

# CSR TODAY

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## IN A POST- LOCKDOWN WORLD,

### CAN SPECIAL DISINFECTANTS KEEP WORKPLACES AND PUBLIC SPACES SAFE?

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#### CSR LEADERSHIP

24 hours with... WWF  
tiger conservationist  
Dr Ashley Brooks

#### CSR CONCERN

How satellite imagery is  
helping to detect plastic  
pollution in the ocean

#### CSR TRENDS

How a focus on sustainability  
will help the fashion industry  
emerge stronger from Covid-19





# CSR TODAY

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# Time for campaign to ban spitting, smoking in public



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

**THERE HAS BEEN GROWING EVIDENCE THAT SMOKING INCREASES THE GREATER RISK OF CONTRACTING COVID-19. IT WORSENS LUNG FUNCTION AND REDUCES IMMUNITY.**

India is passing through testing times. The Covid-19 pandemic outbreak and the lockdown has affected in multiple ways. But there are lessons to be learnt.

With the slow and phased relaxation of lockdown, it has been noticed that people are smoking, throwing the butts on roads and spitting in public.

With southwest monsoon setting in when there is always a sharp rise in vector-borne diseases like malaria, dengue, chikungunya and water-borne diseases gastrointestinal disorders, jaundice, cholera - such irresponsible habits are going to contribute to spread of diseases, most certainly, Coronavirus.

The campaign against spitting and smoking in public is very old in India but now time has come for a renewed campaign through CSR so that it could be eradicated.

Raising concerns about potential risk of spreading coronavirus through users of tobacco products, Union Health and Family Welfare Minister Dr Harsha Vardhan said smokeless tobacco users have a tendency to spit in public places, which increases health risks especially spreading contagious diseases like Covid-19, tuberculosis, swine flu, encephalitis and others. He now has the additional responsibility of being the Chairper-

son of Executive Board of the World Health Organisation.

Its high time, that MoHFW and WHO sits with Indian corporate and work out a campaign that could be a final assault on this habit.

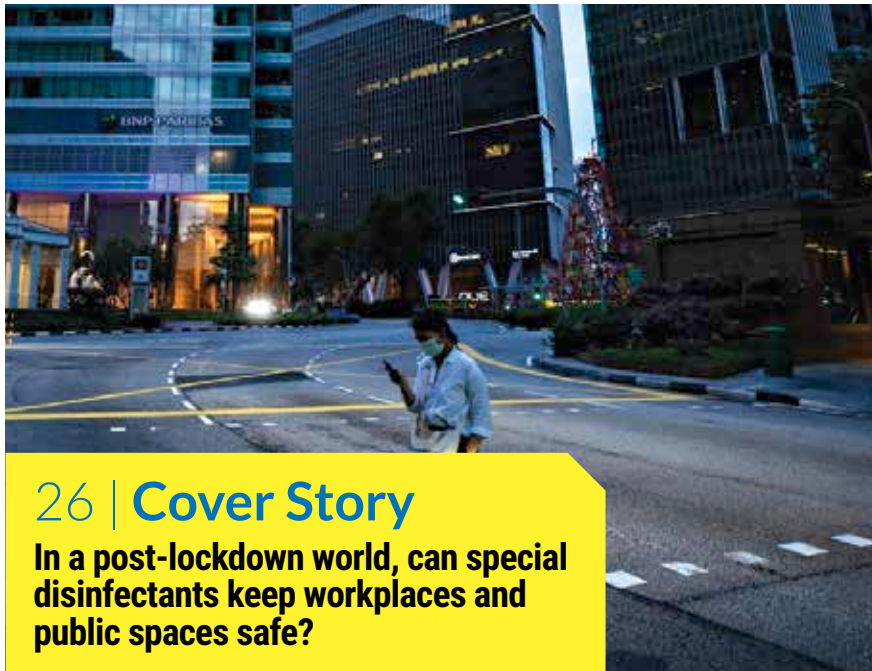
Bhavna Mukhopadhyay, Chief Executive, Voluntary Health Association of India stated that to protect the health and to reduce the risk of COVID-19, it is urged that all the smokers and tobacco users must quit.

As per Prof Pratima Murthy, Professor, and Head, Department of Psychiatry, National Institute of Mental Health and Neurosciences, there has been growing evidence that smoking increases the greater risk of contracting COVID-19. It worsens lung function and reduces immunity. She further explained that smokers who have COVID-19 infection suffer from more complications.

Dr. Rakesh Gupta, Consultant working for Tobacco cessation, mentioned that the Ministry of health and state health department must promote quitting tobacco through electronic and social media. He further added that it is an opportunity that will help in increasing the quit rate amid Covid-19.

The CSR teams must sit with traditional and new media and social media platforms in making people quit the habit.

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## WCF Launches CyberSmart, Free-for-all Gamified Cybersafety Portal for Students, Teachers, Volunteers and Parents

**W**NS (Holdings) Limited, a leading provider of global Business Process Management (BPM) services, through its Corporate Social Responsibility (CSR) arm WNS Cares foundation (WCF) launched CyberSmart portal ([cybersmart.wnscaresfoundation.org](http://cybersmart.wnscaresfoundation.org)), a holistic cybersafety learning ecosystem for education & empowerment of students, teachers, volunteers and parents. Marathi version of the portal was virtually inaugurated by Satej Patil, Minister of State for Home, Housing, Transport, IT, Parliamentary Affairs & ex-Servicemen Welfare, Govt. of Maharashtra, India.

The interface is available in three languages- English, Hindi & Marathi, and covers a bandwidth of 50,000 concurrent users, without capturing any personal data.

CyberSmart is a free-for-all platform that enables gamified learning as opposed to voluminous existing PDF material for teachers, students, volunteers and parents to impart education using a unique blend of online & offline methodology. The portal exhibits thematic quiz-based learning module pertinent to each age group that follows curriculum advisory and challenges children encounter in the cyberspace. Each learning journey has a set of 25 question assessment to check learning. Post completion of all the themes and their respective journeys, every student can download a badge or certificate. The portal also

allows to issue a unique ID for every visitor to retrieve the certificate. It also has a special feature - a call for help button for children under duress.

Speaking at the launch, Keshav R. Murugesh, Group CEO, WNS said "Given the pandemic situation we are in, millions of children are exposed to online learning. Opening up more time on Internet-connected devices has exposed them to unfiltered content making them vulnerable in the cyber space. A seismic shift to smarter cybersecurity is the need of the hour, especially for children and youth. CyberSmart portal is an attempt to create a repository of age-appropriate content that is engaging and empowers children and youth alike to navigate the internet judiciously."

**A SEISMIC SHIFT TO  
SMARTER CYBERSECURITY  
IS THE NEED OF THE  
HOUR, ESPECIALLY FOR  
CHILDREN AND YOUTH.**

Debjani Ghosh, President of NASSCOM said "As the world learns to become more virtual, the need for safe internet usage is even more pronounced, especially for children and youth. NASSCOM supports the CyberSmart initiative that would spur safer internet landscape across the nation. Launch of the CyberSmart portal could not have come at a more

appropriate time. This resource is sure to benefit parents and teachers as much as it will impact students in learning about traversing cyberspace purposefully, during and post COVID-19 world."

Shamini Murugesh, Honorary Chief Mentor, WCF said "With India taking a giant leap in digital learning initiatives, the need to identify protocols for a safe digital landscape and setting up a formal framework is imperative for the best interest of students. The purpose of CyberSmart platform is to create awareness and educate students and parents about cybersafe behavior through an engaging gamified learning model. The platform also enables teachers, NGOs and volunteers to impart education using our unique online & offline methodology. At WCF, our endeavor is to spearhead conversations and create right platforms for parents, academia, NGOs, and government to address and resultantly contain this pressing issue."

In 2017, WCF created an awareness program around the dangers of the digital world, CyberSword, through a competition which reached over 1,35,000 children across 345 schools in eight countries including India through a series of videos and multi-media presentations. Further, WCF launched a digital-led initiative, ThinkTalkTeach, in January 2019 and created two informative videos on the safe use of the internet for primary and secondary school students. This initiative has garnered 1.3 million+ views on social media so far.



# CSR INDIA UNITED

## Wipro GE Healthcare rises to address COVID-19 challenges through its CSR initiatives



Ram Manohar Lohia Hospital in Delhi set up dedicated COVID-19 isolation centres

**W**ipro GE Healthcare (WGE) through its CSR efforts has undertaken multiple initiatives in the ongoing fight against COVID-19. Along with its CSR partners - People to People Health Foundation (PPHF), Collective Good Foundation and United Way, the company has extended support in setting up dedicated Covid-19 isolation centers, 'Smart Kiosks' for population-based screening of Covid-19, PPE kits for healthcare workers and hygiene kits for the weaker sections of the society. "The manner in which the government, healthcare sector, companies and society has come together to solve the challenges arising out of Covid-19 is truly outstanding," said Nalinikanth Gollagunta, Managing Director, Wipro GE Healthcare. "Our CSR is focused around efforts that positively improve lives of people and communities we serve. We are thankful to the State Governments and our NGO partners for these collaborative efforts and hope this

helps them address the unprecedented demand arising out of this pandemic to meet patient needs and save lives."

### Partnership with Ram Manohar Lohia Hospital, Delhi

Ram Manohar Lohia Hospital, New Delhi has established a dedicated COVID 19 Hospital (Block 1 and Block 2), a 5-floor Isolation Centre to support the increasing demand of COVID-19 patients. This isolation centre is supported through the CSR efforts of Wipro GE



WGE Hygiene Kit

Healthcare (WGE) and its NGO partner People to People Health Foundation (PPHF). The facility houses 90 isolation beds and a dedicated ICU comprising of 30 motorized beds. In order to ensure safety of doctors and frontline healthcare workers at RML, WGE and PPHF have also provided 500 PPE kits for doctors and 500 N95 masks for frontline healthcare workers.

### Partnership with Department of Health and Family Welfare, Government of Karnataka

The Government of Karnataka has transformed its administrative office at Kandhya Bhawan, Ramanagara District into a dedicated COVID-19 referral hospital. Wipro GE Healthcare and PPHF have partnered with the Department of Health and Family Welfare, Government of Karnataka to support this Isolation Centre with 50 Isolation beds and an ICU comprising of 9 motorized beds. WGE and PPHF have also provided 500 PPEs and N95 masks to ensure safety of doctors and frontline healthcare workers in Bengaluru.

"India is courageously working in managing the Corona impact. We are committed to take forward the vision of our government of a Corona free nation. We appreciate the timely support from Wipro GE Healthcare and People to People Health Foundation (PPHF) for supporting the dedicated COVID 19 referral hospital and donating essential protective supplies for emergency responders. Let us come out together stronger than ever as a nation," said Sri. B. Sreeramulu, Honourable Health and Family Welfare Minister, Government of Karnataka.

### Partnership with Department of Health and Family Welfare, Government of Goa

The Government of Goa in collaboration with Wipro GE Healthcare has implemented 'Smart kiosks' for random population-based screening of Covid-19. This initiative will help address the increasing need for more community testing through a swift, robust and seamless

# 24 hours with...

## WWF tiger conservationist Dr Ashley Brooks

His job involves managing human-tiger conflict for a campaign to double tiger numbers by 2022. Here's how **Dr Ashley Brooks** spends his day.

**F**or the last seven years, Dr Ashley Brooks has worked on one of the world's most ambitious conservation projects—to double the population of wild tigers by 2022.

His job, as World Wide Fund for Nature's (WWF) habitats and human wildlife conflict lead for the Tigers Alive campaign, usually involves running workshops, doing conservation site visits, and conducting meetings with government officials and community groups. But that part of the job is almost impossible at the moment. Brooks is stuck at home in his native Australia (where there aren't any tigers, besides those residing in zoos), because of the ongoing coronavirus pandemic. But despite not being able to travel to tiger-range countries, there is a lot of work to do.

Recovering tiger populations—which dropped to 3,200, their lowest recorded number, in 2010—is not easy. One male tiger needs at least 50 square kilometres for his home range. Tigers need one large prey meal per week to sustain themselves. So their prey, deer or wild cattle, need to be large and healthy enough, with large enough habitats, to sustain that level of feeding. As habitats and prey decline, tiger are known to



Dr Ashley Brooks is part of the conservation effort to double the population of wild tigers by 2022. Image: Ashley Brooks

prey on domestic livestock, bringing them into conflict with people. The illegal trade in tiger parts for consumption, medicine, or ornamental purposes is another problem. All of these factors mean that tigers are a conservation-dependent species—they need direct assistance and protection otherwise they will rapidly go extinct.

One of the most important ways of keeping tigers alive in the wild is ensuring they have enough space to roam, and people tolerate them. This is where Brooks comes in, working to reduce human-tiger contact and conflict and maintain tiger habitats. Here is how his typical pandemic-time working day goes:

**6:30am:** Woken up by the dawn chorus of birds in the park behind my apartment in Darwin, Australia. First

action for the day is to make a coffee, catch up on the news, then take the dog for a walk in the park.

**7:30am:** Open emails. Being in an Australian time zone, I often receive emails overnight from European and US colleagues, so I address any that only need quick replies.

**8am:** Make second coffee of the day. Making a quick list of major items in my inbox from overnight, I start to reply to various issues for an upcoming WWF Human Wildlife Conflict (HWC) global meeting we are planning, and the research and launch of a global report on the severity and urgency of HWC. This is a key priority for WWF. As conflict increases, local tolerance to species decreases, and iconic species can be rapidly exterminated from an area. I'm helping to advise our global programme and provide lessons from tiger landscapes.

**9:30am:** Call with colleagues in the Tigers Alive team in Singapore and Indonesia. As work to protect tiger habitats becomes more effective, young male tigers will disperse into surrounding areas for new territory. We have to coordinate our work so that I'm prepared on the conflict and community side of things when tigers start to disperse. We talk through a pilot approach called 'Smart Safe Cats' we could trial in Nepal. This approach means closer communication between park managers, rangers, and villages to ensure early warning systems are in place for dispersing tigers, and raising awareness of the value of maintaining tiger habitats, so that tigers are lured into those areas instead of villages.



# IN A POST-LOCKDOWN WORLD,

## CAN SPECIAL DISINFECTANTS KEEP WORKPLACES AND PUBLIC SPACES SAFE?

As countries lift restrictions, facilities managers must not drop their guard in the pandemic fight. Can a long-lasting disinfectant spray make their task easier?

**W**ith countries around the world beginning to emerge from lockdown, public health experts are warning against complacency as restrictions ease and schools, workplaces and stores reopen.

Until a vaccine against the SARS-CoV-2 is developed, countries must

remain vigilant and curb community spread of the coronavirus to avoid a resurgence in cases.

Facilities managers and transport operators will need to play their part by ensuring that 'high touch' surfaces such as lift buttons and handrails are cleaned and disinfected, among other measures required to prevent cross-

contamination. According to Satish Bakhda, chief executive of Singapore-based cleaning and disinfection contractor Big Red, countries need a second line of defence to prevent a second wave of transmission.

When Singapore slowly lifts its partial-lockdown restrictions next month, businesses and employers need





# Companies blind to risks of water pollution and scarcity, and the untapped opportunity to address it

Large industrial companies are significant contributors to the problem and have ethical, financial and legal obligations to responsibly manage water, writes **Bruno Sarda**

**F**or those of us privileged enough to be accustomed to finding our supermarkets fully stocked, COVID-19 has been eye-opening. We're seeing runs on cleaning supplies and dry goods, and a national meat shortage could be on the way. The pandemic gives us a taste for what climate change and rising water insecurity could bring in the future — at a much greater scale.

In its annual disclosure to CDP, Coca-Cola recently said “water scarcity [could] disrupt sourcing and/or produc-

tion” of its iconic soda, while water shortages pose a real threat to Nestlé's and Kraft Heinz's agricultural supply chains. Our entire global economy is vulnerable to the increasing incidents of floods, droughts and pollution, among other water-related risks. Building a water-secure future will require an unprecedented response from the private sector. The world is running out of clean fresh water. We face a 56 percent shortfall of the available global water supply by 2030, according to WRI, a figure previously estimated at 40 percent. This

is driven by both rising demand and falling supply because of climate change impacts such as increased drought.

Water stress in certain U.S. regions is on par with that of the Middle East and North Africa. Look to one of our driest regions, Arizona, for a critical example: In June 2018, the Arizona Department of Water Resources warned that under current water allocation rules, an extended drought could cause central Arizona to lose its entire Colorado River supply in the next five years.

Almost half of the water consumed by Arizona's agricultural sector is supplied by the Colorado River, alongside 40 percent of all industrial and municipal water use. Without this water source, Arizona's GDP could drop by over \$185 billion and put more than 2 million jobs at risk.



# INNOVATING FOR IMPACT

## Dealing with a mountain of medical waste

As countries scramble to procure personal protective equipment, another quickly accelerating problem sits on the back end: the disturbingly massive amount of medical waste of all types that must be disposed of, writes **Trista Bridges**.

**A**s has been widely reported, protocols regarding the usage of personal protective equipment (PPE) have evolved as cases have rapidly escalated around the world.

For example, Britain's guidance is that healthcare workers should replace their gowns and aprons after treat-



# Clean air in a Covid-19 crisis. But what's next?

There are several environmental silver linings due to the global pandemic, with green lessons that we can learn from this alternate reality. What is the future of design for the communities we live, work and play in?

**T**he Covid-19 crisis has caused unprecedented disruption to society and the global economy. But the international call to action of widespread lockdown has provided an environmental silver lining.

With industries shut down, pollution levels have been drastically reduced, with obvious signs of wildlife returning to places not seen for years, clearer skies, clearer rivers and cleaner air.

Clean air should not be a choice but a right. We can live without food for three weeks and four days without water.

But it only takes seconds for a life to evacuate a body if a person is unable to breathe. Therein lies the significance of how crucial air is to a human being.

The advent of the industrial age created numerous opportunities for the progress of mankind in terms of mobility and innovation. New industries spawned new factories that churned out mass manufactured objects of necessity as well as desire.

The automobile industry was one such example, as the invention enabled people to travel from one place to another with a heightened freedom



**Educity, a sustainable education and creative district in Pantai Indah Kapuk, Jakarta. It was designed to drastically reduce the reliance on the automobile and hopefully provide a liveable and lovable city.**

*Image: Pomeroy Studio*

of mobility. However, this was not without detriment.

Industrial fumes from factories within cities, exhaust fumes from the many vehicles that congested the roads, and anthropogenic sources of heat and pollution have continued to pollute the air. This in turn has brought correlating environmental and health problems.

The World Bank states that more than US\$5 trillion is lost from the global economy through the costs of mitigating the effects of air pollution, with a further \$225 billion lost in potential income. Are we to be forever stuck in this cycle of air pollution and debilitating costs? Is clean air really a tall order for our progressive way of life, especially given how our current circumstances demonstrate that life and economies can continue (albeit in a drastically constrained fashion)?

How can striking a more environmentally sensitive balance become the

new norm, as opposed to being a default setting by virtue of industries currently being in a state of lockdown?

One factor that can help mitigate this is the way we shape our cities with open space and urban greenery in mind.

If cities are constructed in a way that are conceived as living and breathing organisms in their own right: with green 'lungs' and blue 'arteries' that can provide clean air and water respectively for the benefit of both the natural and built environment, we can reduce the pollution of the air that surrounds us.

It is uplifting to see the number of people in this lockdown period who are taking to the parks and tree-lined streets for their morning run or evening stroll and clearly enjoying the cleaner air and the clearer skies.

Hopefully this can promote healthier and more productive lifestyles through the embrace of the great outdoors, and balance the inordinate number of

# IIT Madras Researchers help Chilika Lake in Odisha to triple Irrawaddy Dolphin Population

Researchers conducted Geotechnical, Hydraulic and Satellite imagery studies and developed a dredging methodology with minimum impact on the Lake Ecosystem

Indian Institute of Technology Madras researchers undertook a major project at the famous Chilika Lake, the largest brackish water body of Asia and the first Ramsar site of India, to help in tripling the population of the Irrawaddy dolphins. The intervention of IIT Madras also benefitted the over 200,000 fishermen living in 132 villages as it resulted in a seven-fold increase of fish catch and tourists to co-exist with the lake ecosystem with minimal disturbance to the environment.

Due to the successful restoration, the lake was removed from the threatened list (Montreux record) 1st from Asia. Chilika Development Authority also received the Ramsar Wetland Conservation Award and Evian special prize 2002 for outstanding achievement.

In 1981, Chilika Lake was designated the first Indian wetland of international importance under the Ramsar Convention on Wetlands of International Importance, an international treaty for the conservation of wetlands.

Chilika Lagoon is over 4,000 years old and spread over the Puri, Khurda and Ganjam districts of Odisha. The highly productive ecosystem of the lake supports the livelihood for fishermen



A view of the Chilika Lake in Odisha

and also acts as drainage for Mahanadi river basin. The lake was in a degraded condition and included in the threatened list (Montreux Record) by Ramsar Convention in 1993. This warranted urgent action for restoration of the lake.

The geotechnical, hydraulic and satellite imagery studies showed the spit of Chilika is constantly changing. The sand bar has been widening, and the position

of the mouth constantly shifting, moving generally towards the northeast. The mouth was described as being about 1.5 km wide in 1780 and had decreased to half within forty years in 1820. It also showed the Chilika lake mouth located originally near Sipakuda in 1800 has gradually shifted in the last 200 years towards the northern side to Arkhakuda.

The sedimentation in the South and erosion in the North due to littoral drift is the major cause of continuous shift of the mouth towards the North. The outer inlet channel of 18km length was formed between Sipakuda and Arkhakuda and the tidal exchange through this channel was not sufficient to maintain the quality of brackish water and overall brackish ecosystem of in the lake.

The scientific investigation was carried out by Prof. R. Sundaravadivelu, Department of Ocean Engineering, IIT Madras, Dr. L. K. Ghosh (Ex-Additional Director CWPRS POONA), Dr. P. Chan-



Irrawaddy dolphin





# HOW TO SAVE ECONOMY AND CLIMATE TOGETHER

There's growing agreement by economists and scientists: Covid-19 needs the world to rescue both economy and climate together.

**T**he warnings are stark. With the Covid-19 crisis wreaking global havoc and the overheating atmosphere threatening far worse in the long term, especially if governments rely on the same old

carbon-intensive ways, both economy and climate will sink or swim together.

"There are reasons to fear that we will leap from the Covid-19 frying pan into the climate fire", says a new report. Will Covid-19 fiscal recovery packages accelerate or retard progress on Climate

Change? Published by the Smith School of Enterprise and Environment at the University of Oxford, UK, it says now is the time for governments to restructure their economies and act decisively to tackle climate change.

"The climate emergency is like the Covid-19 emergency, just in slow motion and much graver", says the study, written by a team of economic and climate change heavyweights including Joseph Stiglitz, Cameron Hepburn and Nicholas Stern. Economic recovery packages emerging in the coming months will

Superfarm's vertical farm will be sited on water and produce food with high yields and nutritional value. Image: Superfarm



**This vertical farm idea promotes beekeeping, aquaponics and algae production.**

# Can it take off in Asia?

Instead of salad vegetables, French designer Nicolas Abdelkader's Superfarm would produce a wide range of food such as honey, fish, insects and algae. The structure will be sited on water so as not to compete for land in cities.

In the wake of last year's fire that tore through France's Notre Dame Cathedral, design studio founder Nicolas Abdelkader was one of many designers and architects who

came up with ideas for a new spire and roof for the Parisian landmark.

He proposed turning the top of the iconic cathedral into a greenhouse complete with beehives.

Now, Abdelkader has come up with an idea for vertical urban farms of the future. Instead of producing salad vegetables, his vertical farms would produce a wide range of food with high nutritional value such as honey, fish, insects and algae.

The Superfarm project would also strive to recreate an ecosystem in an urban environment through features such as beekeeping and an aquaponics system. Fish such as tilapia would be reared in a recirculating aquaculture system where water is



An aerial view of Eastman's Kingsport,  
Tennessee headquarters facility.  
*Courtesy Eastman*



# INSIDE EASTMAN'S MOONSHOT GOAL FOR ENDLESSLY CIRCULAR PLASTICS

There's going to be real economic opportunity, and a lot of small-business job creation — which is great for this country as well as in Europe — who are going to jump into this, writes **Joel Makower**