

CSR TODAY

RNI NO. MAHENG/2013/48866 ■ VOLUME 08 ■ ISSUE 02 ■ SEPTEMBER 2020 ■ PRICE ₹100 ■ TOTAL PAGES: 52

Business Lessons From A Small Virus On A Big Planet

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Vicious cycle: As we cool ourselves, we heat the planet

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CSR must focus on online studies



Rajesh Tiwari
Publisher
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OVER 60% OF THE STUDENTS SPEND AROUND 1-4 HOURS ON E-LEARNING; FOLLOWED BY 31% SPENDING 4-8 HOURS AND 8% SPENDING 8-12 HOURS STUDYING ONLINE. THIS SHOWS THAT DESPITE THE CHALLENGES, THE STUDENTS' WILLINGNESS TO LEARN AND THE COMMITMENT OF TEACHERS TOWARDS ONLINE EDUCATION.

The new normal during the Covid-19 times have changed several things – including how we study.

One thing is sure, online mode of studies is here to stay.

The CSR need to focus on this aspect extensively – and this is one of the key areas for future for crores of students in India, both in schools and colleges.

Internet penetration and connectivity should not remain an issue – this is for the government and telecommunication companies to take care. But for rest of the thing, CSR needs to chip in.

Majority of students – a whopping 79 per cent – use smartphones to study online reveals 'India Lockdown Learning' report by Vidyasaarathi.

The report goes on to state that only 17 per cent of students attend their online classes using laptops and computers and rest 4 per cent students attend it through mediums like tablets.

Vidyasaarathi is one of the largest scholarship management portals in India – promoted by NSDL e-Governance.

Vidyasaarathi's 'India Lockdown Learning' report is based on a nationwide survey conducted by collecting data from over 10,000 students across 400 cities to understand the transformation happening in the educational eco-system – in the new normal.

The report that provides unique insights and perspectives on the e-learning scenario in India further finds that WhatsApp and Zoom Calls to be the most preferred medium of 59% students for conducting online classes; followed by 30% of students using their school's or college's online platform to attend online classes.

While online classes are part of the new normal, 75% of the students still prefer physical classrooms over online learning. Poor internet connection was highlighted by 57% of students as their biggest challenge for

e-learning. 31% of students finding it difficult to focus and 12% finding it difficult to get doubts clarified while studying online.


Interestingly, over 60% of the students spend around 1-4 hours on e-Learning; followed by 31% spending 4-8 hours and 8% spending 8-12 hours studying online. This shows that despite the challenges, the students' willingness to learn and the commitment of teachers towards online education.

Students are also well aware of the benefits of online classes. Majority of them cited that the biggest advantage of e-learning is the accessibility of the course content any time. Students also highlighted ease of use and convenient doubt clarification to be the other motivators for online education.

Another change that is being seen is that Indian Consumers are now prioritising audio quality as a key smartphone purchase driver ahead of camera and battery, according to a new study by CyberMedia Research (CMR).

In fact across all parameters one in every four users have stated audio quality as the most important factor while selecting their smartphone. For the first time ever, consumers are more tuned into 'audio quality', possibly driven by long hours spent alone in a homebound economy. In doing so, they are also seeking better, immersive experiences.

The CMR study titled "What Audio Means for Indian Smartphone users?" categorizes Indian consumers, based on their audio consumption patterns, into three broad cohorts – Digital Natives who spend more than 20 hours weekly (39%), Digital Dependents who spend 10-20 hours weekly (44%), Digital Laggards who spend less than 10 hours weekly (17%).

Online content consumption – movies and music, have witnessed a tremendous growth, driven by the ubiquitous smartphones. Over the past few years, the rise of affordable and value for money smartphones has fueled content consumption, on-the-go, and at home. 

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CSR TODAY

SEPTEMBER 2020 | VOL. 08 | ISSUE 02

PRINTER AND PUBLISHER: Rajesh Tiwari

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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. Moses Road, Mahalaxmi Estate, Mahalaxmi, Mumbai 400 011.

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CSR NEWS

Toyota Kirloskar Motor salutes the Indian Armed Forces through their ICARE initiative



Not allowing the current pandemic to dampen their spirits, over 100 TKM employees and their families came together virtually through an e-enabled platform this Independence Day to pay tribute to the indomitable spirit of the Indian soldiers guarding our borders across Leh and Ladakh. The e-enabled event was graced by the honourable guest speaker, Air Vice Marshal B K Murali [Retd], who was a part of the Kargil War in 1999. He shared insights on the current scenario and selfless contribution of warriors who are at the forefront to save our lives.

The core theme of this initiative was to send a message of gratitude, love and best wishes to our soldiers at Leh, Ladakh, who guard our borders day and night. Towards this end, as a part of this initiative, the employees and their families sent out handmade

eco-friendly Rakhis and greeting cards that will be handed over to the soldiers posted in Leh, Ladakh via the Army Post Office (APO) Northern Command. In addition, a video message was also sent for the soldiers.

Expressing his thoughts on this occasion, Mr. Vikram Gulati, Country Head & Senior Vice President, Toyota Kirloskar Motor said, “The bravery, spirit and enthusiasm of the armed forces to protect their motherland India is unparalleled and any tribute to this valour and devotion is not enough. Through our ICARE initiative, we pay our tribute to the soldiers by honouring them with a token of gratitude.

ICARE program has created a platform for employees to come together and make a difference in the community. The initiative actively engages employees and strives to

enhance their understanding on numerous societal issues, contributing to address vital needs within TKM’s CSR framework. We are happy to see such energetic participation of our employees and their family members who are emerging as ‘Social Transformers’ in each ICARE activity. With this, we intend to expand the horizon of serving the society with our holistic approach.”

‘ICARE’ – an employee voluntary initiative, is an effort aligned with the company’s commitment to sustained community development. TKM believes that it is important for the employees to align with our morals and principles to make key contributions to the nation and society at large. This drive actively involves the employees and strives to enhance their understanding on various societal issues, contributing to address vital needs within TKM’s CSR framework. Since its launch in 2017, ICARE has grown manifold and managed to create a large impact in the society which benefited more than 40,000 lives. Currently, more than 700 employees have been registered under TKM’s ICARE initiative. So far, TKM has implemented 15 ICARE activities in the area of Education, Environment, Road Safety, Skill Development, Disaster Management and supporting special children by creating massive transformation in the society and providing enriching experience to employees every time.

CSR INDIA UNITED

Biocon joins hands with Akshaya Patra Foundation to help citizens during the Covid-19 outbreak



History is witness to the global disruption that has been generated by the rapid spread of coronavirus. Besides being a health crisis, the pandemic also brought economic and business activities to a standstill in India. The collateral damage of this, has been denial of livelihood and access to food for the economically challenged sections. It is at this inflection point that Biocon, India's largest, innovation led biopharma company that is no stranger to social responsibility, approached Akshaya Patra Foundation to collaborate in distributing dry ration kits to vulnerable groups in Karnataka, Telangana and Andhra Pradesh.

Speaking on behalf of Biocon Foundation, Mission Director, Ms Pratima Rao said that, "Aligning with social causes has been fundamental to Biocon's' DNA and an integral

part of the business model. We have been associated with Akshaya Patra Foundation for some time now. Initially our primary agenda was to augment the supply of nutritious meals to schools and anganwadi centres in Karnataka and Telangana. However, at a time when the country was battling a pandemic, the association was extended to reach relief efforts to underprivileged sections of society across several locations. As a further commitment, we will continue to invest in innovative and impactful programs in partnership with like-minded organisations, to improve the lives of the poor and marginalised communities."

Moreover, Biocon, quick to adapt to any situation, has been instrumental in developing testing kits and effective therapies for COVID-19. As a CSR Initiative, Biocon's research arm

Syngene International runs an ICMR-approved COVID-19 testing laboratory, using RT-PCR technology, to speed up affordable testing in Bengaluru.

Biocon Foundation is focused on four key thematic areas of intervention - healthcare, education, environmental sustainability and rural development. It has forged meaningful partnerships with government agencies, NGOs and academia for solutions to address the issues of sustainable development. The Foundation is engaged in several public-private partnership (PPP) projects aimed at effectively and transparently implementing welfare schemes for marginalized communities.

Biocon Foundation brings effective primary healthcare services to the doorstep of underprivileged sections and models new approaches for public healthcare delivery. Responsible practices in the areas of environmental protection and conservation of natural resources have resulted in path-breaking results. The rural development initiatives are directed towards improving the standard of living of rural communities by provision of basic infrastructure and services in resource-limited settings. The disaster relief, rehabilitation and reconstruction activities are focused on sustainable recovery of disaster-affected communities. In addition, the Grant-in-Aid initiative has rendered financial support to innovative solutions for real-world problems.

On the collaboration with Biocon Foundation, Shridhar Venkat, CEO, Akshaya Patra Foundation said, "We are deeply touched with the support we have received from Biocon Foundation during these unprecedented times. We appreciate Biocon for coming forward to collaborate with us in eliminating hunger from the society."

Incidentally, Akshaya Patra and associate foundations have served about 72 million meals to underprivileged sections of the society over the last four months.

VICIOUS CYCLE:

As we cool ourselves, we heat the planet

With climate change making summers hotter, people crank air conditioners higher — which causes more heat-trapping emissions that fuel higher temperatures, points out **Sarah Golden**

And the data show my house isn't the only one: During the first few months of the nation's stay-at-home orders, home energy use was up 30 percent during midday. The increase was especially pronounced during the workweek, when people used to be at school or work. And that was before the start of this hot, hot summer.

Summer months are the most taxing on the electric grid. With climate change making summers hotter, people crank air conditioners higher — which causes more heat-trapping emissions that fuel higher temperatures. It's been a vicious cycle; as we cool ourselves, we heat the planet.

This issue has been growing for years. But, as with many things about this never-ending real-life “Black Mirror” episode we're living, the coronavirus has exacerbated and accelerated the problem. Simply, the residential grid isn't prepared for a sustained increase in energy demand from the record number of people cooling themselves at home.



I have a confession to make. My household's electricity consumption doubled during the first three months of the pandemic.

So let's take a long, cool look at what sectors can be doing today to get in front of the cooling conundrum.

The utility plan: grid flexibility

Grid flexibility and demand response are a high priority for utilities working to optimize energy loads to use more clean energy. COVID is adding additional pressure to this transition as utilities look for new ways to ensure reliability and avoid outages.

Utilities across the country partner with smart home technology companies — such as Google Nest, OhmConnect and Tesla Energy — to increase residential demand response participation. According to Surya Panditi, head of Enel X North America, deploying flexible solutions has the

added benefit of creating new value streams for utilities and companies.

“Clean energy management solutions like utility-run demand response programs and battery storage systems can provide utilities with the fast flexibility needed to manage rapidly changing energy shifts as the pandemic continues to impact the country,” said Panditi in an email. “These clean solutions aim to generate value for participating businesses, while also providing relief on the electrical grid and reliability to the millions of consumers looking to keep their lights on.” While the economic uncertainty from the crisis may make customers hesitant to invest in energy upgrades, it's time for utilities and regulators to get creative to ensure reliability and affordability.

Business Lessons From A Small Virus On A Big Planet

The urgency to address our resource imbalance is amplified by the COVID pandemic. Also, it is becoming evident that humanity needs to move rapidly out of using fossil fuels, since the social costs of using them has started to outweigh their benefits by far, write **Mathis Wackernagel & Kevin Self**

The power of this microscopic being is astonishing: The mass of all the coronaviruses combined on our planet may just be a small fraction of a gram — less than a butterfly wing. Yet, it has changed everything, far beyond the classical “butterfly effect.”

One measurable impact of the pandemic is the temporary reduction in human demand on nature. Ecological footprint accounting quantifies this demand by adding up all the human demands that compete for biologically productive area: to produce food, fiber, timber; to absorb excess CO₂ from fossil fuel burning; to accommodate roads and houses, etc.

These areas are needed to regenerate what people demand. Then this demand can be compared with how much biologically productive area is available on this planet, or in each country or region.

This resource accounting, made available by Global Footprint Network, concluded that humanity’s demand this year, from January 1 to August 22, is as much as all ecosystems of the planet combined can regenerate in the entire year. Yes, we have already eaten up the annual resource budget of the planet because we use as much as if lived on 1.6 planet. Last year, that budget only lasted to July 29. In other words, Earth Overshoot Day has moved by over three weeks.

But this slowdown is nothing to celebrate — it was driven by disaster, not design. Since this massive drop in resource consumption came unexpectedly, it is bound to be short-lived. Our infrastructure has not improved and neither have business models across industry sectors.

But as with financial budgets, it is not possible to overdraw your resource budget forever. Reality will reconcile one way or another, whether for financial budgets or ecological budgets. Consequently, our choice is whether we want to proactively pick the best path to live again within the resource budget, or have nature make the pick for us. Getting our ecological debt forgiven is not an option.

In an e-book produced for this year’s Earth Overshoot Day, Schneider Electric and Global Footprint Network spelled out why “one-planet prosperity” — the need for all to thrive within the limited capacity of our planet — is an ever-more-defining context for businesses, and one that can be quantified and monitored. It is the essence of Schneider Electric’s strategy but it also applies to any other business that wants to invest into its own longevity. It is the



Many of the world's biggest fast moving consumer goods companies are lagging in the execution of their no-deforestation commitments.
Image: Paul Keller via Flickr, CC BY 2.0

How the pandemic is changing the way leaders approach climate action goals

The pandemic has forced companies and governments to work harder to get back on track to meet their climate action targets, said sustainability veteran Aida Greenbury. In a discussion with James Yi, managing director of APCO Worldwide, she explains why circular bio-based economies and inclusive growth are the way of the future.

The pandemic has provided a wake-up call for companies and governments that were set to miss their 2020 sustainability targets, believes sustainability and risk management veteran Aida Greenbury.

It has forced them to speed up measures to address biodiversity loss, escalating emissions and other underlying causes of crises, said Greenbury. "When humans do not act, nature will," she said. "Covid-19 has forced us to work harder to get back on track."

Greenbury was recently appointed to global communications firm APCO Worldwide's inter-



Why is environmentalism so homogenous, and how to cultivate genuine diversity?

Even though communities of color are disproportionately affected by environmental hazards, the environmental workforce remains overwhelmingly white, writes **Ambika Chawla**



Village leader Matakín Bondien points to a young mangrove plant which has sprouted in a clearing where mangrove trees were felled in Pitas, Sabah, Malaysia.
Image: REUTERS/Edgar Su

MORE NATURE, MORE JOBS?

**Green investment seen as
driver of coronavirus recovery**

Building back greener could create millions of jobs and trillions in economic opportunity, the **World Economic Forum** says.



14 BILLION APPLIANCES COULD BE NEEDED BY 2050: Why cooling must be a part of post-pandemic recovery

Amid rising temperatures, cooling technologies will be needed to protect people from heatwaves and keep vaccines and food fresh. Climate-friendly cooling could help humanity avoid 0.4°C of global warming by 2100, say the **United Nations and International Energy Agency**.

A whopping 14 billion cooling appliances could be needed worldwide by 2050 as climate change raises temperatures, and countries must adopt energy-efficient and climate-friendly cooling as part of their post-pandemic recovery plans, urged the United Nations Environment Programme (UNEP) and International Energy Agency (IEA).

There are 3.6 billion cooling appliances in use now, and rising demand for cooling could mean even higher emissions from the burning of fossil fuels to power air-conditioners and other equipment, both agencies noted in a new report released on Friday (17 July).

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Indian Centre of CSR in association with Times Jobs 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 Times-Job'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.times-jobs.com by typing the Job ID in the search window, alternatively you could also search categorywise to find many more opportunities in CSR.

COMPANY: Yogayatan group of company

DESIGNATION: Manager/ Executive

- **Experience:** 1 to 6 yrs
- **Salary:** As per Industry Standards
- **INDUSTRY:** Construction/Cement/Metal/Steel/Iron, Real Estate
- **Location:** Mumbai (Maharashtra)
- **Key Skills:** msw corporate social responsibility effective communication
- **Job Function:** HR/PM/IR/Training
- **Specialization:** Other HR/PM/IR/Tng
- **Qualification:** Any Graduate

Job Description:

- 10 YG/CSR/010 Manager/ Executive Corporate Social Responsibility Post Graduate in MSW, NGO experience.
- Manager/ Executive
- **Experience:** 1 - 6 years
- Planning, developing and executing CSR initiatives. Build and maintain long term relationships with current and potential donors. Effective communication and

MIS reporting on CSR initiative. Monitoring, auditing and evaluations of all initiatives undertaken by the Foundation Undertake new local level initiatives.

COMPANY: HyreFox Consultants

DESIGNATION: Employee Engagement Specialist

- **Experience:** 0 to 3 yrs
- **Salary:** As per Industry Standards
- **INDUSTRY:** Consulting Services
- **Location:** Mumbai (Maharashtra)
- **Key Skills:** employee engagement corporate social responsibility communication skills
- **Job Function:** HR/PM/IR/Training
- **Specialization:** Recruitment
- **Qualification:** Any Graduate

Job Description:

- A person who is an engagement specialist. Not just with basic Diwali, Christmas celebration but a person who aslo

has a good understanding on corporate social responsibility.

- Will also be a face for setting a culture.
- Strong connect with people and impeccable communication skills.
- Min Qualification- Graduate.
- Immediate joiners preferred.

Other Details

- **Industry:** Hotels/Restaurants/Airlines/Travel
- **Employment Type:** Permanent
- **Overview Location:** Mumbai
- **Job Title:** Employee Engagement Specialist
- **Experience:** 3.0 yrs - 4.0 yrs
- **CTC:** INR 4.00 lacs - 6.00 lacs.

COMPANY: Atkins

DESIGNATION: Senior Consultant- Natural Capital Lead

- **Experience:** 0 to 3 yrs
- **Salary:** As per Industry Standards