. Accordingly, business needs to reward its stakeholders in right earnest.

We suggest that Companies should understand that 100% spent on CSR will not only augment their top line and bottom line but more importantly enable them to sustain their competitive advantages!

This will make them stronger, dynamic and vibrant entity which is capable of facing any on slot towards their future.

# Contents

# CSR

T O D A Y

JANUARY 2016 | VOL. 03 | ISSUE 06

**PRINTER AND PUBLISHER:** Rajesh Tiwari

## EDITORIAL

**Consulting Editor:** M Bose

## INDIAN CENTRE FOR CSR

### ADVISORY BOARD

Pankaj Pachauri, Ted McFarland,  
Mag. Martin Neureiter, Chandir Gidwani,  
Lou Altman, Kingshuk Nag, Toby Webb,  
Anil Bajpai, Nikos Avlonas, Rajesh Tiwari,  
Satish Jha, Amit Chatterjee, Jitendra Bhargava,  
Namita Vikas, Dinesh N. Awasthi, Kapil Dev,  
Dr. Kamal Kant Dwivedi, Sanjiv Kaura, Suhel Seth

### PRODUCTION, CIRCULATION AND LOGISTICS

Hardik C

### 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

### REGIONAL OFFICES

#### NEW DELHI

**Regional Director:** V Chopra  
**Assistant Vice President:** Dr. Rupal Tyagi

#### MUMBAI

**Sr. Vice President:** Nilesh Narendra Jagad  
**Vice President:** Chaitali Chatterjee  
**Circulation:** C.R. Tiwari

Printed, Published and Edited by **Rajesh Tiwari**  
on behalf of **Indian Centre For Corporate  
Social Responsibility**, Printed at **The Pack-Age**,  
196-I, Katrak Compound, J.S.S. Road, Gaiwadi,  
Girgaon, Mumbai - 400 004 and Published  
from **Indian Centre For Corporate Social  
Responsibility**, 106/A, Nirman Kendra, Plot No.3,  
Dr. E. Morses Road, Mahalaxmi Estate, Mahalaxmi,  
Mumbai 400 011.  
**Editor:** Rajesh Tiwari

### Disclaimer

The publisher, authors and contributors reserve their rights in regards to copyright of their work. No part of this work covered by the copyright may be reproduced or copied in any form or by any means without the written consent. The publisher, contributors, editors and related parties are not responsible in any way for the actions or results taken by any person, organisation or any party on basis of reading information, stories or contributions in this publication, website or related product. Reasonable care is taken to ensure that CSR Today articles and other information on the web site are up-to-date and accurate as possible, as of the time of publication, but no responsibility can be taken by CSR Today for any errors or omissions contained herein.

# COP21

THE PARIS AGREEMENT WILL LEAVE  
ACTIVISTS DEMANDING DIRECT ACTION ON FOSSIL  
FUELS AND ENERGY MARKET REFORM

## 26 CSR FOCUS

### CSR GUEST COLUMN

**11 Pool is Cool**

### CSR LEADERSHIP

**12 Ashoka-era Buddhist stupa  
being restored**

### CSR ISSUE

**16 Does Nuclear Power  
Really Help Fight Climate  
Change?**

### CSR INTERVIEW

**18 Water and Air are two  
principal natural resources  
that we share with the local  
communities**

### CSR SOCIETY

**22 Hyundai Launches 'Safe  
Move-Traffic Safety  
Campaign' in India**  
**24 Hul Launch 'Haath, Mooh  
Aur Bum' Campaign To  
Drive Behavior Change**

### CSR FOCUS

**26 A Free Man In Paris:  
Reflections On A Week At  
COP21**

**28 Business Execs Write Home**

**32 Climate Justice And An End  
To Fossil Fuels: The Paris  
Agreement Won't Satisfy  
Activists**

### CSR BURNING ISSUE

**34 Everybody Hates Wasting  
Food – So Why Do We Do It,  
And How Can We Stop?**

### CSR 360 DEGREE

**34 Five CSR Trends To Watch  
For In 2016**

### SUSTAINABILITY

**40 Pioneering Barclays and  
UNICEF Global Youth  
Employment Programme  
Leaves Impressive Ongoing  
Legacy**

### REGULARS

**03 Publisher's note**  
**05 CSR News**  
**10 News You Can Use**  
**14 I, We & Nature**  
**43 CSR Placements**

## Dr. Mukesh Batra Presents Magic Moments



Dr Mukesh Batra with Sussanne Khan at the inauguration of 11th annual charity photo exhibition showcasing Dr. Batra's collection of photographs titled 'Magic Moments' at NCPA.

**D**r Mukesh Batra, Padma Shri recipient, India's most-renowned homeopath, Founder and Chairman of Dr Batra's Group of Companies, unveiled his latest photographic collection at his 11th annual charity photo exhibition in Mumbai.

This notable collection of photographs from France and Switzerland was aptly titled 'Magic Moments'. Photographs were also exhibited in Chennai, Bangalore, Hyderabad, Pune and Ahmedabad.

Sharing his passion for photography, Dr Mukesh Batra said, "Medicine will always remain close to my heart and my first love; however my passion for photography completes me as a human being. For me, the lens brings out the creativity within me and allows me to share my story to the world. I am an avid traveller and photography helps me to capture my travel escapades. The

main source of inspiration stems from the charity work related to my photo exhibitions. Every year every penny earned from the exhibition is donated to a noble cause. This year the proceeds from the exhibition held in Mumbai at the Victoria Memorial School For The Blind. This is immensely gratifying for me."

The exhibition featured the scenic wonders and spectacular view of the lakes, rivers and mountains of France and Switzerland.

In the past, Dr Batra's collection have adorned the Raj Bhavan in Mumbai, the Citigold Lounges at the Citibank offices of Mumbai and Delhi, the corporate office of Bajaj, the Tata archives as well as other prestigious offices and homes.

The photographs from the collection 'Magic Moments' will also be available for sale at all Dr Batra's clinics in Mumbai. The prices start from Rs.1000 onwards.

## SBI Foundation Donates Mobile Cancer Detection Van

**S**BI Foundation, a subsidiary of the State Bank of India and implementing agency for the Corporate Social Responsibility (CSR) activities of the State Bank Group, along with SBICAPs, another subsidiary of SBI, donated a Specialized Mobile Cancer Detection Van to the Indian Cancer Society (ICS). The Van was flagged-off by the SBI Chairman, Arundhati Bhattacharya in the presence of Managing Directors of the Bank B. Sriram and Mr. V.G. Kannan, DMD & CDO A. Mehra



and MD of SBICAPs Varsha Purandhare, MD & CEO of SBI Foundation, Sanjukta Raiguru and other top executives of the two donor institutions and Indian Cancer Society were also present.

The donated all-in-one specialized van, fully air-conditioned and encompassing X-Ray and Mammography machines along with a Pathology unit, will enable quick and effective detection in remote areas of the country.

The SBI Foundation was incorporated in June 2015 to promote, aid, help, encourage, develop and protect causes related to education, environment, health, women empowerment, children welfare and all other such activities under the ambit of CSR and Sustainability policy of the Foundation.

# Tech Mahindra, Mahindra & Mahindra And Mahindra Finance Feature In Prestigious CDP Climate Disclosure Leadership Index

**T**ech Mahindra Ltd. a specialist in digital transformation, consulting and business re-engineering, and part of the USD 16.9 billion Mahindra Group, has placed first in the prestigious CDP Climate Disclosure Leadership Index with a score of 100 for the first time. In addition, Mahindra & Mahindra and Mahindra Finance have also made it on to this list with a score of 98 and 92 respectively. CDP works with investors, companies and governments on behalf

of 822 investors with assets of US\$95 trillion to drive environmental disclosure and action that will deliver a sustainable economy, prevent climate change and protect natural resources.

According to Anand Mahindra, Chairman, Mahindra Group, “We are deeply committed to sustainability which is one of the key ways in which we are driving positive change among the societies in which we operate. This global recognition is a proud moment for the Mahindra

Group and inspires us to step up our sustainability efforts.”

All Mahindra Group companies are making efforts to streamline and customize the concept of sustainability for themselves, based on an understanding of key material issues that impact their businesses.

This includes structured stakeholder engagements at multiple levels and the roadmaps that emerge from these initiatives are charting the Group on a course toward excellence in eco-efficiency.

# Tata Power’s Club Enerji Organizes Awareness Drive To Address Water Pollution In Mumbai

**C**lub Enerji, Tata Power’s nationwide movement, has been ceaselessly working towards spreading the message of being responsible citizens by conservation of energy & resources across the country, with a strategic focus on nation building. In line with this commitment, Club Enerji recently organised an awareness drive at the Gateway of India to create social awareness about the dangers posed to public health due to increasing rate of water pollution in the city.

Approximate 90 students aged 7-8 years participated in the awareness programme sensitizing 900 people. The drive included a riveting street play performance, followed by a puppet show on a ferry around the Gateway of India. The objective of this initiative was to educate the public at large about the risks associated with water pollution and consequent health hazards it poses, along with encouraging children to become socially responsible citizens of the country.

Speaking on this initiative, Anil Sardana, MD & CEO, Tata Power, said, “As a part of our 100 year celebration, we have devised programmes that not only focuses on energy conservation but also on resource conservation and moral and



civic values, through which we aim to contribute towards nation building. Water Pollution has become an area for concern and through this awareness drive at the historical Gateway of India, we hope people understand their social responsibilities and

work towards curbing the same. We would like to thank the students and management of various schools for participating and extending their support to this initiative.”

The Club Enerji initiative has been contributing extensively towards a brighter and greener tomorrow by undertaking several successful initiatives. The savings of 14.2 MU of electricity is equivalent to saving 14,200 tonnes of CO2 and is enough to light up over 6,943 houses for a year. Tata Power’s Club Enerji has won numerous accolades and has been recognised as a best practice in forums like Learning Mission by the Tata group. A case study has also been done by IIM Ahmedabad on the programme. Further, it has also won the gold at the ABCI awards in the category ‘best communication material’ and bronze for its resource conservation module; Asia Pacific Enterprise Leadership Awards (APELA), Singapore, has conferred ‘APELA 2012’ - Eco Advocate Award’ to Club Enerji.

# TahTajpur's Highway Touch Point Inaugurated

The CSR initiative of IL&FS Transportation Networks Ltd. (ITNL), Bareilly District's Village TahTajpur's Highway Touch Point (HTP) initiative was inaugurated by Union Textiles Minister and MP from Bareilly, Santosh Gangwar. Dharmendra Kashyap, MP from Aonla under which constituency Village TahTajpur falls, also graced the function.

The Highway Touch Point will showcase the holistic development initiatives that are being implemented at Village TahTajpur by Mrida, a Social Business Venture focused on rural development. The Highway Touch Point, located on the Highway at the entrance of Village TahTajpur, Block Bithari Chainpur, District Bareilly is an income generation and employment initiative that started as a combined effort of the Village Development Committee, that was put in place by ITNL as part of their CSR initiatives. The HTP will be a 'touch point' for ITNL customers using the highway, where they can stop for a while, use clean toilet facilities, and pick up some refreshments/water/packaged foods, along with fresh produce from the village as well as local handicrafts.

The HTP will be managed by the Village Development Committee from Village TahTajpur. The VDC will enter into an arrangement with zari and other craftsmen/sellers whereby they will get a commission on sales made from the HTP. Under the arrangement between ITNL and the Village Development Committee (VDC), the initial setup cost, and running cost for the first two years will largely be borne by ITNL as part of their CSR initiative. During this period, the VDC members will be guided to progressively generate revenue from HTP activities, so that operating costs thereafter can be met from these internal revenues, thus making the entire initiative self-sustainable.

The Minister, the MP and the senior officials from ITNL spent some time at the location, interacting with the Village Community and other stakeholders. They undertook a tour of Village TahTajpur, interacted with the Village Development



**Santosh Gangwar, Union Textiles Minister and MP from Bareilly**

Committee, school children, residents and participants in various initiatives.

IL&FS Transportation Network Limited is the market leader in the road infrastructure space with one of the largest BOT portfolio in India. ITNL is involved in the development, operation and maintenance of national and state highways, roads (including urban roads) and tunnels in Andhra Pradesh, Assam, Delhi, Gujarat, Himachal Pradesh, Jammu & Kashmir, Jharkhand, Karnataka, Kerala, Madhya Pradesh, Maharashtra, Meghalaya, Orissa, Rajasthan, Uttar Pradesh and West Bengal. The acquisition of Elsamex in 2008 facilitated ITNL entry into international markets such as Spain, Portugal and Latin America besides complementing BOT road operations in India.

Mrida is the implementation partner for the HTP as well as the MPowered Village Initiative, and working together with the ITNL teams, has helped conceptualize the concept of the HTP, and bring it to the implementation stage.

The HTP is a CSR initiative undertaken by ITNL (IL&FS Transportation Networks Ltd.), with the following features:

- As the name suggests, the HTP will be a 'touch point' for ITNL customers using their highways, where they can stop for a while, get some rest, pick up some refreshments/water/packaged foods and snacks, and use clean toilet facilities

- The HTP will have a basic first aid kit and medication. Over time, the objective is to have a trained person who will be in a position to provide immediate medical attention in case of accidents, and who will also be trained to quickly reach out to the authorities concerned for further specialized assistance
- The HTP will serve an outlet for produce from Village TahTajpur which is being developed as a IL&FS MPowered Village – fresh vegetables, handicraft items, clothing items and accessories stitched by the girls and the womenfolk for the village. Apart from being a sales outlet, it will also help generate employment over time, for the people manning the HTP.
- Moving forward, the HTP will become a showcase point for rural craftsmen in general, and a sales outlet for nearby villages. Even at the moment for instance, a zari craftsman from the adjacent village Urla jagir is setting up his zari making unit in the HTP. Visitors can thus see for themselves, how the intricate zari work is done, and will also have an opportunity to buy clothes and other articles directly from the craftsman.
- Visitors to the HTP will also have an opportunity to undertake short guided tours to Village TahTajpur itself, where they can see for themselves, how the ITNL have helped transform the village and lives within, how the VDC operates and in general, what life in rural India is all about

"Over a period of time, ITNL would like to carry forward the HTP Initiative at TahTajpur, and after incorporating the learnings from the same, extend the concept to set up HTPs at different scales and levels, in other parts of the country as well, where they are engaged in infrastructure and development activities as part of regular business operations", says Ashutosh Chandwar, Regional Head & Vice President (North) IL&FS Transportation Networks Limited.

# Tinkle Turns 35, To Be More Interesting

Popular children's all-comics magazine, Tinkle, that has entertained and informed generations, has turned 35 - and its going to be more interesting in the times to come. Tinkle – from the house of Amar Chitra Katha Pvt Ltd – had come out with its first issue in November 1980 – with late Uncle Pai as its Editor – and there has been no looking back. Tinkle's 35th anniversary issue is a 100-page edition that showcases all popular Tinkle characters. In the anniversary edition, launched a new female superhero, 'WingStar aka Mapui'. Suppandi, Shikari Shambu, Tantri the Mantri, Defective Detectives and Ina Mina Mynah Mo continue to be part of Tinkle. "Tinkle was a fortnightly magazine with 48 pages and now it is monthly with 104 pages," said Manas Mohan, CEO, Publishing, Amar Chitra Katha Pvt. Ltd.

Asked about the challenges ahead, he said: "The biggest challenge we face in the magazine business is the distribution of products to various corners of the country. There are enough children who are reading it unlike what other publishers are facing. We still believe that there are enough children who read Tinkle and other products alike. We get a lot of good feedback from children and advertisers. The only other challenge apart from distribution which we love to react to is the changing needs of the children." On the competition from digital world, Mohan pointed out: "Digital is adding to our business. Tinkle sells a lot on Ecommerce.



Most of our subscription is now led by Ecommerce acquisition of customers that goes across all corners of the country which is how we are achieving growth. A lot of our product is available in the digital form. Tinkle is also available as an E magazine on Magzter and we get good traction for that." "Across the board we are seeing growth especially on the Ecommerce

front where our products are available across the world on all the largest platforms including Amazon, Flipkart, Infybeam, FirstCry, Babyoye. The future plan is to expand the distribution of our products both in physical format and digital format," he said.

## MTDC Hold Cleanliness Drive

Maharashtra Tourism Development Corporation is observing Swachh Bharat Abhiyan and organized an intensive campaign of Swachha Bharat Mission on various destinations of Maharashtra including religious places, tourism and eritage sites in December. MTDC has installed flex boards at all religious places and heritage sites have cleanliness messages, the entry tickets to national heritage sites are also being re-printed with the cleanliness message on its back side. Also MTDC is organizing cleanliness drives and rallies with the help of schools, universities and NGOs within the religious places and heritage sites. Biocrux machine is also a part of cleanliness drive of MTDC. This single cabinet machine will help us to recycle every bottle and keep tourist places green.

Paraag Jaiin Nainuttia, Managing Director, MTDC said, "Swachh Bharat Abhiyan is a dream mission of country's

Prime Minister Narendra Modi. India heads towards the path of transforming it into hygiene and sanitation practicing nation. Maharashtra receives over lakhs of tourists every month. We will ensure all religious place, tourism and heritage sites remain clean. Our participation will also encourage locals and tourists to keep these beautiful sites clean".

Maharashtra Chief Minister Devendra Fadnavis said, "Cleanliness should be part of national character and "Swachh Bharat Abhiyan" should be a people's movement. Maharashtra is blessed with beautiful natural treasures; some are marvellous man created sites. Our state has maximum number of forts and beaches. All these beautiful sites will remain beautiful until we maintain it. Maharashtra attracts maximum tourists from across the globe. In order to promote Eco- Tourism, cleaning and maintaining tourists' sites is must.

As long as each one of us considers cleanliness as a daily routine just like they have food and are determined that they will not litter and also not allow others to do so, the cleanliness movement would be a successful."

MTDC appealed tourists to join hands for Swachha Bharat Mission to make our Maharashtra clean and green. Swachh Bharat Abhiyan is a national campaign by the Government of India, covering 4,041 statutory cities and towns, to clean the streets, roads and infrastructure of the country. MTDC will also conduct road shows, organise awareness camps and many such activities during this fortnight drive across the state in order to create awareness among the people of Maharashtra. MTDC's regional office at Mumbai, Aurangabad, Ratnagiri, Pune, Nagpur, Nashik and Amravati are contributing to the cleanliness and awareness program.

# WB Support To Swachh Bharat Mission

The World Bank has approved a US\$1.5 billion loan for the Swachh Bharat Mission (SBM) Support Operation Project to support the Government of India in its efforts to ensure all citizens in rural areas have access to improved sanitation – such as a toilet or latrine with a focus on changing behaviors – in ending the practice of open defecation by 2019.

Specifically, this project will support the rural component, known as SBM – Gramin (SBM-G), over a five-year period using a new performance-based program which links funds directly to results, ensuring that benefits are delivered to the people in need – more than 60 percent of India's rural population.

Today, of the 2.4 billion people who lack access to improved sanitation globally, more than 750 million live in India, with 80 percent living in rural areas. More than 500 million of the rural population in India continue to defecate in the open, suffering from preventable deaths, illness, stunting, harassment and economic losses.

The SBM-G program focuses on ensuring usage of toilets along with their construction. States and their implementing agencies will be given incentives for meeting performance standards. Performance will be measured against the states' ability to reduce open defecation, sustaining their open defecation free (ODF) status and improving solid and liquid waste management in rural areas. The financing mechanism promotes the leadership of the states, which will have flexibility in innovating and adopting their own delivery models.

“One in every ten deaths in India is linked to poor sanitation. And studies show that low-income households bear the maximum brunt of poor sanitation. This project, aimed at strengthening the implementation of the Swachh Bharat Initiative of the government, will result in significant health benefits for the poor and vulnerable, especially those living in rural areas,” said Onno Ruhl, World Bank Country Director for India.

“Incentivizing good performance by states and the focus on behavioral changes are two important components of this project,” he added.

The Ministry of Drinking Water and Sanitation (MDWS) will play the overseeing and coordinating role for the Program and support the participating states. Funds will also be used to develop the capacity of MDWS in program management, advocacy, monitoring and evaluation.

“India has demonstrated extraordinary leadership in pursuing the ambitious SBM campaign and embracing the focus on behavior to complement the construction of toilets,” said Annette Dixon, World Bank Vice President for the South Asia Region. “It is our privilege to support the Indian government in this initiative and we look forward to working side by side.”

The World Bank will also provide a parallel US\$25 million technical assistance to build the capacity of select state governments in implementing community-led behavioral change programs targeting social norms to help ensure widespread usage of toilets by rural households.

“This program, built on lessons learnt from global and national sanitation projects,

represents a fundamental change in approach and recognizes the importance of coupling investments in the construction of toilets to its usage. For it to succeed, large-scale social mobilization for behavior change is critical at the community level,” said Soma Ghosh Moulik, Lead Water and Sanitation Specialist and the project's Task Team Leader. “Third party assessments and regular monitoring will provide reliable information on the project's progress,” she added.

Progress towards the key indicators – which will form the basis for releasing incentive grants to states – will be measured through independent verification assessments. National Annual Rural Sanitation Surveys will be carried out annually by a third party.

The project will also finance specific activities to strengthen the current monitoring and evaluation system to capture timely, relevant, and reliable information on the program's progress. Support will be provided for systematic knowledge sharing and innovation, as well as capacity building and partnership.

The loan, from the International Bank for Reconstruction and Development (IBRD), has a maturity of 18 years including a grace period of 5 years.



Bollywood superstar and UNICEF Goodwill Ambassador Amitabh Bachchan and Union Minister for Health and Family Welfare J P Nadda launching a media campaign for Hepatitis B, in Mumbai, a month ago.

# News

## You Can Use

### MTDC Short Film Festival

The Maharashtra Tourism Development Corporation (MTDC) has announced, MTDC-Short Film Competition – PIFF 2016 during Pune International Film Festival (PIFF), which will be held between January 14-21, 2015. This competition is for enthusiasts in short film making and videography. The participants will also get a chance to win exciting prizes for making documentaries and films on tourism destinations of Maharashtra.

The best film shot on Maharashtra tourist destinations of cinematic, thematic and aesthetic excellence will be screened at the MTDC-SFC Section of the Pune International Film Festival. The participants can showcase the natural, traditional and cultural heritage of Maharashtra. The films can be made in Marathi, Hindi and English languages. Paraag Jaan Nainuttia, Managing Director



MTDC, said, “The digital age is growing like a rapid fire. In the era of digital marketing, even a few seconds’ video and picture can speak more than for millions of words and we aim to use this new media platform to promote Maharashtra. The

challenge is to narrate innovatively the essence of Maharashtra’s identity through visuals and sound, which will depict Maharashtra’s rich heritage and beauty. This year too, we are expecting an overwhelming response like the last year”.

The contestants are expected to make films on Konkan- Beaches and Scuba Diving, Wildlife – Tadoba & Aurangabad as a tourist destination including Biwi Ka Maqbara. Two winners under each category mentioned will get the prize. The first prize will be Rs 1,25 lakhs and the second winner will get Rs 75,000 in a prize.

The short films will be selected by a duly constituted selection committee. The final selection of the winning films will be at PIFF after screening. Detail information is also available on [www.piffindia.com](http://www.piffindia.com) <<http://www.piffindia.com/>> & [www.maharashtratourism.gov.in](http://www.maharashtratourism.gov.in) <<http://www.maharashtratourism.gov.in/>>

### Sounds Of Mumbai Now On Net

Whether it is the running of the suburban locals to Chhatrapati Shivaji Terminus or Churchgate, speeding of cars at Marine Drive, pigeons at kabutar khana, hawkers selling their goods at Juhu Chowpatty, the lashing of rains, the splash of waves from the Arabian Sea - the sound in Mumbai is interesting.

Or for that matter, the mesmerising sound at Siddhivinayak temple or Haji Ali - that captivates people.

All these now have been captured in a website – [www.soundsofmumbai.in](http://www.soundsofmumbai.in) - by a Delhi-based youth Tapan Babbar. It has

received more than 1.2 lakh hits in just a month’s time.

“Sounds of Mumbai is an appreciation of the everyday bustle that passes our ears but seldom gets the appreciation. It’s a reminder that every moment is extraordinary, if only we pause and listen. It’s an experience that is available to everyone irrespective of their class, age, religion,” Babbar said.

Babbar had recorded the sound of train on his first trip to Mumbai around three years ago.

“In January this year, I decided to record more sounds. On a three-day trip I

visited all places using public transport. I clicked pictures of these important landmarks with my DSLR. I had rented a sound recorder (Zoom H4), to record the sounds. On coming back to Delhi I created a User Interface to add and display the sounds and photographs,” he said.

Asked why he chose Mumbai over Delhi for such a project, he said: “Every city or place has its own story. I had made a project on Delhi showcasing its history. But with Mumbai, it is the fusion of cultures, religions, geography that gives it the diverse sounds. I don’t think I could have done this for any other city.”



# Pool is Cool

*Trade bodies should pool in CSR funds to execute meaningful projects*

BY **B. N. KUMAR**

One felt really sad to read in The Economic Times the other day that only 14 of the Nifty companies spent the mandatory 2% of the net profit on CSR. This goes to show that India Inc in general isn't geared up to adhere to the new Companies Act provisions on CSR spend and policy.

We all know that under the new Companies Act, it is mandatory for firms with a net worth of Rs 500 crore or a turnover of Rs 1,000 crore or net profit of Rs 5 crore, to spend at least 2% of their average net profit for the immediately preceding three financial years on CSR activities. Moreover, the CSR spend has to serve a social cause in the geographies that they operate.

Companies ought to design their CSR policies, have committees of directors to oversee implementation and more importantly record their activities in annual reports.

The ET story goes on to suggest that social spending is proving to be alien for many companies. This calls for a major introspection among not only companies but trade and industry forums on the status of social spending because any number of laws cannot make a difference to the society unless there is an effort, a collective one at that, to honestly implement CSR projects.

For years, we have heard speeches and speeches on the importance of CSR and whether the 2% mandatory provision was enough. But we have not seen enough action on ground. All the talk of sustainability has remained a mere lip-service.

While companies may not have wherewithal to identify and execute welfare projects, they can always support by activities tested-and-trusted NGOs. But, there seems to be a bit of disconnect between corporates and NGOs. Social responsibility begins at indi-

vidual levels and unless the managements, captains of industry and businessmen personally do not take interest and believe in serving a social cause, you cannot expect big corporate spends being allocated for CSR. The 2% provision will remain only on paper. It requires lot of passion, and not mere concern.

Take the case of water shortage and drought conditions across cities and villages. While several village folk walk miles together to fill two pots of drinking water, some of their city counterparts get drinking water supply once in two days. It beats one's imagination when one gets to know that cities like Latur get drinking water once in 15 days. How do people survive in such places?

Water is one of the basic necessities for life and we have done nothing, except for indulging in big talks, even in simple areas like water harvesting. How many developers are actually interested in water harvesting? The municipal bodies or town planning authorities seem to be doing little about it while giving occupancy certificates.

As I said, it may be difficult for individual companies to find projects worthy of CSR spend. But the individual passion can be harnessed into a collective effort. Here trade and industry bodies like ASSOCHAM, CII, FICCI, Nasscom and IMC can play a big role. They could take the help of a consultant to identify relevant projects with execution plans, assess the fund requirements and pool in resources from among their members.

I have a small example of a collective effort doing wonders, though in a small way. Public Relations Council of India recently launched #20plenty4water campaign across social media asking people start individually contributing just Rs 20 – the average cost of a packaged drinking water bottle – to the PM National Relief Fund. The social media campaign gave

link to PMNRF where one can contribute by NEFT. The small message quickly became popular and quite a few people informed PRCI that they did contribute their mite.

PRCI also plans to play a catalyst role in bringing together corporate communication professionals towards working together on social responsibility projects.

For instance, some of the projects that one can quickly think of are: Educating people on conserving water and campaign for water harvesting, village level check dams, wi-fi connectivity in villages, sports training facilities, maintenance of play grounds with sports kits for local youth clubs/associations, skill development and communication in English, mobile computer schools, study material and basic infrastructure in primary schools and toilet blocks for girls, mobile crèche and health care at construction sites and inculcating traffic and queue discipline.

I strongly feel that even a PPP model can be worked out to integrate government allocated social welfare funds with private and cooperative efforts. The Lupin Human Welfare Foundation's CSR activity in Rajasthan's Bharatpur district is a shining example of combining government funds with private endeavour. Lupin officials went about tapping MPs, MLAs and even the district collector to pool in resources to construct roads, build and repair schools, provide mid-day meals, work against social evils like 'Death Feasts' and dacoities and support bee-keeping and self help groups. While the project is internationally acclaimed, the district is witnessing a silent revolution.

Every single effort counts in CSR and no effort is too small. 

*The author heads Concept Community Relations (CR) and is national president of Public Relations Council of India*

# Ashoka-era Buddhist Stupa Being Restored

*An Ashoka-era Buddhist stupa at Nalasopara – located around 60 kms away from downtown Mumbai – in the Palghar district is being restored - and would be transformed as place of tourism importance. The stupa is dated nearly 2,600 years old - but very few people visit there.*



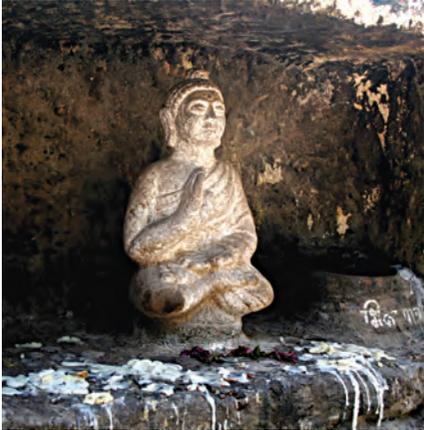
The site is protected by the Archaeological Survey of India (ASI) – and various agencies felt the need of it to be included in the Buddhist tourism circuit of India.

The agencies that are involved include the Maharashtra Tourism Development Corporation (MTDC), Mumbai Metropolitan Region Development Authority (MMRDA), Vasai-Virar City Municipal Corporation (VCCMC).

A visit to the site revealed that workers are working throughout the day to restore the site. “It is a very important site and it needs to be restored and the place around it needs to be transformed so that more tourists are attracted to it,” said Kiran Bhoir of KMC Holidays and Offshore, a tourism expert, who closely works with the MTDC.

Mauryan dynasty king, Ashoka the Great, is said to have built the stupa 200 years of Mahaparinirvan of Gautama Buddha. Ashoka’s son Mahendra and daughter Sanghmitra has left Sri Lanka from the port of Sopara.

Currently referred to as Nalasopara, Sopara (ancient name Shurparaka) was an ancient port and an international trading center. The most likely route of ships



coming to Sopara is from the North. The water once extended all the way to Bhyander creek thus making the whole area extending from Arnala to Bhyander an island - referred to as Salsatte Island. In olden days, it was a flourishing port. Some 2,600 years back, the modern day Nalasopara was known as 'Suparak'. It was then the capital of 'Sonaparant' and it was a thriving commercial port town. Trade routes to countries like China, Ceylon and Japan were well established from Suparak.

It was a major port town whose trade had linked ancient India to Mesopotamia, Arabia, Greece, Rome, Africa among others. The town's rich historical, cultural and traditional heritage dates back to 2600 years when Purna Maitrayaniputra, a rich merchant and trader from Sunaparanta in ancient Western India now known as Nalasopara, on his visit to Shravasti in Uttar Pradesh embraced Buddhism. Purna who attended a preaching of Lord Gautam Buddha, renounced his wealth to become a Buddhist monk, according to MTDC officials.

When he decided to spread Lord Buddha's teachings, he came back to Sopara

## HISTORICAL PERSPECTIVE TO NALASOPARA'S IMPORTANCE

Nalasopara was a major port town whose trade had linked ancient India to Mesopotamia, Arabia, Greece, Rome, Africa among others. The town's rich historical, cultural and traditional heritage dates back to 2600 years when Purna Maitrayaniputra, a rich merchant and trader from Sunaparanta in ancient Western India now known as Nalasopara, on his visit to Shravasti in Uttar Pradesh embraced Buddhism. Purna who attended a preaching of Lord Gautam Buddha, renounced his wealth to become a Buddhist monk.

When he decided to spread Lord Buddha's teachings, he came back to Sopara and built with the help of his disciples a 'Buddh Vihar' which had eight gates out of sandalwood. History states that Purna had called Lord Buddha to inaugurate the 'Buddh Vihar', and Lord Buddha had visited the place along with 500 of his disciples and stayed at Nalasopara for a week. To keep Lord Buddha's memories alive and eternal, Purna had asked Lord Buddha for his begging bowl. On April 9, 1882, Pandit Bhagwanlal Indrajit discovered the begging bowl.

Much later when Emperor Asoka embraced Buddhism, he built a stupa at Nalasopara. It is believed that Asoka sent his son Mahendra and daughter Sanghamitra to spread the tenets of Buddhism in Sri Lanka. Asoka had also written 14 inscriptions. 8 of the 14 inscriptions which Asoka had created was found by Pandit Bhagwanlal Indrajit near Bhatela lake. While the 9th inscription was found by NA Gore, a librarian of Asiatic Society in Mumbai, in the year 1956 from Bhuigaon. Gore also discovered the stupa with the help of Thane collector in the same year.



and built with the help of his disciples a 'Buddh Vihar' which had eight gates out of sandalwood. History states that Purna had called Lord Buddha to inaugurate the 'Buddh Vihar', and Lord Buddha had visit-

ed the place along with 500 of his disciples and stayed at Nalasopara for a week. To keep Lord Buddha's memories alive and eternal, Purna had asked Lord Buddha for his begging bowl. ■

# I, We & Nature

This is a new beginning in CSR Today!!!  
We have titled it - I, WE & NATURE.

Its going to be about WATER, FIRE, SHELTER, FOOD, FIRST AID, SIGNAL and NAVIGATION – the ORDER may change depending on the circumstances or your priorities. Every month, one to two pages of the magazine would be devoted to it and we intend to run it for at least one year.



I have read a lot of books, gazed through a lot of material on the web and has prepared notes from my own experience. Even, I have referred to survival guides of some of the special forces of the world.

As a journalist with over two days of experience, who has done the Defence Correspondents' Course in 2000, I have come across several finer details – as I have covered incidents of terrorism, floods, earthquakes, building crashes, shipping



disasters, train accidents, aviation incidents, road accidents and so on.

Being a nature lover, I have travelled in jungles, old forts, seafronts, hills – and have gathered some experience. I am a naturalist to the core. I had also tried a bit of archaeology and also astronomy.

Over the last couple of years, I have procured survival gears of various types. Over the last two years, may be once in two months, I am conducting camps and training sessions for small kids in the age group of six and 14 – that's the time to learn



EVERYTHING. But the same is essential for GROWN UPs like us as well.

When we go for camping, hiking, expeditions, archaeology missions, astronomy sessions and so on or even for that matter holidaying in tourist sports, we tend not to carry some useful items. I have seen people going without even a blade, pen knife or a matchbox or lighter. This is horrible!



A pen knife could be a game changer, so PLEASE do not ignore it.

At least, one must carry a safety pin and a compass – that can save lives. You would be surprised, if I tell you that I have come across people who go to wilderness without even a basic wrist watch. This is UNPARDONABLE!

You may not need a survival kit or a survival pack or an every-day carry, systematically organized but the day you need it – you would need it the most. I would also

## WHAT WE PLAN TO COVER

- |                                       |  |
|---------------------------------------|--|
| 1) Be A Naturalist for a day, forever | 11) Basics of Astronomy                |
| 2) Bird Watching                      | 12) Archaeology and its Tools          |
| 3) Insect/Butterflies Watching        | 13) Numismatology                      |
| 4) Wildlife/Animals in urban areas    | 14) Biking                             |
| 4) Pond Watching                      | 15) Cycling                            |
| 5) Seashore watching                  | 16) Camping and Hiking                 |
| 6) Survival Techniques in Wilderness  | 17) Setting up a Fish Tank             |
| 7) Your Food Packets                  | 18) Walking                            |
| 8) Medicines and First Aid kits       | 19) How you can help Animals and Birds |
| 9) Cooking in a Jungle/Campfire       | 20) Basics of photography              |
| 10) Navigation and Compass reading    |  |

be taking about the first aid, stationary and identification documents.

Over the years, we have seen incidents of disasters when tourists and adventurers have caught in survival situations – and we have seen how people have survived – and also we have come across stories like how a pen knife could have saved many.

Besides, this we would also be talking about making butterfly gardens, insect hotels, mini gardens, nest boxes and



bird feeders and also some other things.

**Just remember**

There is a famous expression in English: When the going gets tough, the tough get going – meaning when the situation becomes difficult, the strong will work harder to meet the challenge.

It's amazing how strong the human spirit is. And it's amazing how, just when you think you can't carry on any

more, one small phrase can give you the strength you need.

**The theme**

We have themed it as I, WE & NATURE – and in this, we are presenting some articles on how we can be the difference and be an agent of change – in a small and a steady manner. We have to start in a small way, right from a flower pot in the window, mini garden in balcony, to housing societies, cities and then states and so on. First we ourselves would have to get involved, then get people along.

So, lets begin this movement.

–Mrityunjay Bose

# The Key Mantras

For SURVIVAL in EXTREME situations, there are a few mantras – and one must adhere to it.

There can be emergencies in WILDERNESS or even in our BACKYARD. So, lets not ignore basic precautions.

Lot of things has been written about it, but one seldom follows it.

The more you know about nature, the

but its also VERY TRUE that the day you need it, you would realise why you have not carried it.

So, here are a dozen basic MANTRAS that one most follow and also talk about it.

Before, I start, we must remember that FEAR is the biggest ENEMY and one must not PANIC – as these may COMPOUND the problems.

**STOP**

- Stop
- Think
- Observe
- Plan and Proceed



**THE SPEAR RULE**

- Stop
- Plan
- Execute
- Assess &
- Re-evaluate



**PLAN**

- Protection
- Location
- Acquisition
- Navigation



**Nature is GOD**

- Generator
- Operator
- Destroyer



**Be SMART**

- Specific
- Measurable
- Assignable
- Realistic
- Time-Oriented

« YOU CAN »»

# SURVIVE

**3 MINUTES**  
without  
**AIR**

**3 HOURS**  
without  
**SHELTER**

**3 DAYS**  
without  
**WATER**

**30 DAYS**  
without  
**FOOD**

better you will be able to survive in the outdoors. To be great at wilderness survival, beyond the basic survival skills, requires an in-depth understanding of a variety of nature skills.

Often one says what is the point of carrying a match box or a pen knife or a whistle - its TRUE that you would not require it

**The rule of THREES**

A human can survive for:

- 3 minutes without air
- 3 hours without shelter
- 3 days without water
- 3 weeks without food
- And perhaps, 3 seconds without hope

# Does Nuclear Power Really Help Fight Climate Change?

*Nuclear power is the only low-carbon technology that is available today that has the potential to be deployed on a wide scale and in large capacities to help meet the global climate–energy challenge.*

BY MIKHAIL CHUDAKOV



Having been a nuclear power reactor operator for a good part of my career, I understand very well the potential of nuclear energy. I have seen many improvements in technology and operational safety, as well as the financial and environmental benefits they have brought.

The global community is facing a double challenge: the world's population, level of development and, consequently, energy demands are steadily rising; at the same time,

we must understand, mitigate, and adapt to climate change, which is an unfortunate by-product of increased energy use.

Nuclear power is the only low-carbon technology that is available today that has the potential to be deployed on a wide scale and in large capacities to help meet the global climate–energy challenge. First, direct greenhouse gas emissions from nuclear power plants are negligible. Secondly, when emissions over the entire life cycle are considered, hydro, nuclear, and wind-based

electricity generation are the lowest CO<sub>2</sub> emitters. Therefore, nuclear energy is ideally placed to mitigate the effects of climate change in a most cost effective way.

An increasing number of IAEA Member States concerned about climate change are now considering introducing nuclear power into their national energy mix or expanding its use. The IAEA has a comprehensive set of tools to help them understand the climate–energy challenge as well as the challenge of launching a nuclear power programme. Our efforts focus on providing a factual assessment of nuclear power. We help decisionmakers consider all energy production technology options. Our planning tools, used by 130 countries and 20 regional and international organizations, consider all energy options. But if and when a Member State so requests, we provide assistance for the safe, secure and sustainable implementation of their nuclear power programme.

Our support covers many areas: from energy planning to responsible uranium mining, from reviewing national infrastructures to training, from operational performance to tackling radioactive waste, decommissioning and environmental remediation.

Nuclear power produces about 11% of global electricity. Our projections show nuclear energy continuing to play a key role in the global energy mix for decades to come. The Fukushima Daiichi nuclear accident has slowed the growth of nuclear power, but has not reversed it. This continued growth suggests that the fundamentals supporting continued use of nuclear power have not changed. The safer the reactors are and the better they perform, the less CO<sub>2</sub> will be released. In 2011 alone, it is estimated that 2.1 gigatonnes of CO<sub>2</sub> emissions were avoided due to nuclear-based electricity generation. I believe that advanced

and innovative reactor and fuel designs will play an increasing role in meeting this global challenge. Use of gas-cooled and fast reactors, for example, will improve fuel utilization, help optimize fuel cycles, reduce cooling water demands, and minimize long lived radioactive waste generation.

The Department of Nuclear Energy takes the lead in the IAEA's efforts to bring about innovation in nuclear power. We try to connect the many disciplines that are involved in advanced reactors, ranging from financing to better use of resources, from operational performance to waste management and proliferation resistance.

Nuclear power has been a reliable source of the world's electricity supply for over half a century. So my answer to the critical question "Does nuclear power really help us fight climate change?" is a clear YES. We will continue to help Member States in their efforts to use nuclear power in a safe and sustainable way. 

*(Mikhail Chudakov is Deputy Director General and Head of the Department of Nuclear Energy, IAEA)*

*(Source: <https://www.iaea.org/newscenter/news/does-nuclear-power-really-help-fight-climate-change-iaea-deputy-director-general-chudakov>)*

# CSR

T O D A Y

## INDIA'S FIRST MAGAZINE ON CORPORATE SOCIAL RESPONSIBILITY



**To subscribe, contact:**

CSR Today , Indian Centre for CSR, Unit No.104, Nirman Kendra, Dr. E.Moses Road, Mahalaxmi Estate, Mumbai- 400 011 (India).  
Tel: +91 24903078/82 / +91 24955260

# Water and Air are two principal natural resources that we share with the local communities



VISHAL BHARADWAJ, GROUP HEAD, CSR, DALMIA BHARAT GROUP

*Vishal Bharadwaj, Group Head, CSR, Dalmia Bharat Group, during an interaction with CSR Today, has shared his thought on CSR. Dalmia Bharat Group Foundation – the CSR arm of the business conglomerate. The Dalmia Bharat Group Foundation is a registered not-for profit organization set up in 2009 to expand the programmes and projects of the Dalmia Bharat Group’s Corporate Social Responsibility (CSR) division. We believe in the limitless potential*

*of the human being and we focus on community driven, beneficiary centric development programmes. The geographical footprint of our Foundation covers vast regions in the South, NorthEast, North and East, with some new initiatives in the West as well. We have four programme areas that cast a wide net on the material development concerns of people across these locations. By material development, we mean the material needs and requirements basic to human life that impact human health and well being. These four programme areas are Soil and Water Conservation, Energy Conservation & Climate Change Mitigation, Livelihood and Skill Training, Social Development.*

**Q** Could you please through some light on the CSR in India and whether the new government norms are changing things in real sense?

**A** The CSR spectrum in India, to my mind, is quite wide. While, for some, it is still an opportunity to be positioned as philanthropists, some others have very effectively embedded it in to their business strategies and are aiming at creating shared values. However, in whatever way we define or look at CSR or whatever different motivations corporations have for it, one thing is for sure that CSR has existed in India for ages. It might, however, have earlier been driven more by individual decision makers in the establishments but the new CSR norms of the Government have taken it to the Board Rooms. Most of the companies have started to publicly state their stand on CSR through their policies. There is a definite structure being given to the CSR Organization within the companies as well as to the programs/projects they prefer to undertake. And of course, there is larger sharing of information of business entities through voluntary as well as mandatory reporting.

**Q** Could you please elaborate on the CSR footprint of Dalmia Bharat Group?

**A** Dalmia Bharat Group, founded in 1935, has been following the concept of giving back and sharing for more than seven decades. Our CSR targets at hastening social, economic and environmental progress. We have our CSR programs in the sectors of Soil & water conservation; Energy conservation & climate change mitigation; Skill development & livelihood Training and Social Development. Geographically, our programs are spread around our manufacturing locations across ten states, i.e. Andhra Pradesh, Karnataka, Tamil Nadu, Odisha, Jharkhand, West Bengal, Assam, Meghalaya, Uttar Pradesh and Maharashtra. We work in more than 200 villages and our current outreach is more than 200,000 people.

Our Soil and water conservation initiatives are helping communities conserve water and do its optimal utilization. Thus far, our water conservation structures have resulted in creating an additional water harvesting capacity of 10 lac m<sup>3</sup> or 1 billion liters. We



Health camp organised at Ahirwada village of Nigohi location



Interaction with beneficiaries of Drip Irrigation

are developing 8500 hectares of land on watershed basis in Tamil Nadu and Andhra Pradesh in partnership with NABARD. We have also demonstrated micro-irrigation in about 600 acres of land.

Besides water, clean energy programs are also being implemented across our locations. So far, we have promoted 5000 fuel-efficient cook stoves, 162 bio gas plants and more than 5800 Solar home lighting solutions. A well over 10,000 tons of CO<sub>2</sub> emission annually have been avoided through these efforts.

Aiming at long term sustainable opportunities for the youth, we implement several Skill Development programs and provided training in the areas such as preparedness for Para-military services, Drivers, Computers, Weavers, and many others. We run

2 full-fledged ITIs, which have been rated amongst some of the best in the field. We have promoted more than 800 SHGs with more than 12000 members. In all, through our Livelihood Skill Training initiatives, we have reached out to more than 25000 people.

Our social development initiatives have touched about 200,000 beneficiaries. We have built 95 School Sanitation Blocks in the last 2 years benefitting around 8,000 students. We reach out to around 50,000 health seekers every year through general and specialized health camps.

**Q** How have you contributed to the environment and addressed concerns in your areas of operation.

**A** Water and Air are two principal natural resources that we share with the local com-



Interaction with school students

munities. There is an obvious concern of locals on these two issues around any manufacturing industry. Our CSR aims at converting these concerns to opportunities. Therefore, we have worked majorly on water conservation and on assisting communities to get access to clean and efficient energy. Our program has already impacted over 100 thousand people by way of creating an additional water harvesting capacity of around one Million Cubic Meter. Over 12000 household have access to renewable energy in form of solar lighting equipment as well as fuel efficient cook stoves. We have been able to help the communities reduce their carbon footprints by about 10 thousand tons per annum.

**Q What are the special schemes proposed by Dalmia Bharat Group for the welfare of North Eastern Region?**

**A** We have a strong presence in North East with three cement manufacturing locations, two in Assam and one in Meghalaya. Having done a thorough needs assessment study in our program locations, we have realized that skilling people for livelihood should be a quintessential focus of our CSR. Environment and Energy are the other areas that definitely need our attention. We have, therefore, already started to set-up skill training programs in the region. So be it up grading the skills of traditional weavers or developing enterprises of Turmeric cultivators, we are

right on top of that. We are also taking care that the basic infrastructure improves in our areas of operation. We have also started to assist the locals get access to clean energy.

**Q What importance is Dalmia Bharat Group attaching to skill development and what are the steps they are planning to develop in this crucial sector?**

**A** Skill Development is one of the major focus areas of our CSR. We have already trained over 14000 people in various skills through our short term program initiatives. Besides that, the Group has set-up 2 state-of-the-art



Fitting of calliper under progress during the camp

Industrial Training Institutions (ITIs), one each in Tamil Nadu and Odisha. The emphasis is on gainful employment as much as it is on training.

Having gained an experience in skill development, we have now started to structure and scale up our efforts. A step in that direction has already been taken by virtue of our proposed partnership with the National Skill Development Corporation (NSDC). We propose to set-up 8 skill training centers across India aiming at training over 60,000 youth and targeting at least 70% of them to be gainfully employed in the next 10 years.

**Q Unemployment is on the rise in the North Eastern Region. What are the steps Dalmia Bharat Group is proposing to combat this? Are there any special packages planned for the North Eastern Region**

**A** Like I have already mentioned, identifying opportunities and skilling people to take advantage of those is already a priority for us in NE. To mention a quick example, we realized that people in Umrangshu in Assam traditionally cultivate turmeric and which is, by and large, organic by default, we have promoted a group of women cultivators, have tied them with the Spice Board of India. These poor farmers, who sold their entire crop to middlemen on throw away prices, are on their way to own an enterprise of their own and multiply their income many folds. Promotion of weavers and cultivators of rubber plants are some of the other initiatives that we have already taken. To add to all of that is our Skill Training Program under the umbrella of NSDC wherein we propose to set-up a large skill training facility in or around Guwahati very soon.

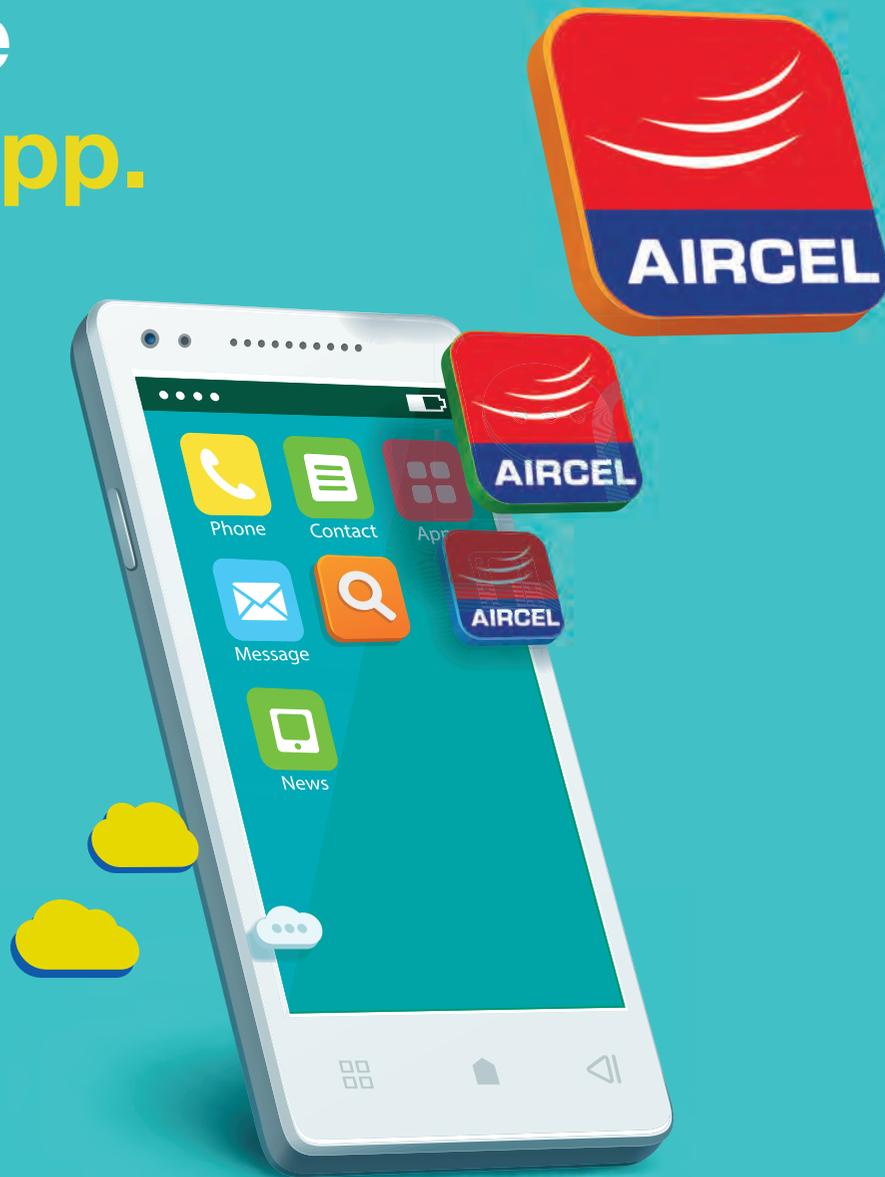
**Q What are the new innovations Dalmia Bharat Group is planning to attract industries in the region of North East. Does Dalmia Bharat Group has any plan to make North East, the most favoured destination for Industries in India? What role can CSR play to bridge this gap.**

**A** We won't be able to share inputs on this. □

Download  
a world  
of convenience  
with the  
**Aircel App.**



DO A LITTLE EXTRA



USSD For self-help, dial \*121# 98410 12345

facebook.com/aircel aircel.com

# Hyundai Launches 'Safe Move-Traffic Safety Campaign' in India

*Ministry of Road Transport and Highways associated with Hyundai's initiative to Spread Awareness on Road and Traffic Safety. Shah Rukh Khan to participate in Hyundai's CSR initiatives as Hyundai's Corporate Brand Ambassador*



**H**undai Motor India Ltd, one of the leading premium car manufacturer and the largest passenger car exporter has recently launched its CSR initiative 'Safe Move - Traffic Safety Campaign' in asso-

ciation with Ministry of Road Transport and Highways.

Hyundai Motor Group CSR constitutes 4 main pillars - "Safe Move, Green Move, Happy Move and Easy Move". Safe Move is one of the key pillars of Hyundai's global

CSR campaign on traffic safety campaign. Under the aegis of "Safe Move", the HMIL in association with the Ministry of Road Transport and Highways will promote the best practices of road and traffic safety habits among children.

Bollywood actor Shah Rukh Khan would participate in Hyundai's CSR initiatives as Hyundai's Corporate Brand Ambassador. Khan has been associated with Hyundai since 1998 in India and has been instrumental in strengthening Hyundai brand in India.

The Safe Move official Traffic Safety Campaign educates the children on the Traffic Safety. This initiative will have both online and offline engagement channels.

The Robocar Poli animation series along with message from Honorable Minister of Road Transport & Highways and Shipping Mr. Nitin Gadkari and Hyundai Corporate Brand Ambassador Mr. Shah Rukh Khan will be aired on Hungama TV channel. The 26 episode series will be available in English, Hindi and Tamil languages.

Along with the TV airing, special School Contact and RWA (Residential Welfare Association) programs have been designed to reach out and spread the Traffic Safety mes-

## UBER LAUNCHES UBERASSIST SERVICE

Uber, one of the leading on-demand technology platform has announced the launch of its specialised service - uberASSIST on World Disability Day. Already present in other markets worldwide, Delhi will be Uber's first city rolling out this industry first service in India. uberASSIST is designed to provide additional assistance to the differently abled and the elderly to get from point A to point B in a safe, reliable and affordable way.

Uber has partnered with iCare Life to provide special training to our top driver-partners to roll out this service. The drivers are trained to assist riders with different accessibility needs while boarding or deboarding a car apart from folding and storing their wheelchairs, walkers, and scooters for transport. While the service is available for riders in Delhi currently, it will soon be made available in other cities across India.

The uberASSIST training module for driver-partners includes specific training on the necessary knowledge and safety requirements of people with different accessibility needs. This will involve visible and invisible disability awareness and communication tips to provide an

excellent experience for riders. The training equips driver-partners with the right questions to ask and the right things to do in order to effectively interact with the riders.

Gagan Bhatia, GM, Uber North India, said: "At Uber, we constantly strive to provide more convenient and reliable transportation options for everyone everywhere. With uberASSIST, our driver-partners are extending that convenience to all riders with different accessibility needs to help them get around their city safely and conveniently."

Rajesh Ghatge, CEO & MD, iCare Life said: "We are proud to partner with Uber to train their driver-partners who will provide special assistance to riders with disabilities and even the elderly. This will go a long-way in making travel convenient for everyone in the city. We would urge other companies to follow lead as well."

"Being a wheelchair user, I have first hand experienced the challenges Persons with Disabilities face in intra-city travel as cars aren't accessible and drivers aren't sensitive to my needs. I would like to congratulate Uber on the launch of UberASSIST, India's first radio paratransit service" said Nipun Malhotra, CEO Nipman Foundation.

sage across the multiple cities in India. The School and RWA Contact Program will be initially activated in 5 major cities - Delhi, Mumbai, Chennai, Kolkata, and Ahmedabad.

Vijay Chhibber, Secretary Department of Road Transport, Highways while complementing the Hyundai's initiative felt: "Such a CSR activity by the auto industry will go a long way in meeting the Indian commit-

ment towards achieving the United Nations decadal goals for Road Safety, which were very recently the subject matter of discussion at the 2nd world congress at Brasilia."

On the occasion of the launch, Y.K Koo, Managing Director, Hyundai Motor India Ltd. said: "Hyundai is a responsible car manufacturer and India's most loved car brand, it is our responsibility to apprise

children about the importance of Traffic Safety for a better future. Children are the future of a nation and 'Traffic Safety campaign' is an effort to reach out to the children to educate them with best practices of the Traffic Safety."

The School Contact Program will reach out into 40 schools in 5 cities. To create a deeper engagement, an interactive board game using flash cards – TruDO will be used to make sessions more enjoyable and improve the connect and recall among school children.

The RWA contact program will also be rolled-out reaching out to RWAs comprising over 200 residential units in 5 cities. During these in-depth interactive sessions through games and Traffic lessons both children and parents will learn the best practices of the Traffic Safety.

A 'Kids Hyundai' ([www.kids.hyundai.co.in](http://www.kids.hyundai.co.in)), a specially designed website for children on Traffic Safety is developed. The Kids website will serve as an exclusive outpost for the "Safe Move" program and carry news, Animation Episodes, online engagements, car production, car history & evolution related content and registration for the various programs under the initiative. 



**At the launch of Hyundai 'Safe Move- Traffic safety campaign':** (Left to Right): Vijay Chhibber Secretary Ministry of Road transport & Highways; Y K Koo, Managing Director Hyundai Motor India Ltd; Nitin Gadkari Minister for Road transport & Highways and Shipping; Hyun Cho Ambassador of Republic of Korea; Hyundai Corporate Brand Ambassador Shah Rukh Khan; and Dong Woo Lee CEO ROI Visual

# Hul Launch 'Haath, Mooh Aur Bum' Campaign To Drive Behavior Change

*Through the campaign idea of 'Haath Mooh aur Bum, Bimari Hogi Kum', HUL has sought to bring alive this message in a fun and engaging manner, celebrating children as the agents of change.*

**H**industan Unilever Limited (HUL) announced the launch of 'Swachh Aadat, Swachh Bharat' programme in line with Government of India's Swachh Bharat Abhiyan to promote good health and hygiene practices. Given the scale of challenges that India faces in the areas of water, sanitation and hygiene (WASH), this programme is an effort to help India realise the goals of Clean India Mission by 2019.

This is a first-of-its-kind multi-brand behaviour change programme synergising the efforts of HUL's leading brands Lifebuoy, Domex and Pureit. The Swachh Aadat, Swachh Bharat programme has two key thrusts: An onground behavior change model and a mass media campaign to drive engagement and awareness.

## Swachh Basti – Ongoing behavior change model:

HUL has piloted a behaviour change model in the slums of Mumbai and Delhi. This programme encourages people to adopt three 'Swachh Aadat' or 'Clean Habits' – washing hands 5 times a day, using a toilet for defecation and adopting safe drinking water practices – three simple habits that

will go a long way in reducing illnesses in our country.

The programme is being undertaken with support of municipal corporations to reach out to students in municipal schools where a four-week behaviour change programme was conducted through engaging activities like skits, demos and jingles. This programme also covers mothers and other stakeholders in the local community such as doctors and support groups to create awareness and develop champions within schools and the community. Till date, one lakh lives have been touched through multiple engagement points (school contact programme, home to home programme and neonatal programme). The programme aims to reach two lakh people by end of 2015.

## 'Swachh Aadat' mass media campaign:

A mass media campaign has been launched to promote awareness across the country, which will reach out to 75 million people across India. Through the campaign idea of 'Haath Mooh aur Bum, Bimari Hogi Kum', HUL has sought to bring alive this message in a fun and engaging manner, celebrating children as the agents of change. The cam-

paign is in line with our belief that adoption of hygiene habits is as necessary as development of hygiene and sanitation infrastructure to realise the Clean India Mission.

Speaking about this programme, Sanjiv Mehta, Managing Director and CEO, HUL, said: "We believe that companies like HUL have a key role in helping the country achieve 'Swachh Bharat Abhiyan'. More than 90% of households in India use HUL products. This gives us both an opportunity and responsibility to make a meaningful difference. Our expertise in behaviour change programmes in the area of hand washing and sanitation and our experience in developing and delivering innovative partnership models positions us uniquely in doing this."

The programme is in line with the Unilever Sustainable Living Plan global ambition of helping more than a billion people take action to improve their health and well being. From 2010 till date, we have touched lives of 120 million people through our health and well being programmes in India. Handwashing programmes by Lifebuoy have protected 63 million people, Pureit's safe drinking water programme has touched 56 million and we have built over 3000 toilets through the Domex Toilet Academy. □



# STAY INFORMED...

# SUBSCRIBE & SAVE

Order **CSR Today** MAGAZINE for up to two years and **\$SAVE!!**

## India's First Magazine on Corporate Social Responsibility

Subscribe to CSR Today MAGAZINE and Read the Path breaking Content lineup focusing on:

- a) Stakeholder Engagement    b) Governance & Regulation
- c) Communications & Reporting    d) Environment
- e) Supply Chains    f) Business Ethics
- g) Socially Responsible Investing    h) Sustainability

And CSR related information, news, and updates brought directly to you!

- Compelling Corporate Social Responsibility ARTICLES.
- Global CSR Best Practices
- Thought-provoking Leadership Articles
- SPECIAL FEATURES on local and national CSR events of interest, along with updates on ACTIVITIES, AWARDS, SCHOLARSHIPS, and MUCH MORE!

₹ 2,400 / 2 years

₹ 1,200 / 1 year

₹ 600 / Half year



# SUBSCRIPTION ORDER

### I would like to ORDER (Please check):

- HALF YEAR (6 issues) ₹600     1 YEAR (12 issues) ₹1,200     2 YEARS (24 issues) ₹2,400

NAME: .....

DESIGNATION: .....

COMPANY: .....

ADDRESS WITH PINCODE: .....

CONTACT NUMBER: .....

E-MAIL: .....

**RTGS DETAILS:** A/c Name: Indian Centre for CSR, Bank Name: HDFC Bank, Nariman Point branch, A/c No. 0012560004973, IFSC Code: HDFC0000001

CHEQUE/DD No: ..... DATE: ..... BANKNAME: .....

MAKE CHEQUE PAYABLE TO **Indian Centre for CSR** and mail with a copy of this form to: **SUBSCRIPTIONS - CSR TODAY**, Indian Centre for CSR, 104, Nirman Kendra, Dr. E. Moses Road, Mahalaxmi Estate, Mumbai- 400 011 (India).

**PLEASE ALLOW 6-8 WEEKS FOR DELIVERY OF FIRST ISSUE.**

\*Does not apply to subscription orders that have already been placed.

# A Free Man In Paris: Reflections On A Week At COP21

*The town collectively seemed to be, to borrow a phrase I heard after 9-11, one blink away from tears* BY PETE MAY

What an emotionally combustible mix for me. First, the chance to be in the city where the fate of the planet is being discussed. Okay, so I wasn't rubbing elbows with Lauren Fabius, Narendra Modi and Todd Stern negotiating the fine print of the COP21 accord. But to be in Paris, along with 40,000 others dedicated to coming up with an agreement to save the planet, was stimulating.

Second, for that city to be Paris, a city I know well, having worked with French companies for three decades. Wednesday, on my way to a speaking gig at the Grand Palais after the International New York Times Energy for Tomorrow event, I literally "wandered down the Champs Elysee," to steal from a Joni Mitchell song. I passed by a café I remembered visiting on my first business trip to Paris. Not a lot of time to linger and reminisce between conferences, but moving nonetheless.

And lastly, to visit Paris just three weeks after the shock of the November 13 attacks added further poignancy. To hear the stories of my Parisian friend Thierry, whose 21-year-old daughter was out and about the night of the attacks, heard shots and was locked in

the basement of the bar for three hours while everyone tried to sort out the chaos. To see the police and soldiers in force, seemingly at every corner, at every event, in every traffic jam. To go through security checkpoints 50 times in a week.

As always when in Paris, I rode the French public transportation system, staying taxi-less and Uber-less for 10 days via the TGV, the RER train and the Paris Metro. More than once I heard them announce suspended train service due to a *colie suspect* ("suspect package"). More than once I watched someone jump at the sound of an unexpected train noise. The town collectively seemed to be, to borrow a phrase I heard after 9/11, one blink away from tears.

## Poignant and proud

It was a poignant and proud week for Paris and the French to host such an event. Their city was on display, their heritage of defending the *droits de l'homme*, their tradition of French being the "language of diplomacy." The city conjures up seminal images — from the French revolution, to Nazis and then GIs parading under the Arc de Triomphe — that serve as a fitting backdrop for the ambitious and global scale of COP21.

We took some of our biggest GreenBiz clients to dinner Monday night at Le Procope, Paris's oldest restaurant, dating back to 1686, frequented in their day by writers like Voltaire and Victor Hugo. The waiter pointed out that the original wallpaper still hung from 1830 with the words *liberté* and *égalité* pasted on it. Okay, so the interior decorator at the time cut a corner and left out *fraternité*, but it was still inspiring.

I had two speaking appearances at the Grand Palais, the majestic 1910 Beaux-Arts building off the Champs Elysees, with its iron and glass vault ceiling. It housed the exhibit area open to the grand public — the public at large — and showcased the environmental booths of 100 or so big companies.

I missed the fireworks there a few days earlier, when French activists duked it out with police and climbed lampposts outside the building. By a few hours, I missed French President François Hollande's visit to the booth of GreenFlex, the French consulting company that had invited me to speak.

## What's French for "Eat your own dog food"?

Speaking on French panels was fun, like the GreenFlex panel on technology solutions

for climate. I sought to give the French multinational companies in the audience some insight into what is going on in Silicon Valley, peppering my talk with examples of companies bridging the gap between sustainability and technology, like ChargePoint, SunPower, Enlightened and View.

And even though I surely botched more than a few French words in my talk, I benefited as always from the shock effect of “Oh my God, zee American is speaking French!” My GreenFlex counterparts talked about their work in the food, tech and retail sectors. They used *Franglais* words like “Les Data Centers” and “Les Start-ups,” flipped around NGOs (ONGs in French) and didn’t catch the irony when they talked about the *croissance* of sustainability in the food sector.

I got a chuckle from the audience trying to explain the phrase “Eat your own dog food” while explaining why we built a functioning microgrid for our VERGE conference in October in San Jose. I ground to a halt, gave up and switched to English in a sentence that contained references LCAs and PLDs.

### Star power, deep thinkers, funny moments

I spent most of time in the center of Paris at the business conferences and only one afternoon out at Le Bourget, where the UN negotiations were happening. Over the week I saw an amazing lineup of speakers and stars.

First off, hours after my arrival, I got a chance to see U2, just there weeks after it had cancelled its concert, originally scheduled just after the November 13 attacks. It was a moving performance, thinking about the Bataclan massacre to the strains of songs like “Sunday Bloody Sunday.” Bono has the gifted politician’s ability to blurt out the right thing at the right time, like when he said *Nous sommes tous Parisiennes* (“We are all Parisians”) post-Bataclan.

Al Gore didn’t necessarily cover new ground in his WBCSD presentation but was moving in describing the urgency with “mother nature now striking back.” Ban Ki-Moon was charming, measured, and realistic in describing the challenges and pressures the negotiators faces. Ernest Moniz showed his energy depth at the Sustainable Innova-

tion Forum. John Kerry used his International New York Times Energy for Tomorrow interview with Thomas Friedman to link national security and climate, as GreenBiz’s Lauren Hepler has written. Ted Turner, Arnold Schwarzenegger, Michael Bloomberg, Tom Steyer and Richard Branson popped up at multiple events.

At the business events, it was as difficult to pick out which big companies were not in the room as it was to see who was there. There were plenty of “subnational actors,” in UN speak — mayors, governors and the like.

### All sizzle, no tofurkey

Lest you think the COP21 conferences were all sizzle and no tofurkey, so to speak, be reassured the city with crawling with deep experts on SDGs, PLDs, PPAs, LCAs, NZE,

a waste of time and money at best. On the other side, radical activists were outspoken in painting big businesses as greenwashing their way through COP21 without real change.

I’ll leave it to others to analyze the substantive outcome of COP21. That said, I’m confident that Paris will be seen as a seminal moment in the fight to arrest global warming. To quote Ronald Reagan, the godfather of neo-conservatism, as he applied it to Soviet arms reductions, the key is to “trust and verify.” That is, trust that governments, businesses and NGOs can together set ambitious efforts to halt global warming, and verify that they live up to them.

The tension we saw at COP21 is healthy and leads us down a strong path. Businesses stepped up commitments, sometimes courageous in the face of investor scrutiny,

## At the business events, it was as difficult to pick out which big companies were not in the room as it was to see who was there.

GHG, Circular Economy, Green Bonds and more. The high-eco-IQ and scientific grounding of the speakers and attendees ensured that greenwashers, if they were even present, were called out quickly at COP21.

Since I’m both a smartass and polyglot, I got a chuckle from more than one speaker. A French NGO kicked off a session on the “I’m PORT TAUNTS off ASH EVing” deep carbon reductions. A Spaniard rolled his Rs impressively through a discussion of reductions, renewables and recycling, and decried “e-sprawl in e-cities.” My one trimester of Mandarin paid off as I recognized at least two words when Chen Zhen, Secretary-General of CEDAAB, China’s Exploration and Design Association architecture branch (I wonder who their branding firm is) spoke through a translator. Shi!

### But did we save the planet?

U.S. congressional climate foes have already declared that Paris was just one big party,

and were increasingly called out when they didn’t. It’s refreshing to hear about companies like Dow and General Mills, not who you might think of as crunchy green companies, getting lauded for ambitious climate targets. As BSR’s Ed Cameron said at the WBCSD event: “I have never seen so much buy-in from major companies.”

Countries like Canada, not exactly a traditional foe of heavy-emitting and extractive industries, stepped up to the 1.5° Celsius ceiling pledge. NGOs worked to keep governments honest and ambitious, keep commitments substantive and represent important “non-state actors.” And cities rolled up their sleeves and showed a path to how it all gets done.

It all feels like the realistic path we need to keep our planet “unfettered and alive.” 

*Pete May is President & Co-founder, GreenBiz Group*

(Source: <http://www.greenbiz.com/article/free-man-paris-reflections-week-cop21>)

# Business Execs Write Home

*From the climate summit in Paris comes a message to the world urging a shift away from fossil fuels.* BY **ELSA WENZEL**



Tens of thousands of power players in nation states, business, NGOs and beyond gathered at COP21 to hammer out a history-making climate pact over the past two weeks. The agreement forged over the weekend is being both praised and panned in sustainability circles.

Here, seven leaders from a variety of businesses shared their observations and hopes from Paris with GreenBiz for what lies ahead. Responses have been edited for length.



**PIERRE BÖRJESSON**  
SENIOR SUSTAINABILITY SPECIALIST, H&M

**What would a win at COP be for your company?**

We encourage everyone participating in the processes up until, during and after COP21 to promote a strong progressive climate agenda. This includes setting targets sup-

ported by science, promoting collaborations across sectors and increased finance to climate-oriented activities.

These activities are all existing commitments by H&M. However, motivating a larger group within politics, industry and civil society is essential to the global community to secure continued growth, increased quality of life for more people, healthy ecosystem services and a safe environment for people and planet.

**Once there, what are you surprised about? Disappointed about?**

We are very happy to see the collaboration across borders...Now there is a momentum we as a global community must carry forward responsibly and with power to make a difference. Although the agreement is not reaching what science is promoting as a safe temperature, we believe it is not correct to express disappointment, as it is what comes after COP21 that is the most important. Now is the time for all of us to implement more bold actions.

**What would you do differently Monday morning, post-COP?**

At H&M we have worked with climate-

related activities for a very long time. The biggest difference will be that we now have a much bigger focus from many more players. The increased financing is enabling innovation, collaborations and development across borders.

We [feel] very positive to see that a 1.5 degrees Celsius effort is agreed to have in the text. Of course it would make it even stronger if commitments and targets were also aligned with 1.5 degrees Celsius.

We will continue to increase our focus on climate-related activities...and to support innovation in technology, enabling more environmentally orientated materials and processes. We will continue to push our commitment to 100 percent renewable energy into markets where it is not yet available to purchase credibly. We are committed to set science-based targets, pushing our value chain into more sustainable operations.

We are happy to see initiatives like Earth Statement and Fossil Free Sweden, both which we support. We are dedicated to ensure the world is a better place with H&M than what it would have been without H&M. It is important that we and everyone else — politicians, industry colleagues, civil society — are not seeing this momentum as business as usual but as a step into a new economy for companies and nations.



**BRIGITTA HUCKESTEIN**  
SENIOR  
MANAGER OF  
ENERGY AND  
CLIMATE POLICY, BASF

### What would a win at COP be for your company?

Prior to COP21, BASF called for an ambitious climate-protection agreement together with numerous international companies, for example, via the European Chemical Industry Council. We support the United Nations' goals for achieving a global, long-term, and reliable agreement to reduce emissions — preferably with an internationally binding price for CO<sub>2</sub>.

This regulatory climate protection framework provides an essential basis for innovations and long-term investments in low-emission future technologies.

### Once there, what are you surprised about? Disappointed about?

I was surprised how positive the stronger involvement of the business community has influenced the willingness for a strong agreement: While in Copenhagen parties were asked to subsidize technologies. In Paris they are asked to invest wisely. Climate-friendly technologies improved and became cheaper. This enabled so many



**ERIC RONDOLAT**  
CEO, PHILIPS  
LIGHTING

### What would a win at COP be for your company?

The collective pledges of every country at COP21 to reduce greenhouse gas emissions are an encouraging first step but not enough...At Philips, we believe that the world must set more ambitious goals to improve energy efficiency. By this, I mean that all the wider human community — world leaders, city mayors, businessmen and

## Prior to COP21, BASF called for an ambitious climate-protection agreement together with numerous international companies, for example, via the European Chemical Industry Council.

countries to submit meaningful INDCs without the fear to compromise on their development goals.

I would have appreciated if energy-efficient buildings would play a more important role, taking the absolute emissions coming from this sector and the cost-efficiency potentials into account.

### What would you do differently Monday morning, post-COP?

BASF has firmly embedded sustainability in its corporate purpose: "We create chemistry for a sustainable future." We put a strong focus on innovation and market forces to find climate change solutions and support a global price for CO<sub>2</sub> emissions.

We actively lobby for setting standards in the building sector to make full use of cost-efficient mitigation options and encourage markets for renewable energy sources (such as wind and solar) by helping to make them more cost-competitive.

citizens — should combine their efforts to close the gap.

Global companies have an important role to play in driving down carbon emissions and energy consumption. This is why we have put sustainability at the core of our strategy, and we (were) walking the walk: In Paris during COP21, Philips pledged that we will cut our carbon footprint to zero by 2020.

From 2007 until 2015, we expect to have reduced the company's carbon footprint by 40 percent, but we want to do more, accelerating our emissions reductions and achieving carbon neutrality in the next five years. An action already taken is Philips' membership of the RE100 program. Philips already increased its use of renewable energy from 8 percent in 2008 to 55 percent in 2014. This commitment dovetails nicely with our decision to sign, together with CEOs from 78 companies and 20 economic sectors, an open letter urging climate action.

It takes that potent combination of entrepreneurial drive and political will to make this energy-efficient future a reality. We are already taking action, and I hope governments will follow.

**Once there, what were you surprised about? Disappointed about?**

We were nicely surprised to see the high level of commitment from all the actors involved. We had the pleasure to meet Rachel Kyte, Al Gore, Mayor Hidalgo and many U.N. city mayors and other leaders...

The good news is that the solutions are already there; LED lighting is a perfect example. It uses 40 percent less energy than conventional lighting, yet we still cling to outdated and inefficient technology. As lighting accounts for a staggering 19 percent of all electricity consumed globally, the carbon reduction potential is clearly huge. In fact, our newest estimates show that a universal switch globally to LED would slash this figure to below 10 percent.



**HARRY VERHAAR**  
HEAD OF  
GLOBAL PUBLIC  
& GOVERNMENT  
AFFAIRS FOR PHILIPS LIGHTING

**What would you do differently Monday morning, post-COP?**

When I am back at the office the first post-COP thing I will do is to reach out to our internal team to thank them.

Nobody can do this alone, so we team up internally as well as work in partnership with many external stakeholders. At COP19 I had the honor and the privilege of being invited to join a panel with U.N. Secretary General Ban Ki Moon, and there I was asked what I had learned from working in partnership with the United Nations.

I said that I had learned three things from that...first of all that this provides the inspiration to see why we work on tackling climate change and sustainable development. This does not only tackle the urgent and huge risks of global warming, but it also pro-

vides a unique opportunity to develop new models for more equitable socioeconomic development, and a better inclusive future for all.

Secondly it creates aspiration, where we define what our ambition levels are, and what we want and need to accomplish by when. And lastly – most importantly now as we need to move from talking to acting — it drives the perspiration level, when we roll up our sleeves to put our hands on the plough to do the job and to make this better future a reality. These things — inspiration, aspiration, perspiration— in working on this collectively, are on my mind.



**JOSH PRIGGE**  
DIRECTOR OF  
REGENERATIVE  
DEVELOPMENT,  
FETZER

VINEYARDS

**What would a win at COP be for your company?**

We were thrilled to be invited to share what Fetzer Vineyards, the largest winery in the world to achieve B Corp Certification earlier this year, is doing to address climate change at Caring for Climate Business Forum at COP21. In a broad sense, the aim of the Business Forum was to build momentum and support from the business sector for a global agreement on solutions for climate change.

We hope that measures we shared at COP21 — such as our zero-waste business practices and renewable energy programs — will inspire others to pursue similar measures, in the wine sector and agriculture, and beyond.

**Once there, what are you surprised about? Disappointed about?**

I can't say there was anything that disappointed me...I was pleasantly surprised to see how many young people attended the conference, alongside delegates and global leaders in business. It's important for youth to be a part of this historic event because they're so instrumental in building the momentum

for climate change on the global stage, and also crucially because their implementation of solutions will be essential to success.

I was also just really pleased with the scale of the event and the diversity of businesses represented.

**What would you do differently Monday morning, post-COP?**

Certainly, I came away with even greater resolve to do all we can to support measures like COP21 aiming to make a lasting impact on climate change. We have agreed to join the U.N.'s Climate Neutral Now initiative... we commit to working towards carbon-neutral status through the further reduction of greenhouse gas emissions, and purchasing carbon offsets to neutralize all remaining emissions. We've been tracking and reducing greenhouse gas emissions since 2005, and have been able to reduce our emissions over 50 percent.

I came away energized by what's possible in the realm of agriculture and business when we redefine success to include operating in ways that restore, revitalize and regenerate ecosystems and communities. We recently committed to a sweeping initiative to become net positive in our operations by 2030, underscoring our commitment to putting more back into the world than we are taking out, resulting in a positive corporate footprint.

Hopefully, through measures such as these and the learnings we're able to share at key events like COP21 we can be a model for businesses and organizations around the world.



**JOE SPEICHER**  
EXECUTIVE  
DIRECTOR,  
AUTODESK  
FOUNDATION

**What would a win at COP be for your company?**

The Paris Agreement is a win for Autodesk. We've been investing in the tools and customers working towards a low-carbon future for years, and COP not only validated

that, but signaled that we can and should be investing more. Now that we have a global agreement to reduce emissions, the designers, architects and engineers who are our customers can now get to work executing on this vision.

### What would you do differently Monday morning, post-COP?

We don't plan to do anything differently now, but the Paris Agreement does pave the way for more energy innovation from the private sector. As a technology company, we are already thinking about and supporting the most catalytic investments in research and development that will exceed the emissions targets put forth at COP21. We are looking at energy storage (mostly a materials issue), distribution (mostly an IoT issue) and conservation (mostly a data issue), and the role technology can play in advancing the agenda.

Additionally, we'll be continuing our work with our coalition partners and are in the process of committing to all seven We Mean Business commitments (6 of 7 so far), because we believe every business needs to set rigorous goals and hold themselves accountable. Working with the larger community is necessary as creating a clean economy extends far beyond just our four walls.

### Once there, what are you surprised about? Disappointed about?

I was surprised at the alignment between the business community and the public sector. Everyone I spoke to understands that a low-carbon future is necessary, and will be profitable for those who innovate. And my only disappointment was that the health of the oceans were not explicit in the Paris Agreement.



**SYLVAIN GUYOTON**  
VP OF RESEARCH  
AT ECOVADIS

### What would a win at COP be for your company?

A win for EcoVadis would be that all those

striving to fight climate change — the nation-states, the companies, the non-governmental organizations — realize supply chains are effective and powerful levers to disseminate good energy practices across the entire economy. According to a recent survey by SustainAbility and GlobeScan, reducing carbon emissions in the supply chain will be the second most effective strategy after COP21.

**A consensus has been built on the need to put a prize on reducing carbon. Many countries are pushing for a global temperature increase lower than 1.5°C instead of the initial target of 2°C. This is a major victory.**

Why? Because across all industries, supply chain emissions represent...an average of 86 percent of total carbon emissions. Supply chains are where emissions hotspots are, where the success or failure of the combat against climate change will be determined, and where we have an opportunity to...make real progress in sustainability.

Another win for EcoVadis would be for COP21 to be recognized as a sustainable event itself. EcoVadis was a proud sponsor of COP21, and assessed the environmental practices of all 80 suppliers with the objective of making the entire event a showcase of sustainability.

### Once there, what are you surprised about? Disappointed about?

The level of engagement of nation-states and companies positively surprised me. Everyone seems to be heading in the same direction and is united in the fight against climate change. A consensus has been built on the need to put a prize on reducing carbon. Many countries are pushing for a global temperature increase lower than 1.5°C instead of the initial target of 2°C. This is a major victory.

But will the agreement signed in Paris be adequate? Will the commitments be followed through? Will progress be fast enough? Will the constraints or the verification schemes imposed on states be respected?

These are questions for which we do not yet have answers. And that's a pity because the stakes are high. So we'll have to continue fighting without really knowing

whether we'll attain success. But we have no other choice. It is not a question of being optimistic or pessimistic; it's a question of being combative.

### What would you do differently Monday morning, post-COP?

Now is without a doubt a time for action. Awareness of climate change has been raised to a level where people and organizations are compelled to take proactive measures. We, solutions providers, have to be ready to assist companies who want to implement concrete steps toward sustainability.

The engagements taken by states and big multinational corporations are going to cascade down to small and medium-size enterprises. The vast majority of companies we support are small and midsize businesses, and the post-COP period is when we accelerate the implementation of tools and solutions to help them fight climate change or attenuate its consequences. 

*Elsa Wenzel is Managing Editor, GreenBiz.com (Source: <http://www.greenbiz.com/article/messages-paris-business-execs-write-home>)*

# Climate Justice And An End To Fossil Fuels: The Paris Agreement Won't Satisfy Activists

*The Paris Agreement will leave activists demanding direct action on fossil fuels and energy market reform, says Sydney University research associate Rebecca Pearse.*



A global climate agreement was adopted in Paris on Saturday evening, but it will leave activists demanding direct action on fossil fuels and energy market reform.

Before the Paris talks even began there were activists arguing that the negotiations would not deliver what they want. The Climate Justice Action network said that the COP21 will continue a 20 years of ineffective climate policy, demonstrated by a 65 per cent rise in fossil fuel emissions since 1990.

Naomi Klein said she “refused to put our future in the hands of [negotiators] cloistered in the Bourget”. Klein places more hope in bottom-up energy democracy. Meanwhile, Saturday’s protests were about saying campaigns for climate justice will continue.

Has activist pessimism about the agreement been justified?

## **The Paris Agreement doesn't stack up**

Klein argues that there is some “good lan-

guage” in the agreement. The Paris text recognises the need to cap temperature rises at 1.5°C. However, the language doesn't match national pledges for action. These pledges are so weak that a dangerous 3 or 4 degrees warming is likely.

The agreement also notes “the importance for some of the concept of “climate justice”, when taking action to address climate change.” But the substance of agreement falls far short of what movements mean by the term.

One of the main issues activists have raised is the absence of reference to fossil fuels in the Paris Agreement. The agreement aims for “balance between anthropogenic emissions by sources and removals by sinks” after 2050.

Reference to reducing fossil fuels, or even “decarbonisation” would have been better. The vague language of “balance” between (fossil fuel) “sources” and “sinks” opens up the possibility for loopholes, such as “forest carbon offsets” and technologies activists oppose such as “clean coal” and nuclear energy.

Loopholes are familiar terrain for Australian negotiators, who have secured the continuation of a 1997 land carbon accounting loophole to meet Australia’s 2020 target. It is an accounting rule that will allow further

emissions increases in energy and industrial sectors with no penalty.

Opaque carbon terminology typical in climate agreements turns the climate issue into an unhelpful abstraction. The concrete problems climate movements want addressed are about energy and inequalities, which are systemic and difficult to change.

## Movements want 'system change'

Activist pessimism about the Paris Agreement reflects the fact climate movements want to change society and transform energy systems more rapidly and fundamentally than the UN system allows for. They do this by bringing people together, online and in public spaces, to put pressure on governments and corporations to change.

The climate movement is a contemporary version of what Immanuel Wallerstein called "anti-systemic movements". Anti-systemic movements want to transform societies, and in this case, humanity's relationship with 'nature'. Movements calling for "climate justice", carry on traditions of the alter-globalisation movement, other forms of environmentalism, feminism, anti-colonial and socialist movements.

Climate justice movements are diverse, but there is a fundamental principle informing activist practice: climate change is a consequence of unequal, colonial, economic and social power relations.

Protests during the Paris negotiations illustrate the diverse strands of this anti-systemic agenda. The slogans were "Flood the system" and "Connect the dots". Flood the system is a reference to anti-capitalist protests during the peak of the financial crisis. Connecting the dots means recognising the links between climate change and systemic inequalities.

This week's climate negotiations were one moment in a long battle. Activists are moving "through" and "beyond" Paris and will continue campaigns against fossil fuel dependence and for a "just energy transition".

Activists consistently point out that the impacts of climate change are greatest for marginal social groups, and that historical responsibility for climate change is concen-

trated in a small number of corporate and government hands.

Their analysis was symbolised in protests in the past weeks. The People's Climate March and the People's Parliament protest were both represented by Pacific Islanders, indigenous people, and mining-affected community members. They targeted Parliament, as well as a bank and fossil fuel company and coal infrastructure.

Given that climate justice movements want systemic change, it's unsurprising that the Paris Agreement is not enough for activists. However, this is not to say that anti-systemic movements simplistically oppose all reform, or that movements don't create new policy agendas.

## Movements want reform too

There are two strong messages from activists about energy policy.

1. There needs to be a limit placed on fossil fuels
2. There needs to be regulation and public investment to facilitate affordable renewable energies.

As time as gone on, the political focus on abstract carbon targets and carbon pricing has diminished. Climate organisations like 350.org have translated their focus on global carbon target of 350ppm (a technical term for concentration of greenhouse gases in the atmosphere) into connected local campaigns to keep fossil fuels in the ground.

There are new research organisations documenting the fossil fuel assets that need to be retrenched in order to stay within a 1.5-2-degree limit. This year's Australia Institute campaign for "no new coal mines" is concrete policy that would help keep fossil fuels in the ground.

Whether or not direct regulation of energy markets is politically feasible is an unanswered question. However, seeking change through complex and ineffective emissions policy like carbon trading has also been difficult for activists.

## The road from Copenhagen goes beyond Paris

The last major climate talks held in Copenhagen in 2009 saw public protests like those last

week. There was a broad sense that it was the last chance for a global agreement that could avoid dangerous climate change.

When the Copenhagen Accord was deemed a flop, a sense of failure was keenly felt by climate movements. The numbers of people engaged in climate activism dropped considerably from 2010.

But activists did continue to mobilise. After Copenhagen the social and environmental effects of Australia's export mining boom in coal and gas were intensifying. New campaign organisations such as Lock the Gate and Land Water Future changed Australian climate politics. These groups are resisting fossil fuels, but climate mitigation is not the only, or central, motivation.

Food and water security, indigenous land rights, and farmer's property rights have become much more salient than ever before. These campaigns have led to temporary moratoriums on coal seam gas, numerous inquiries, new water protections, and a debate about whether land owners should be able to say no to fossil fuel companies.

Renewable energy campaigns have matured since 2009, with new citizens campaigns developing the case for community renewable energy projects and fair access to the electricity grid for Australia's 1.4 million rooftop solar owners. While these campaigns have struggled to get new policies, the resilience of the Renewable Energy Target is evidence that governments cannot risk losing voters who support renewables.

This week's climate negotiations were one moment in a long battle. Activists are moving "through" and "beyond" Paris and will continue campaigns against fossil fuel dependence and for a "just energy transition".

In doing so, movements will go on highlighting the failures of climate policy. They are changing what is politically feasible for Australian governments. 

## The Conversation

*Rebecca Pearse is a Research Associate, University of Sydney. This article was originally published on The Conversation.*

*(Source: <http://www.eco-business.com/opinion/climate-justice-and-an-end-to-fossil-fuels-the-paris-agreement-wont-satisfy-activists/>)*

# Everybody Hates Wasting Food

## So Why Do We Do It, And How Can We Stop?

*If wasting food has such negative consequences for ourselves, our fellow humans and our planet, why do we still do it? That's a question many consumer food waste reduction programs try to answer as a first step in convincing people to do otherwise* **BY MARY HOFF**



**I**t was bound to happen. When I first got the assignment to write a story on reducing consumer food waste, I was feeling just a little smug. I'm the one who wraps up breadsticks at the restaurant to take home, slurps the last bit of soup from the bowl, cuts the soft spots out of an apple rather than tossing the whole thing away.

But even though I personally don't fritter food, plenty of people do — and this would be my big chance to help reduce the hefty

social and environmental costs by exploring why and what we can do about it.

Then I opened my refrigerator. Pulling out what I thought was a perfectly healthy stalk of celery, I found instead the early stages of compost. On the top shelf, a cottage cheese carton disguised leftovers I had diligently squirreled away — and promptly forgotten. And then there was the ketchup. “Best if used by March 2012?” Busted. Like it or not, when it comes to

food waste, it's not just industrial farms or supermarkets or restaurants or caterers or other people who are to blame: It's all of us. In fact, according to *The Wall Street Journal*, more than twice as much food is wasted at the consumer level than at the retail level in the U.S.

“There's good news and bad news,” said Jonathan Bloom, author of *American Wasteland: How America Throws Away Nearly Half of Its Food (and What We Can Do About It)* and perhaps one of the world's top accumulators of wasted-food facts. “The bad news is that we are pretty wasteful as individuals and families. The good news is we can be a major part of the change with food waste.”

Capitalizing on that concept, government agencies, environmental organizations and other nonprofits around the world have been developing and deploying a spectrum of strategies to help consumers reduce the amount of food we waste, from simple awareness-building social media campaigns to gala events in which celebrity chefs demonstrate innovative approaches to turning leftovers, stale bread, forlorn fruits and the like into culinary creations. In the process, they have learned much about what works

— and doesn't — when it comes to reducing consumer food waste.

### Consumer power

Worldwide, one out of every three bites of food produced never makes it to our mouths. Some — especially in developing countries — is lost in harvesting, storage, transportation and so on. But in developed countries, a good chunk gets tossed out after it's in the consumer's hands.

"Consumers, especially in Europe and the United States, we are the main food wasters," said Selina Juul, founder of the Danish food waste reduction campaign Stop Spild Af Mad (Stop Wasting Food), which got its start seven years ago when Juul, who emigrated to Denmark after living in Moscow during the tight times following the collapse of the USSR, decided she had had enough of the profligate attitude toward food in her new setting.

The Food and Agriculture Organization of the United Nations estimates that in North America and Europe the average individual throws out 210 to 250 pounds of food each year. In the U.S., that number is more like 290 pounds, according to U.S. Department of Agriculture's Economic Research Service estimates.

Half a super-size jar of jam that was such a good deal but you likely couldn't consume in a lifetime ... the apple and bag of chips prepackaged in the deli lunch ... a papaya you purchased (PDF) but weren't quite sure how to prepare. It all adds up.

But why is wasting food such a big deal anyway? For the individual, wasting food is, simply put, wasting money.

"One of the things I find so odd is we're so attuned to the savings on the front end," Bloom said. "We'll change what we're going to buy based on sale items at the supermarket, but we don't ever think about the cost of food waste on the other side of the equation and how much that adds up to."

On average, according to the U.S. Department of Agriculture, an American family of four throws out close to \$1,500 worth of food in a year.

Wasted food is wasted time, too. Juul said a recent survey found people spend

four to five hours per month shopping for the food they end up throwing away. "You can save those five hours," she said. "That's a lot of time."

On a societal scale, many argue it's a matter of justice: Even though distribution and politics complicate the picture, from an ethical point of view there is little to argue for tossing food when others go hungry.

And from an environmental perspective, it boils down to the fact that we are literally throwing our natural resources into the trash. The implications for the planet are huge: According to a 2009 study published in the journal PLOS ONE, fully one-quarter of the water used in the U.S. goes to produce food nobody eats.

The Dutch Ministry of Economic Affairs estimates that every kilo of food produced embodies 0.34 gallons of gasoline. Even after food is thrown away, its environmental footprint continues to grow as the rotting discards generate methane, a super-potent greenhouse gas. In fact, the U.K.'s Waste & Resources Action Programme (WRAP) estimates that fully 7 percent of global greenhouse gas emissions are attributable to food waste.

### In the know

If wasting food has such negative consequences for ourselves, our fellow humans and our planet, why do we still do it? That's a question many consumer food waste reduction programs try to answer as a first step in convincing people to do otherwise.

One frequent finding, mirroring my own experience, is that people are simply unaware.

"Most of us think that we don't waste much food," Bloom said. "We think, 'Oh, that's the other people, it's the other wasteful folks.' And it's really easy to think that way, because we have learned to not see our own food waste. We're sort of willfully and blissfully ignorant of how much food we are throwing away."

Indeed, in a 2014 Johns Hopkins University survey of food waste awareness, attitudes and behaviors in the U.S., three-fourths of respondents said they throw away less food than the average American.

To counter this, Bloom recommends composting: Watching the scraps pile up, he said, "forces you to see what you're not using."

Food diaries are another common approach to helping build awareness of food waste. Food: Too Good to Waste, a food waste reduction program spearheaded by the U.S. Environmental Protection Agency, even offers a downloadable tool consumers can use to measure their food waste on a weekly basis.

It's not just lack of awareness of how much we waste, however; many of us are oblivious to the personal and societal costs we incur when we waste as well.

"We've become disconnected from our food and so have lost our understanding of its value — for example, all the resources, energy and time taken to get it to us," noted Emma Marsh, head of WRAP's Love Food Hate Waste, a research-based campaign that has led the way in bringing the consumer food waste reduction message to the United Kingdom since 2007.

Despite this disconnect, Marsh noted, "No one intends to waste food or gets pleasure from it. We all want to make the most of our food, but life can get in the way."

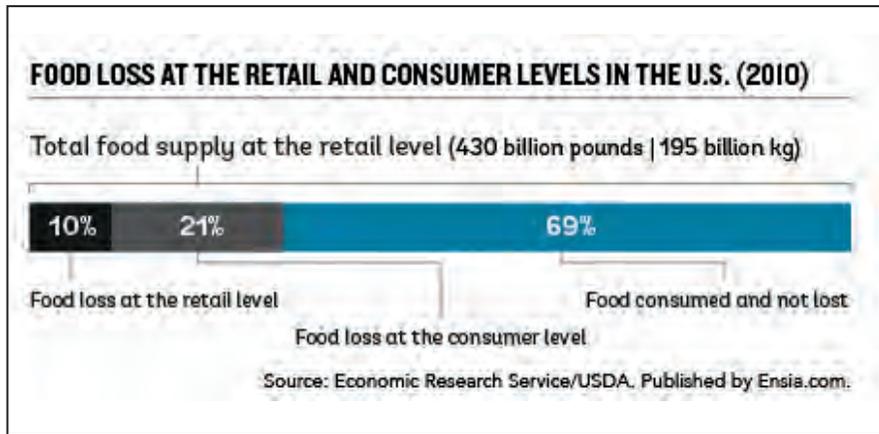
Food waste campaigns have been quick to pick up on the need to educate people about the problem. Virtually all include messaging intended to shock people into awareness of the magnitude of consumer food waste and the personal costs we incur when we throw food away.

"If you want to change the people, if you want to change their mentality, you need to communicate on a level they can understand and also communicate through something that they can relate to and which can be beneficial to them," Juul said. "And saving money is very beneficial, and saving time as well."

### Make it easy

Just being aware of the problem and its consequences doesn't solve the problem by itself, though.

"You can't expect raising awareness or providing information to change behavior for the long term," Marsh said. "We need to offer practical solutions such as cookery



classes, budgeting and planning support, better choice of pack size, storage information on pack, etc.”

Often our routines and habits — whether we check what’s already in the cupboard before we shop, what we think is the right number of bananas or buns to buy at one time, how much pasta we think we need to put into the pot — do us in.

According to I Value Food, a food waste reduction program of the nonprofit Sustainable America, one-third of Americans rarely if ever look at what’s in the refrigerator or pantry before heading to the supermarket. And the Food and Agriculture Organization of the United Nations attributes more than half of food waste to poor planning while shopping.

**Food:** Too Good to Waste works to overcome this by connecting people with an entire array of tools for making it easy to break old routines and start new ones, from a shopping list template to meal planning apps.

Stop Wasting Food published a leftover cookbook (which quickly sold out) and offers an online clearinghouse of ideas for consumers on ways to reduce food waste, from making a meal plan to making pancakes out of leftover mashed potatoes. (A word of warning, though, for non-Danish speakers; the Google Translate version can be a little dicey. Take this helpful hint, for example: “If your carrots are soft and hangs around with his nose, throw them in the water, then into the refrigerator and let them suck, they are just as resilient as before.”)

Meanwhile, on the manufacturer and retailer end, supermarket chain REMA 1000

eliminated volume discounts in Denmark to make it less tempting for consumers to buy more food than they can use. Inter-marché, a French outlet, gathered odd-looking produce into a special section and sold it at a discount.

Several years ago, British grocer Tesco started offering “buy one get one later” rather than the more common “buy one, get one now” deals to help reduce consumer food waste due to over-purchasing.

Consumer waste that occurs in restaurants, cafeterias, banquets and other places outside of the home has been addressed by campaigns that try to instill new habits as well. In Italy, where taking leftovers home is considered poor taste, some restaurants have been working to get patrons to change their perception and encouraging them to save what they don’t finish.

In Denmark, Stop Wasting Food has distributed more than 50,000 free doggy bags to restaurants to help the cause. In the U.S., many colleges have opted to forgo trays in their cafeterias to make it harder for students to take too much food. According to the Natural Resources Defense Council (PDF), on some campuses this one seemingly small change has reduced food waste by more than one-fourth.

### Minimizing misinformation

Misinformation and insufficient information is also a problem. As a result, a number of food-waste-reduction campaigns have focused on quashing misinformation and providing accurate information about how to handle food.

Improving knowledge about how to store food offers one big opportunity for reducing food loss due to spoilage. Food: Too Good to Waste provides a food storage guide, and Love Food Hate Waste has produced a “Best Before Date” series of video spoofs on television matchmaking shows as well as food ditties by comedian-poet Kate Fox to help consumers make good choices about food storage.

Knowing when food is really a goner is important as well: Is it OK to use an onion after it sprouts? The unmoldy half of a moldy cucumber? Meat that’s turned brown, or cheese that’s turned green? Packaged food that’s past its “sell by,” “best before” or “use by” date?

A 2014 survey of U.S. consumer food waste found that worry about food poisoning was one of the top reasons people throw food away. And in the U.K., the Department for Environment Food and Rural Affairs recommended against using “sell by” and “display until” labels because they erroneously led consumers to think food was no longer safe to eat.

According to Bloom, one of the most challenging misperceptions may be how we view scarcity and abundance.

“We want to have plenty of food because for millennia as a species we haven’t been able to just go out to the store and buy plenty,” he explained. “There still is that slight feeling of not necessarily knowing where the next meal is coming from.”

To the children and grandchildren of the Great Depression or other tight times, buying and preparing more food than is needed can be a sign of everything from love to having “made it.” Love Food Hate Waste is working to counteract quantity misperceptions with free portion planning tools to help cooks prepare appropriate amounts of food. Other strategies include simply using smaller plates, which can provide the sense of abundance while reducing the temptation to overserve.

Noting that amount of food wasted correlates with demographic factors (PDF) such as household size, age and employment status, Love Food Hate Waste reminds us that an important part of any

campaign is to figure out the target audiences and their specific interests, needs and limitations. Food: Too Good To Waste also underscores the importance of engaging consumers with messages and opportunities often, rather than taking a “one and done” approach.

### Cool and competitive

As in many things, though, turning the trend has a lot to do with making it cool. Juul, for example, places a high premium on avoiding food shaming and instead focusing on engaging people with edgy, upbeat messaging; a vast social media presence; a lively TEDx talk; and a make-it-cool-to- conserve approach.

“What is really important is to deliver a positive message,” she said. “If you have a negative message, like ‘the big, bad supermarkets’ or ‘the big, bad consumers,’ they won’t listen.”

I Value Food offers consumers a way to turn about-to-be-wasted food into a party with instructions for hosting a Salvage Supperclub. In a similar vein, Love Food Hate Waste plays off the “foodie” trend, focusing on food’s value as a source of pleasure and a creative outlet — encouraging people to take a creative approach to preparing ugly or leftover food, for instance. With its Foodwise campaign, Australia-based Do Something provides recipes from celebrity chefs using leftovers.

Avoidable household food waste in the U.K. has dropped 21 percent since the Love Food Hate Waste program began in 2007.

Competitions are a popular tool, too. The Hong Kong Environmental Protection Department’s Food Waste Reduction program, for example, encourages members of the public to upload photos of their empty restaurant plates to a special Facebook page for a chance to win a prize. Love Food Hate Waste initiatives include poster contests and school-based races to reduce waste.

### Encouraging trends

Clearly there is no shortage of initiatives to educate and inspire consumers to keep food out of the trash. But do they work?

Making cause-and-effect connections between the various strategies these cam-



paigns employ and the amount of food wasted is difficult. But concurrent trends are encouraging.

For example, communities participating in Food Too Good to Waste saw a reduction in preventable food waste of 11 percent to 48 percent by weight (27 percent to 39 percent by volume).

Avoidable household food waste in the U.K. has dropped 21 percent since the Love Food Hate Waste program began in 2007. A 2013 survey showed that half of Danes reported reducing their food waste over the previous year, and food waste has declined 25 percent in Denmark over the past five years.

Juul attributed that success to a variety of campaign strategies by Stop Wasting Food, including getting the attention of media,

engaging via social media, avoiding alignment with a particular political ideology and using a variety of messages to avoid tiring people out. But, she said, ultimately it all boils down to one simple thing: convincing consumers that reducing food waste is simple and worthwhile.

“The main message for consumers is, ‘Start doing something on your own because it is so easy,’” she said. “It is so easy to go to the kitchen, see what you already have in your fridge, use your leftovers and be creative. It will really save you so much time, so much money — it’s a win-win situation, and it’s also good for the environment.”

(Source: <http://www.greenbiz.com/article/everybody-hates-wasting-food-so-why-do-we-do-it-and-how-can-we-stop>)

# Five CSR Trends To Watch For In 2016

*With an increased proportion of millennials across sectors, employee-influenced giving and CSR is likely to grow.* BY MAEVE MICCIO

## 1 Global CSR policies will create new challenges and opportunities for internal collaboration

Companies worldwide will have to navigate through new CSR requirements. In India, for instance, the India Companies Act, a legislation passed into law in 2013, mandates that companies of a certain size donate 2 percent of their net profits generated by the Indian entity to social impact initiatives. While this has created an opportunity to increase the scope of companies' existing programs, it has also presented the challenge of determining the degree to which these investments and programs will align with corporate strategy and procedures developed at headquarters. Companies and our clients at Silicon Valley Community Foundation (SVCF) impacted by this legislation are determining if adjustments should be made to partner criteria, vetting standards and focus areas, and if so, how to create a cohesive story.

## 2 Employees will have greater influence over CSR efforts

A trend led by technology companies, but

likely to expand into other sectors, is companies placing a greater emphasis on employee opinion to determine the issues they address and the partners that they choose. Organizations such as Yelp and Yahoo Employee Foundation empower their employees to "champion" an NGO they are passionate about to compete for funding. This strategy is closely aligned with research such as Deloitte's Millennial Survey 2015, which indicates that millennials select employment opportunities based upon a sense of purpose and believe that corporate leaders should place a high priority on contributing to local communities and the wider society. With an increased proportion of millennials across sectors, employee-influenced giving and CSR is likely to grow.

## 3 Collaboration with local and city government is on the rise through civic engagement programs

More companies are taking a cue from the foundation world in recognizing that collaborations with local and city government agencies are leading to greater impact on community issues. IBM's Smarter Cities

challenge, for example, is a well-respected model whereby IBM partners with cities to provide consulting and technology support to advance work in areas such as public safety and emergency management. Interest is growing across professional services firms and technology companies in launching initiatives that leverage expertise, influence and investments to improve infrastructure, build capacity and increase efficiency. A recent example is Amazon Web Services' City on a Cloud program.

## 4 Companies will align efforts around global intergovernmental initiatives

The coming year will present an opportunity for companies to align efforts around intergovernmental initiatives. In December 2015, the annual Conference of Parties (COP21), also known as the 2015 Paris Climate Conference, will aim to build on 20 years of UN negotiations with the goal of achieving a legally binding and universal agreement on climate, with the aim of keeping global warming below 2°C. If COP21 results in an international, intergovernmental agreement, companies across various

sectors will need to collaborate with each other and government to achieve the parameters outlined in the agreement.

Additionally, frameworks such as the Sustainable Development Goals (SDGs) are enabling companies to share their best practices and partner together through efforts such as the Impact 2030, a business-led effort fostering the power of employee volunteer investments to promote the achievement of the SDGs. Operating within a framework with shared goals will encourage increased partnership and collaboration.

**5 Increased transparency will drive industry partnerships and positive change**

The fact that investors, consumers and governments are requiring greater transparency from the private sector is nothing new.

For instance, in the US, technology companies such as Pinterest, Slack and Twitter have increased transparency by disclosing their internal diversity data. These voluntary disclosures have led to the sharing of resources, best practices and learnings. For instance, several tech companies have shared corporate training resources on unconscious bias and inclusion, benefitting the entire sector. Additionally, through the Dodd-Frank Act, certain US companies are now required to report on conflict minerals across their supply chains, and early reports show that this measure is beginning to drive positive change, reducing the presence of conflict minerals across a wide range of industries.

The push for transparency is global in nature with laws such as the EU's requirement that large companies annually produce reports, which address "social, en-

vironmental and human rights impact, diversity and anti-corruption policies". Greater transparency will lead to increased industry-wide collaboration and progress in various social issues. 

**About the Author**



*Maeve Miccio is the Vice President for Corporate Responsibility at Silicon Valley Community Foundation, a US-based comprehensive center of philanthropy providing*

*visionary leadership, strategic grantmaking and world-class expertise to donors worldwide.*

*(Source: <http://www.csrwire.com/blog/posts/1678-five-csr-trends-to-watch-for-in-2016>)*

# STAY INFORMED...

## SUBSCRIBE & SAVE

Order **CSR Today** MAGAZINE for up to two years and **\$AVE!!**



**To subscribe, contact:**

**CSR Today** , Indian Centre for CSR, Unit No.104, Nirman Kendra, Dr. E.Moses Road, Mahalaxmi Estate, Mumbai- 400 011 (India).  
Tel: +91 24903078/82 / +91 24955260

## Pioneering Barclays and UNICEF Global Youth Employment Programme Leaves Impressive Ongoing Legacy

*The engagement between the two organisations and in-country governments ensured that steps towards longer term change and programme legacy have been put in place.*



**B**uilding Young Futures, a partnership programme between UNICEF UK and Barclays, has reached more than 90,000 young people across six countries. Over three years, the programme has helped to create 11,000 new businesses and has delivered sustainable long term change for young people. According to an independent evaluation of the programme by C&E Advisory, “Building Young Futures

has been highly effective in achieving impact at scale and in depth.”

See international actress, recording artiste and UNICEF goodwill ambassador Priyanka Chopra speaking about her experience of visiting Building Young Futures, in London.

The programme combined Barclays’ business skills, expertise and networks with UNICEF’s global reach, high-level access to governments, and local knowledge to

deliver in-depth employability, enterprise and financial skills training to hard to reach young people in the six countries.

The co-created programme which operates in Brazil, Egypt, India, Pakistan, Uganda and Zambia, “has provided a major example from which others can learn.” It highlighted the success the programme had across three key areas:

- Sustained change for individuals;
- Securing sustained change in practice for communities; and
- Success in influencing changes in public policy and practice

The engagement between the two organisations and in-country governments ensured that steps towards longer term change and programme legacy have been put in place. A specific commitment to scale up the programme has been made by governments in Egypt and India, and the networks set up across all countries including youth groups, career guidance centres and ongoing mentorship services will ensure the success of the programme lives on.

### **Programme impact highlights:**

- Over 90,000 young people reached

- 10,000 young people have secured employment
- Almost 20,000 young people have come together to start 11,000 businesses
- The Egyptian government has made a commitment to continue to fund the programme in the five regions in which it currently operates, and to expand it to five new regions.

The report concluded that “across all programme countries, Building Young Futures is likely to leave an impressive ongoing legacy.”

Lawrence Dickinson, Company Secretary, Barclays and Executive Sponsor for Building Young Futures, said: “This important partnership between Barclays and UNICEF has proven to be a highly successful model of working across public-private sectors and civil society. Barclays employees are proud to have played a key role in a partnership that has had a profound, long-term impact on the economic

Set up in 2008, Building Young Futures is a partnership between Barclays and UNICEF. It has a shared goal to tackle youth unemployment by enabling young people – between the ages of 15 and 25 in communities with high unemployment – to develop the skills, knowledge and confidence they need to set up their own small business or find a job. Between 2012 and 2015 the partnership focused on in-depth support and training for young people in Brazil, Egypt, India, Pakistan, Uganda and Zambia.

future of thousands of young people and their wider communities.”

David Bull, UNICEF UK Executive Director, said: “We are incredibly proud

of everything Building Young Futures has achieved. Thousands of young people from impoverished communities have been given a second chance in life and now have the skills and knowledge they need to strive ahead and secure bright futures for themselves. We believe that this programme has set a robust model for businesses and civil society working together with governments to make real, lasting and sustainable change to young people’s lives.”

C&E Advisory added: “We would expect that over time the investment of resource made by Barclays, UNICEF and other actors... will long continue to yield value for disadvantaged young people.”

(Source: [http://www.csrwire.com/press\\_releases/38510-Pioneering-Barclays-and-UNICEF-Global-Youth-Employment-Programme-Leaves-Impressive-Ongoing-Legacy-Says-Independent-Evaluation-Report](http://www.csrwire.com/press_releases/38510-Pioneering-Barclays-and-UNICEF-Global-Youth-Employment-Programme-Leaves-Impressive-Ongoing-Legacy-Says-Independent-Evaluation-Report))

# STAY INFORMED...

## SUBSCRIBE & SAVE

Order **CSR Today** MAGAZINE for up to two years and **\$AVE!!**

To subscribe, contact:

**CSR Today**, Indian Centre for CSR, Unit No.104, Nirman Kendra, Dr. E.Moses Road, Mahalaxmi Estate, Mumbai- 400 011 (India).  
Tel: +91 24903078/82 / +91 24955260



# STAY INFORMED....



## SUBSCRIBE & SAVE

Order **CSR Today** MAGAZINE for up to two years and **\$SAVE!!**

### India's First Magazine on Corporate Social Responsibility

Subscribe to CSR Today MAGAZINE and Read the Path breaking Content lineup focusing on:

- |                                   |                            |
|-----------------------------------|----------------------------|
| a) Stakeholder Engagement         | b) Governance & Regulation |
| c) Communications & Reporting     | d) Environment             |
| e) Supply Chains                  | f) Business Ethics         |
| g) Socially Responsible Investing | h) Sustainability          |

And CSR related information, news, and updates brought directly to you!

- Compelling Corporate Social Responsibility ARTICLES.
- Global CSR Best Practices
- Thought-provoking Leadership Articles
- SPECIAL FEATURES on local and national CSR events of interest, along with updates on ACTIVITIES, AWARDS, SCHOLARSHIPS, and **MUCH MORE!**



To subscribe, contact: **CSR Today**, Indian Centre for CSR, Unit No.104, Nirman Kendra, Dr. E.Moses Road, Mahalaxmi Estate, Mumbai- 400 011 (India).  
Tel: +91 24903078/82 / +91 24955260

# TIMESJOBS.COM

## INDIA'S LEADING JOB PORTAL

Indian Centre of CSR in association with TimesJobs bring you the most sort after job opportunities in the field of Corporate Social Responsibility. TimesJobs.com, the fastest growing and most innovative Indian online recruitment portal, was born with a mission to reach out to all Indians in the country and abroad and provide them with the best career opportunities available.

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

resumes added every day, it offer one of the largest database of active jobseekers in India today.

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.

You can apply for the below listed jobs on www.timesjobs.com by typing the Job ID in the search window, alternatively you could also search categorywise to find many more opportunities in CSR.

**Company:** Client of Talent Leads Hr Solutions Pvt Ltd.

**Job ID:** 55829507

**Designation:** Corporate Social Responsibility Manager

- Experience: 4 to 9 yrs
- Salary: As per Industry Standards
- Location: Mumbai
- Key Skills: Corporate Relationship Finance Financial Services
- Job Function: Top Management / Business Development
- Specialization: Accounting / Financial Products , Channel Sales, Client Servicing, Corporate Sales
- Qualification: MBA / PGDM (Finance), B.com. ( Commerce ) (Commerce Honours )

### Job Description

Help build a leadership in corporate responsibility and innovative philanthropy, cause

and social innovation in the Financial Services Sector. This will be achieved through Planning, Implementation and Execution of CSR policy in alignment with the co Key Skills: Corporate Relationship Executive, Corporate Relationship Manager, Corporate Relationship

**Company:** The Ideaz Factory.

**Job ID:** 55819169

**Designation:** Corporate social responsibility strategist

- Experience: 2 to 7 yrs
- Salary: As per Industry Standards
- Location: Chandigarh
- Key Skills: good communication research strategy corporate social responsibility execution of the project lead a team
- Job Function: Strategy/ Advertising / PR / Events
- Specialization: Public Relations , Strategy

- Qualification: Any Post Graduate / Any Graduate

### Job description

The Corporate social responsibility strategist should be a person passionate about corporate social responsibility. You'd be expected to work closely with the research team and create CSR projects, pitch them strategically, and then oversee the execution of the project.

- planning the yearly goals and roadmap
- develop insights from the primary and secondary research
- create an innovative solution around the problem within the guidelines of CSR framework.

### You should:

- have demonstrable experience in working in the field of CSR
- passion to spend 80 hour weeks.
- excellent communication skills

**Even better:**

- able to recruit, and lead a team
- a degree/ specializing / experience in the field of CSR • entrepreneurial, resilient and agile

**Company: LEADING MANUFACTURING COMPANY**

**Job ID: 55840998**

**Designation: Head Corporate Social Responsibility**

- Experience: 10 to 15 yrs
- Salary: As per Industry Standards
- Location: Pune
- Key Skills: To develop and implement strategies, Team Management Multi tasking and Analytical Approach
- Job Function: Top Management
- Industry: Manufacturing / Industrial
- Qualification: MBA / PGDM (HR / Industrial Relations , Marketing ), Any Graduate

**Job Description**

**Responsibilities:**

- To develop and implement strategies which underpin the organization's CSR objectives
- To conceptualize, execute, coordinate, and communicate corporate social responsibility programs for the company and ensure effective communication on CSR projects with internal and external stakeholders
- Design and develop policy and programs in collaboration with the internal stakeholders
- Ability to represent the data pertaining to the CSR activities in the best possible manner via different forms of media and magazines
- Application of knowledge of New Companies Act 2013(Section 135 and Schedule VII) pertaining to CSR into implementation.
- Adhering to project time lines and budget
- Present the findings of the due diligence to the Committee for approval and sanctioning of funds
- Ability to work with local authorities like Gram Panchayat

- Team Management
- Conduct thorough due diligence in terms of implementation partner, project development, project approval, contracting, budgeting and payments, monitoring, impact measurement and reporting and communication
- Independent assessment and analyses of project design and approaches
- Monitoring and evaluation of projects including Impact Assessments and Strategic Review and Planning experience of working on education, health and community development
- Documentation of project processes, and reporting program progress to stakeholders.
- Drive the execution of the policies and programs that are in consistent with the organizational strategies
- Access and analyze potential organizational and societal risks and opportunities while evaluating a project.
- Forecast possible challenges while executing the approved projects.
- Implement CSR programs, e.g. Site visits, research, drafting of findings, analysis and reports

**Key skills and competencies:**

- Commitment to and passion for CR
- Maturity to grasp the organization's culture and align the CSR goals in tandem with the organizations' aspiration to make a visible difference to the society
- Excellent ability to articulate and finesse to communicate decisions
- Excellent interpersonal, advocacy and political skills
- A broad proactive mindset, exceptional listening, framing and strategic abilities
- Multitasking and Analytical Approach
- Ability to judge situations and people and take appropriate decisions
- Well developed communication skills, both verbally and in writing
- Understanding of different educational, human rights and sustainability issues
- Business insight and commercial awareness
- Empathy and Adaptability
- Strong leaders and team players – but

also 'self-starters' able to work with minimal supervision

- High on Integrity and open minded
- Persuasive and self-confident
- Influential, with political and environmental awareness
- Readiness to travel for project implementation and supervision

**Candidate Profile:**

- Graduate (preferably in Social Sciences Psychology, Sociology) or a Post Graduate Degree in Social Work
- Masters in Business Management
- Proven skills in leading and executing the CSR activities
- 10-15 years of experience of working in the similar function with
- NGOs or large corporate

**Company: AJAX FIORI ENGINEERING PVT LTD**

**Job ID: 55890021**

**Designation: Corporate Social Responsibility - Executive**

- Experience: 6 to 10 yrs
- Salary: As per Industry Standards
- Location: Bengaluru / Bangalore
- Key Skills: establishing a social touch, Prepare presentations project implementation Administration
- Industry: Manufacturing / Industrial
- Qualification: Any Graduate

**Job Description**

**Principal Accountability:**

- Developing a local network and establishing a social touch to understand ground level requirements of particular area and community.
- Prepare presentations, reports and collaterals regarding CSR activities.
- Effective communication on CSR projects with internal and external stakeholders.
- Liaising with Gram panchayat, NGOs and other local authorities.
- Implement CSR programs, e.g. Site visits, research, drafting of findings, analysis and reports.
- Ensuring ground level execution of all CSR programs by company.

**Experience:**

- Professionals having 7 - 10 years relevant experience in nonprofit organization / mid size corporate / CSR consultancy.
- Must have worked on CSR programs for rural area in Karnataka.
- Experience of CSR programs related to health and hygiene preferred in Karnataka.

**Required Skills:**

- Adept at working with cross-functional teams spread across various parts of an organization.
- Ready to travel for project implementation and supervision.
- Should have sound knowledge of statutory compliances and legal requirements related to CSR initiatives.
- Skilled at researching, investigating and garnering information from available resources.
- Flexible, creative and detail-oriented in ambiguous situations.
- Must be able to read, speak and write Kannada.

---

**Company: Suryoday Micro Finance Pvt Ltd**

**Job ID: 55612776**

**Designation: Head Corporate Social Responsibility**

- Experience: 10 to 15 years
- Salary: As per Industry Standards
- Location: Navi Mumbai
- Key Skills: good communication, Heading the team, Corporate Social Responsibility activities, Program Management customer service
- Job Function: Top Management
- Industry: Financial Services / Stock broking
- Specialization: Operations / Customer Care
- Qualification: MBA / PGDM, Any Graduate

**Job Description :**

- Corporate Social Responsibility activities & sustainability plans
- Conceptualizing the CSR program (Community Outreach)
- Heading the team and responsible for team recruitment

- Productive and progressive expansion of the program
- Quantitative Needs Based Program Management and Impact Assessment Study Management
- Develop & implement process changes & better customer service based on collated market intelligence on competition/ business trends
- Develop & implement process changes to level up with the standard industry Social Performance Markers
- Initiate short programs to improve Individual Employee Development
- Budget management and liasoning
- Grant applications, management and subsequent project execution
- Extensive Traveling  
10+ Years experience and in-depth understanding and experience of the non-profit sector, specifically on fund raising, program implementation, impact measurement, charity governance etc. and in managing teams.

**Competencies / Skills Essential:**

- Excellent oral and written communications skills
- A keen understanding of developments in Sustainability strategies and CSR, including knowledge of reporting and impact measurement methodologies, engagement and outreach
- Ability to work in a collaborative, multi-disciplinary, environment (demonstrating patience, tenacity and grace under pressure)
- Detail oriented, with strong organizational, analytical and problem solving skills
- A highly organized self-starter; independent and self-directed
- Desired Ability to effectively represent the organization at various public and social forums.

---

**Company: IPE Global Pvt. Ltd.**

**Job ID: 55651394**

**Designation: Advisor Corporate Social Responsibility**

- Experience: 8 to 10 years
- Salary: As per Industry Standards

- Location: Delhi
- Key Skills: Corporate Social Responsibility CSR policies long terms relationships develop business programme development internal management systems competition mapping
- Job Function: Corporate Planning / Consulting / Strategy
- Industry: Consulting Services
- Specialization: Business Analysis, Corporate Planning / Strategy, Organization Development, Policy Development
- Qualification: Any Graduate

**Job Description:**

Establish linkages with companies seeking advice on CSR programmes and their implementation; develop business and long terms relationships Contribute to the development of CSR policies and programmes aligned with all sectors, and in accordance.

Work on strategy, policy and programme development, goal setting, reporting, internal management systems, etc., for such programmes Undertake project management to ensure that CSR programmes, initiatives, and related activities taken up on behalf of clients are successfully executed Develop network and relationships with other consultancy firms, institutions and individuals working in the sector; maintain a bench of experts from different fields

Research and documentation of global best practices in CSR; maintain a knowledge bank that supports advisory services.

Monitor and analyse strategies, policies and programmes of other advisory companies in the CSR sector (competition mapping)

Contribute to dissemination of information as required, in coordination with internal and external public relations and communications teams.

**Essential Skills :**

- Excellent communication skills; able to clearly communicate complex information
- Fluency in English; able to deliver message effectively verbally and in writing
- Open to working in multi-cultural environment and effectively in small and large teams.

- Target oriented and willing to work in diverse sectors
- International experience

**Company: Bitwise delivers technology solutions**

**Job ID: 55590841**

**Designation: Corporate Social Responsibility - Executive**

- Experience: 2 to 5 years
- Salary: As per Industry Standards
- Location: Pune
- Key Skills: Planning Review all CSR MIS Excellent Presentation Skills Excellent Communication Skills
- Industry: IT-Software
- Qualification: Any graduate

**Job Description**

**Skill Set:**

- Planning, developing and executing CSR initiatives
- Build and maintain long term relationships with current and potential donors
- Review all CSR programs and track the progress at regular intervals
- Effective communication and MIS reporting on CSR initiatives with internal and external stakeholders
- Promote volunteerism
- Monitoring, auditing and evaluations of all initiatives undertaken by the Foundation.

**Expertise:**

- Should have sound Knowledge of Statutory requirements related to CSR
- Excellent Communication Skills
- Excellent Presentation Skills
- Good inter personal skills & networking capabilities.

**Company: Sathguru Management Consultants Pvt Ltd**

**Job ID: 55669784**

**Designation: Manager / Sr.manager- Corporate Social Responsibility**

- Experience: 5 to 7 years
- Salary: As per Industry Standards
- Location: Hyderabad / Secunderabad
- Key skills: fundraising relationships MIS Presentations
- Job Function: Finance
- Industry: Consulting Services
- Specialization: Funds Management
- Qualification: Any Graduate

**Job Description**

Incumbent will be responsible to conceptualize, design, execute & communicate corporate social responsibility initiatives.

1. Planning, developing and executing CSR strategies.
2. Build and maintain profitable, long-term fundraising relationships with current donors and potential donors.
3. Identify key Stakeholders develop and

implement stakeholder engagement mechanism and initiatives.

4. Measure the impact of CSR Programs and enable the stakeholders to review the progress at regular intervals.
5. Effective communication on CSR projects with internal & external stakeholders.
6. Presentations & MIS reports to Management and Funding bodies.
7. Promote and communicate volunteerism, measure impact analysis & ensure appropriate media coverage.
8. Liaisoning and networking with National level NGOs/ Consultants on need basis.
9. Monitoring, auditing and evaluation of initiatives undertaken by the partner institutions.
10. Willingness to travel.

**Candidate's Profile:**

1. Masters Degree in Social Works or equivalent with 5 - 7 years of experience in Corporate Social Responsibility role.
2. Expertise in developing and implementing CSR plans and strategies.
3. Should have sound knowledge of statutory compliances and legal requirements related to CSR initiatives.
4. Excellent communication skills-Verbal and written.
5. Excellent presentation skills.
6. Good inter-personal skills with warm and pleasant networking capabilities

# STAY INFORMED...

## SUBSCRIBE & SAVE

Order **CSR Today** MAGAZINE for up to two years and **\$SAVE!!**

**To subscribe, contact:**

**CSR Today** , Indian Centre for CSR, Unit No.104, Nirman Kendra, Dr. E.Moses Road, Mahalaxmi Estate, Mumbai- 400 011 (India).  
Tel: +91 24903078/82 / +91 24955260



# The answer to climate change, is change.



Change, from the way we now produce and consume energy to a greener mix of oil and coal powered energy coupled with the use of natural gas as an energy source. Natural gas emits an estimated 40-70% less carbon dioxide than other fuels, reducing the growing pressure on our ecosystem. Moreover, LNG results in virtually no atmospheric emissions of sulphur dioxide and particulate matter. Petronet LNG is leading this change for a better environment by continuously striving for doing things the greener way.

**Petronet LNG Limited**

World Trade Centre, 1st Floor, Babar road, Barakhamba Lane, New Delhi-110001 (INDIA)



**PETRONET  
LNG  
LIMITED**

[www.petronetlng.com](http://www.petronetlng.com)

# Make Smile Train India your CSR partner



## Cleft in India: Why should we care?

- 1 in 700 children is born with a cleft.
- Only 50% get treatment due to poverty or ignorance.
- Over 1 million children in India live with untreated clefts
- Bullied and teased, they live a life of shame and isolation

## Partner with Smile Train and transform lives

When you support Smile Train, the immediate change you see is the first-ever beautiful smile of an innocent child born with a cleft deformity. Considered a curse in most parts of India, Cleft lip and palate deformity is completely correctible through a simple, 45 minute surgery.

By partnering to provide free surgeries, you initiate a transformation with far reaching impact.

**Invest in India's productivity** - From being a shameful burden on their family and society, you provide children born with clefts an equal opportunity to become productive citizens.

**Invest in local capabilities, build capacities** - With training, funding and technology support to local doctors, you help equip doctors and hospitals to provide world class cleft care in their communities, all year round, across India.

**Leaders in Cleft care** - You partner with the world's largest and most efficient cleft program with best-in-class reporting and monitoring systems. Smile Train has provided over 450,000 free surgeries in India through a network of 170 partner hospitals spread across the country.

Our Partners



Treatment of clefts comes under 'Tertiary Medical Prevention' as defined by the World Health Organization, and thus falls within the guidelines of the Ministry of Corporate Affairs for activities permitted under Section 135 of the Indian Companies Act 2013.



Smile Train India is registered as a Section 25 not-for-profit company under the Indian Companies Act 1956, with Income Tax under Section 80G and under FCRA with the Ministry of Home Affairs.

Interested? Contact us at  
csrindia@smiletrain.org www.smiletrainindia.org

S-240 Panchsheel Park, New Delhi 110017  
011 26016348

[f /smiletrainindia](#) [t /+smiletrainindia](#) [in /+smiletrainindia](#)