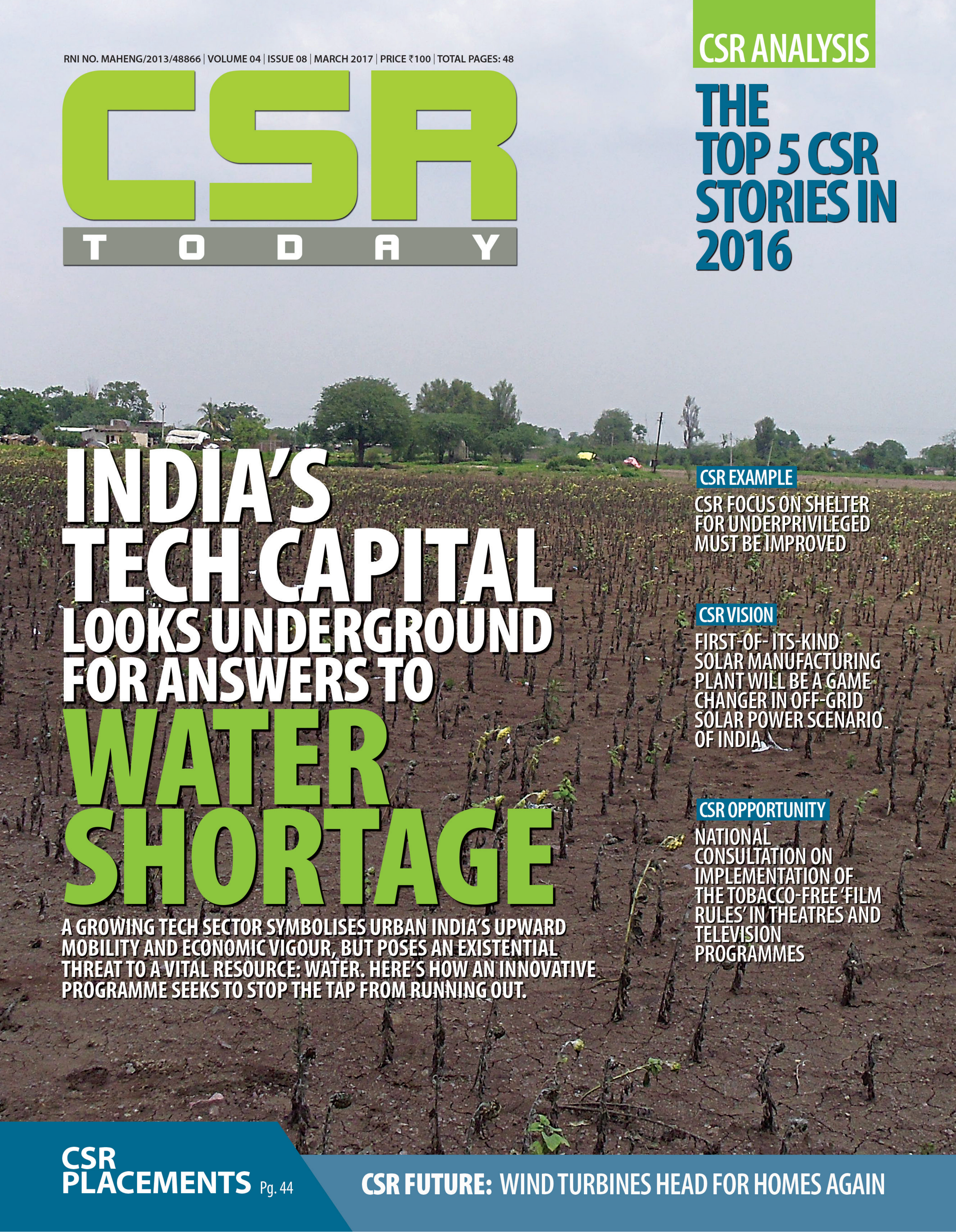
RNI NO. MAHENG/2013/48866 | VOLUME 04 | ISSUE 08 | MARCH 2017 | PRICE ₹100 | TOTAL PAGES: 48

CSR TODAY



CSR ANALYSIS

THE TOP 5 CSR STORIES IN 2016

INDIA'S TECH CAPITAL LOOKS UNDERGROUND FOR ANSWERS TO WATER SHORTAGE

A GROWING TECH SECTOR SYMBOLISES URBAN INDIA'S UPWARD MOBILITY AND ECONOMIC VIGOUR, BUT POSES AN EXISTENTIAL THREAT TO A VITAL RESOURCE: WATER. HERE'S HOW AN INNOVATIVE PROGRAMME SEEKS TO STOP THE TAP FROM RUNNING OUT.

CSR EXAMPLE

CSR FOCUS ON SHELTER FOR UNDERPRIVILEGED MUST BE IMPROVED

CSR VISION

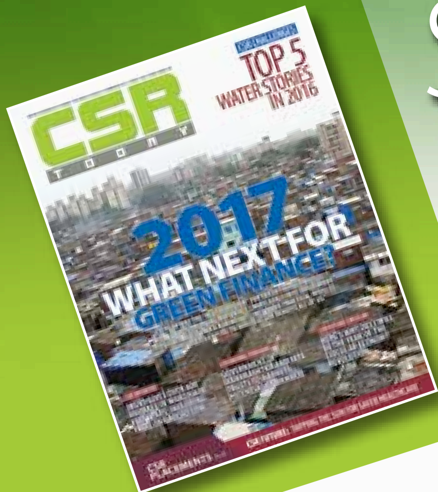
FIRST-OF- ITS-KIND SOLAR MANUFACTURING PLANT WILL BE A GAME CHANGER IN OFF-GRID SOLAR POWER SCENARIO OF INDIA

CSR OPPORTUNITY

NATIONAL CONSULTATION ON IMPLEMENTATION OF THE TOBACCO-FREE 'FILM RULES' IN THEATRES AND TELEVISION PROGRAMMES

CSR PLACEMENTS Pg. 44

CSR FUTURE: WIND TURBINES HEAD FOR HOMES AGAIN



STAY INFORMED...

SUBSCRIBE & SAVE

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

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

CSR TODAY | 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: Repeat Purchase India Pvt Ltd, Bank Name: ICICI Bank, Goregaon East Branch, A/C No. 028105003492, IFSC Code: ICIC0000281.

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

MAKE CHEQUE PAYABLE TO Repeat Purchase India Pvt Ltd, 904, Topiwala Theatre Compound, off S.V Road, Goregaon West, Mumbai, Maharashtra-400062
Customer Care: 022-28797635.

PLEASE ALLOW 6-8 WEEKS FOR DELIVERY OF FIRST ISSUE.
*Does not apply to subscription orders that have already been placed.

CSR TODAY magazine is published monthly by the Indian Centre for CSR.

*For Corporates

Contents

20 COVER STORY

India's tech capital looks underground for answers to water shortage

A growing tech sector symbolises urban India's upward mobility and economic vigour, but poses an existential threat to a vital resource: Water. Here's how an innovative programme seeks to stop the tap from running out.

CSR INITIATIVES
16 PRCI Launches Swachh Bharat Survey

CSR EXAMPLE
17 CSR Focus On Shelter For Underprivileged Must Be Improved

CSR LEADERSHIP
18 Smile Train Honoured With Three Awards At The World CSR Congress 2017

CSR INTERVIEW
24 For Hinduja Hospital CSR Not New

CSR FUTURE
30 The Fight For Ocean Health

32 Aditya Ferry: Viakom's New Satyagraha For Clean Energy

34 Wind Turbines Head For Homes Again

CSR VISION
36 First-Of- Its-Kind Solar Manufacturing Plant Will Be A Game Changer In Off-Grid Solar Power Scenario Of India

CSR OPPORTUNITY
38 National Consultation on Implementation of the Tobacco-Free 'Film Rules' in Theatres and Television programmes

CSR CHALLENGES
38 A three-way win

CSR ANALYSIS
42 The top 5 CSR stories in 2016

REGULARS
03 Publisher's Note
05 CSR News
14 News You Can Use
44 CSR Placements

CSR TODAY

MARCH 2017 | VOL. 04 | ISSUE 08

PRINTER AND PUBLISHER: Rajesh Tiwari

EDITORIAL
Consulting Editor: M Bose
Executive Editor: Neil Thakkar

HEAD - ADERTISING AND CONTENT
Dr Adarsh Mishra

PRODUCTION, CIRCULATION AND LOGISTICS
Hardik C

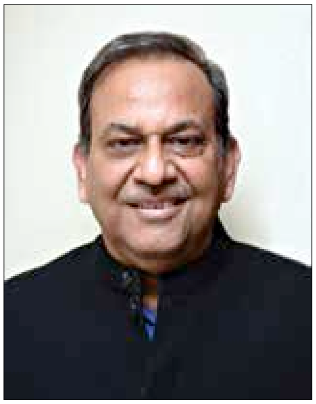
HEAD OFFICE
CSR Today
104, Nirman Kendra, Dr.E Moses road
Mahalaxmi Estate, Mumbai -400011
Tel: +91 22 249 03078 / 03082 / 55260
Email: editor@csrtoday.net
Website: www.iccsr.org

REGIONAL OFFICES
NEW DELHI
Regional Director: V Chopra

MUMBAI
Executive Vice President: Neil Thakkar
Vice President: Chaitali Chatterjee
Circulation: C.R. Tiwari

Printed, Published and Edited by **Rajesh Tiwari** on behalf of **Indian Centre For Corporate Social Resposibility,** 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 Resposibility,** 106/A, Nirman Kendra, Plot No.3, Dr. E. Morses Road, Mahalaxmi Estate, Mahalaxmi, Mumbai 400 011.
Editor: Rajesh Tiwari

Children's Healthcare Is Important For India



Rajesh Tiwari
Publisher
rt@iccsr.org

India is ranked 143 out of 188 countries on a first-ever global analysis that assesses countries on their progress towards achieving health-related sustainable development goals (SDG) targets.

According to the World Health Organisation (WHO) globally, 30% of children under five are estimated to be stunted and 18% have low weight-for-height, and 43 million children are overweight. Optimal breastfeeding could save the lives of 1.5 million children under five every year. Nearly nine million children die every year from preventable diseases and infections: the largest killer being Diarrhoeal disease. There are over 2 billion cases of diarrhoeal disease every year and is the leading cause of malnutrition amongst children under five.

In India 84% of all health care expenditure is out of pocket. This places a great number of families at risk of falling into poverty due to high health expenses. Millions of children are at risk of becoming malnourished. Every third child in India is malnourished. Infant and child mortality rates still remain very high about the MDG. They are lowest among marginalised groups such as scheduled castes and tribes, and females. Discrimination in food based schemes and in society in general leads to starvation deaths among women and children of the Scheduled Castes and Scheduled Tribes. Muslim children have the highest rate of stunting and second highest rate of being underweight. There are almost no services or programmes for children with mental health issues. Children with disabilities, HIV/AIDS and mental disorders are stigmatized and hence have little access to health facilities.

According to UNICEF India over two million children die every year from preventable diseases. IMR in India is 63 deaths for every 1000 live births. Of these 47% of the deaths occur within the first week after birth. Measles is the largest cause of death among children which can be prevented by a vaccine. Tetanus in newborns remains a major problem Uttar Pradesh, Madhya Pradesh, Rajasthan, West Bengal, and Assam.

Children's health thus is a major issue, major challenge, which can be addressed by government, public, private sector together. Corporate Social Responsibility (CSR) initiatives would go a long way to tackle the issue. India is ranked 143 out of 188 countries on a first-ever global analysis that assesses countries on their progress towards achieving health-related sustainable development goals (SDG) targets. One of the prominent parameters is safe hygiene practices where India scored 8 on the scale of 0-100.

In an effort to extend preventive health-checks in Bangalore, The Himalaya Drug Company launched 'Healthy India, Happy India', an initiative focusing on making basic health checks accessible to school children offering a comprehensive measurement of health parameters like height, weight, dental health, vision and a general evaluation to assess infections and immunity levels of underprivileged children. Himalaya is associating with SHARP (School Health Annual Report Programme), an NGO working in the area of health outreach, to deliver these basic health services.

Through its first year, the campaign screened more than 8200 children from 24 government schools on various health parameters. Most of the children in these schools do not have access to basic health care. They are also unaware of the importance of hygiene in disease prevention. While teachers do their best to inculcate good health habits, it's still a challenge. Through Healthy India, Happy India, we want to deliver basic health checks to these children and use the opportunity to educate them in a fun and interesting way on routines they can adopt to stay healthy.

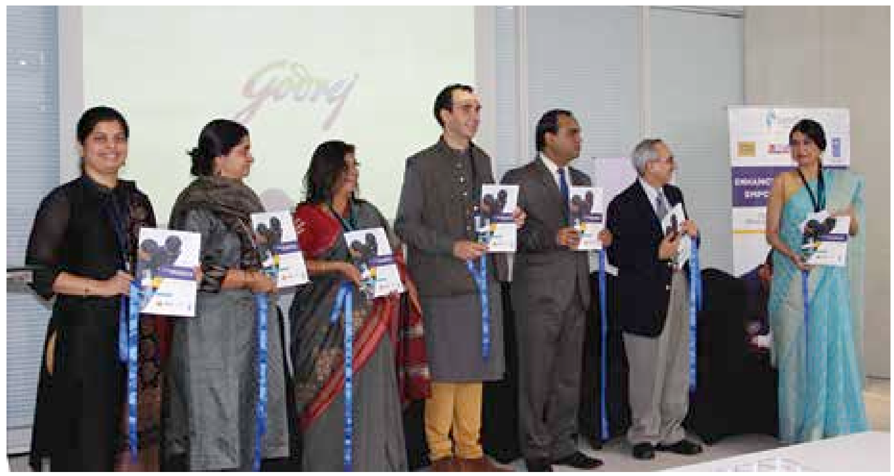
Healthy India, Happy India is designed at two levels – one, focuses on the importance of hand-wash and self-hygiene, including education for girls on menstrual hygiene, for overall health; two, to ensure these health behaviours get adopted, we've involved the parents of the kids. It's mandatory to have at least one parent attend the session. We are hoping this will increase the acceptance of new health routines.

With the help of the data collected during this exercise, monitoring the progress of a child is possible and relevant care is advised on a case to case basis through SHARP. For instance, nearly 500 kids suffered vision problems so Himalaya distributed free spectacles to them.

The children were also given a bag of Himalaya goodies like soaps and toothpastes to help them get excited about hand and dental hygiene.

Launch Of Report On CSR In Skill Development At Godrej Skills Conclave

With an earnest endeavour towards creating a more holistic understanding of skill training in India, the Godrej Industries' recently held the second edition of its annual Good Conclave. The conclave provided an overview of the entire skilling value chain and addressed the complexities of marginalised communities we operate in. It also witnessed the release of a research report prepared by Samhita Ventures on the CSR efforts of top Indian companies in skill development. The report was the culmination of efforts between the Godrej Industries group, Samhita, UNDP and other corporates.



Inaugurated by Nadir Godrej, Managing Director, Godrej Industries Limited, the event witnessed an engaging series of panel discussions on diverse views from corporate, government, non-profits, academia and social enterprises. The panel of industry stalwarts such as Clement Chauvet, Chief, Skill and Business Development, UNDP, Pearl Tiwari, President, Ambuja Cement Foundation, and Ajit Chaudhuri, General Manager – Community Services, Tata Sustainability Group, deliberated on the gaps and opportunities in the skill training eco-system such as during pre-training mobilisation and post placement support for migrants.

Dr. Vikas Goswami, Head Sustainability - Good and Green, Godrej Industries Limited and Associate Companies, said, "The last decade has seen increasing interest and investment in the vocational skills space by government, corporates and civil society. However, gaps remain partly because there is too much focus on training and not enough on post training hand holding. This report will assist all stakeholders to understand current corporate CSR initiatives and take informed decisions towards future programmes and improving effectiveness."

She further added, "At Godrej, we aspire to create a more employable Indian workforce and aim to train one million youth in skills that will enhance their earning potential. We work in collaboration with the government, NGOs and social enterprises to design and run a number of employability training programmes in vocational skills that are relevant to our businesses. The focus of these programmes is to improve the earning potential of our graduates, through skill building and empowerment."

The report prepared by Samhita Social Ventures, a leading social sector consultancy highlights the CSR efforts of the top 100 companies with the largest CSR budgets on BSE 500 to identify gaps and opportunities in the skills and livelihood value chain. It further provides a roadmap for companies and other stakeholders to overcome these challenges by providing blueprints from existing NGOs. Additionally, data-based evidence of trends in skill training and the evident gaps (pre and post training) are provided in the report.

Priya Naik, Founder & CEO, Samhita Social Ventures further added, "Developing skills and livelihoods is a cause which, more than any other, is critical for companies to get involved in, since it is the corporate sector that shapes industry demand, sets trends and understands what skills the market needs. Companies have responded to the Skill India Mission with enthusiasm, investing a significant amount in the sector to train and qualify those who need skills. However, monitoring the quality of the training, placing trainees in appropriate jobs and retaining them, and imparting skills linked to market demands are key challenges that need to be addressed. In order to make a significant impact on the future of skilling in the country, we need to ensure that both private and public sector initiatives are geared towards building appropriate skills and creating a culture of continuous learning."

The event concluded with a special performance by the Budhan Theatre group. The group has been founded by Dr. Ganesh Devy, a Padma Shri awardee for his work on the education and upliftment of denotified and nomadic tribes.

CSR Focus On Shelter For Underprivileged Must Be Improved

Introducing the latest initiative ImPact 50-50, Habitat for Humanity India made a strong appeal to corporate India to consider shelter for the underprivileged as an equally important Corporate Social Responsibility (CSR) initiative. Quoting key facts and figures, Rajan Samuel, Managing Director of the NGO Habitat for Humanity India stressed on the acute need for adequate shelter for those living at the bottom of the pyramid in India.

ImPact 50-50 initiative is Habitat India's new strategy that envisions a long term partnership and involvement with the community and its supporters for sustainable growth and development panning multiple years. ImPact 50-50 is a multi–sector, multi–year and multi-donor approach to make Housing for All and Swachh Bharat Abhiyan a reality district by district in India. It calls for coming together of all stakeholders following the Public-Private-People's Partnership (4Ps) approach. The strategy is demand driven and donor driven as it offers to work in 50 districts that are in need of developmental intervention and 50 districts where the donors would like to see a transformation. It aims to impact health, education, livelihood and skill building in parallel to our core intervention areas of housing, sanitation and disaster risk reduction and response (DRRR). The strategy is aligned with the national flagship programmes 'Housing for All by 2022' aimed at providing affordable homes for the families in need and 'Swachh Bharat Abhiyan' for eliminating open defecation in India by 2019.'

By 2022, India needs to develop 11 crore (110 million) housing units to meet the

Launch of Impact 50-50

country's vision of Housing for All. Habitat has built and repaired over 1,70,000 homes so far. In line with the Government of India's vision of 'Housing for All' for all, Habitat believes that every person has the right to safe and adequate shelter. Habitat India has helped over 1,95,000 families gain access to decent shelter, sanitation and has also rebuilt people's homes and lives in the aftermath of disasters. By 2020, Habitat for Humanity India aims to impact the lives of 5,00,000 low-income families to help them achieve their dream of living in a safe and a decent home.

Commenting on the importance of decent shelter, Rajan Samuel mentioned, "A decent home opens the door to improved health, better performance in school, greater economic opportunities and increased community cohesion. Most indicators of the quality of life start improving when one has proper shelter. Having a decent place to live is foundational for families to thrive. We believe that the government needs to be supported by all of us, especially corporate India, through their CSR initiatives. We are ready to travel more than half way to make this happen. Every single one of us deserves the opportunity for a better future. We appeal to corporate India to come forward and support Habitat's ImPact 50-50 strategy as part of your CSR initiatives. Join us and impact the districts in need with a holistic approach for integrated growth and development".

Samuel further added, "It is encouraging to see a marked increase in charity contributions by India's top philanthropists during last two years. I am also sure that 4,111 non-PSU companies (out of 7,108) and 84 PSU companies (out of 226) who have not spent anything on CSR in last two years, will start investing in India's future soon. It will be great to observe corporates coming forward for contributing to the cause of providing shelter. Just imagine what India would look like in 2022 when every family has a decent place to live. With our help, families can achieve the strength, stability and self–reliance they need to build a better life for themselves and their families. Through shelter, we can empower."

- Prime Minister's dream of Housing for All By 2022 needs support from Corporate India
- Habitat for Humanity India invites corporates to work jointly for holistic development through ImPact 50:50 in 100 districts in a Public-Private-People's Partnership (4Ps) approach

Smile Train Honoured With Three Awards At The World CSR Congress 2017

Best Healthcare NGO of the Year among two Global NGO Excellence Awards and the ABP News CSR Leadership Award

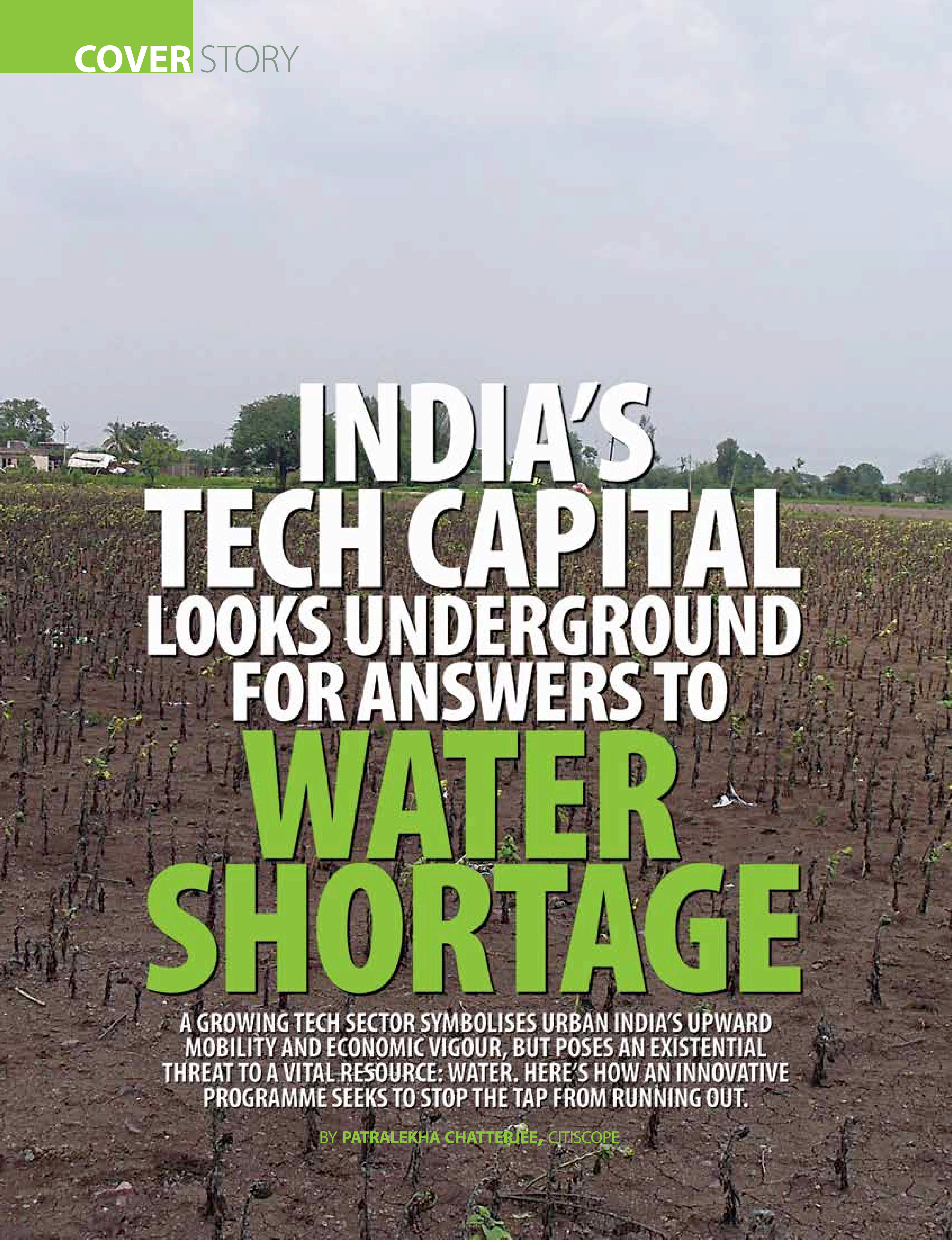
Smile Train, the world's largest cleft charity, won three awards at the World CSR Congress held on February 17-18 in Mumbai. Smile Train won the Global NGO Excellence Awards in the Health category and that of the Best Healthcare NGO of the Year. Smile Train's India programme, which is the country's largest in cleft care, also won the ABP News CSR Leadership Award in the Concern for Health category during the two-day Congress.

Speaking at the event, Mohamed Fakhreldin, Smile Train's Chief Programs Officer said, "Receiving these awards is not only a moment of great pride for Smile Train, but also a motivation to continue healing the cleft and bringing smiles to millions of faces. Awards like these give a boost to the entire healthcare sector by building faith in corporates to support such initiatives and organizations, which aim at enhancing healthcare, especially in the developing world."

In India, over 35,000 children are born with clefts lip and/or palates every year, and there is a backlog of over 10 lakh cases with untreated clefts. Children born with clefts have difficulty eating, breathing and speaking. Untreated, they live a life of isolation. A majority of these children never go to school and seldom find jobs. A cleft surgery that can take as little as 45 minutes can change that by giving the child an opportunity to go to school and grow up to be a contributing member of society.

Expressing her gratitude, Mamta Carroll, Smile Train's Vice President and Regional Director, South Asia, said, "It is encouraging to receive such honours and to learn that the efforts of charities and NGOs are being recognized and appreciated. These awards are a testament to the success we have achieved in the last 17 years in India in providing quality comprehensive cleft care. This would not have been possible without the support of our corporate and government partners. We look forward to more such support by corporates under their CSR mandates to help expand our program further and spread many more smiles."

Since it started its programme in India in the year 2000, Smile Train has provided



INDIA'S TECH CAPITAL LOOKS UNDERGROUND FOR ANSWERS TO WATER SHORTAGE

A GROWING TECH SECTOR SYMBOLISES URBAN INDIA'S UPWARD MOBILITY AND ECONOMIC VIGOUR, BUT POSES AN EXISTENTIAL THREAT TO A VITAL RESOURCE: WATER. HERE'S HOW AN INNOVATIVE PROGRAMME SEEKS TO STOP THE TAP FROM RUNNING OUT.

BY **PATRALEKHA CHATTERJEE,** CITISCOPE

Bengaluru, a city of 11 million, formerly known as Bangalore, is home to India's software giants and its startups, as well as multinationals such as Samsung, Oracle and Amazon. com. The growing tech sector symbolises urban India's upward mobility and economic vigour.

But an existential threat hovers over all this new prosperity. Bengaluru is running out of water.A drought that has dropped reservoirs to dangerous levels is only part of the problem. The situation is made worse by rampant and unregulated extraction of groundwater, which is depleting underground aquifers.

Anyone who can afford to drill a borewell to tap groundwater has done it, particularly in the newer suburban areas where the tech companies are clustered and many of their employees live.

Many of them are now growing concerned their taps will run dry. As Krishnaraj Rao, a young technology professional, puts it: "I fear the day when I will have soap all over my face and there is not a drop of water coming out of the tap."

Rao is part of an innovative programme working to see that this doesn't happen. It's called the Participatory Aquifer Mapping project, and it has two goals.

One is to involve citizens in sharing information about borewells in their communities so that water managers can learn what is happening underground and begin to plot a response.

The other is to educate residents about the invisible resource that is groundwater, and get them engaged in strategies for using it more wisely.

The project kicked off formally in 2015 and is the first such exercise in urban India. The initiative has pulled in local businesses, residents, schools and slum communities, as well as service providers such as well diggers, water-quality testing labs and plumbers.

The Google group Save Bangalore Lakes and Facebook group Bellandur Forumhave become vital channels where locals discuss strategies for conserving water.

Rao says the process has made residents a lot more literate when it comes to understanding groundwater. "We started monitoring all water leakages and also tracking our daily consumption of water," he says.

"Through this new water management strategy, we hope to become much more self-sufficient in water. It is just that we lacked awareness earlier."

Fragmented service

Water in this city is an unreliable and fragmented service. Older parts of the city get water from a public utility, the Bangalore Water Supply and Sewerage Board, which pulls water from the River Kaveri (also known as Cauvery) and nearby reservoirs.

Service does not run 24/7 – so customers with means supplement by buying water from tanker trucks or by drilling their own borewells. In the

For Hinduja Hospital CSR Not New

Mr. Gautam Khanna is the CEO of the P.D. Hinduja Hospital and Medical Research Centre, Mumbai – India. He is also the Head of Hinduja College of Nursing, Mumbai – India. He is responsible for leading the growth of Healthcare Vertical for the Hinduja Group in the Country.

GAUTAM KHANNA
CEO, P.D. Hinduja Hospital and Medical Research Centre, Mumbai – India.

He is an independent Director in a healthcare company and a Governing Council invitee for a few other organisations. Prior to this role, Mr. Khanna was the Executive Director and Country Business Leader of the 3M Health Care businesses in India and Sri Lanka. He was also responsible for Corporate Affairs for 3M - India.

Mr. Khanna has over 27 years of industry experience in domestic as well as international markets. He is an active member of industry associations. Currently he is the Vice President, AOH [Association of Hospitals, Maharashtra – India].

Mr. Khanna is an active member of industry associations. He was the Chair of the FICCI medical Device Forum, Co-Chairman of AMCHAM Medical Device Committee, Chair of India working Group, Advamed and a Member of CII National Committee on Healthcare.

Currently he is the Vice President for AOH [Association of Hospitals, Maharashtra – India]. He is a founder member of Nathealth and has been leading policy advocacy for the industry in multiple avenues.

CSR TODAY RATE CARD

Advertisement Size	Dimensions		1x Rate
	Non-Bleed	Bleed	
Inside Front Cover	185 mm (w) x 250 mm (h)	225 mm (w) x 290 mm (h)	RS. 2,00,000
Inside Back Cover	185 mm (w) x 250 mm (h)	225 mm (w) x 290 mm (h)	Rs. 1,50,000
Outside Back Cover	185 mm (w) x 250 mm (h)	225 mm (w) x 290 mm (h)	Rs. 3,00,000
Full Page (Colour)	185 mm (w) x 250 mm (h)	225 mm (w) x 290 mm (h)	Rs. 1,00,000
Half Page - Vertical (Colour)	85 mm (w) x 250 mm(h)	-	Rs. 50,000
Half Page - Horizontol (Colour)	180 mm (w) x 120 mm(h)	-	Rs. 50,000
Quarter Page (Colour)	85 mm(w) x 120 mm(h)	-	Rs. 35,000
Full Page (B/W)	185 mm (w) x 250 mm (h)	225 mm (w) x 290 mm (h)	Rs. 60,000
Half Page - Vertical (B/W)	85 mm (w) x 250 mm(h)	-	
Half Page - Horizontal (B/W)	180 mm (w) x 120 mm(h)	-	Rs. 30,000
Quarter Page (B/w)	85 mm(w) x 120 mm(h)	-	Rs. 20,000

Bleed Advertisement charges: *20% extra for all sizes.*

Full Page
185 mm (w) x 250 mm(h)

Half Page (Vertical)
85 mm (w) x 250 mm (h)

Half Page (Horizontal)
180 mm (w) x 120 mm(h)

Quarter Page
85 mm(w) x 120 mm (h)

Size of the magazine

215 mm (w) x 280 mm (h)

Basic Data

Frequency	: Monthly
Place of Publication	: Mumbai
Mode	: Controlled circulation
Ad closing	: 24th of every month

IMPORTANT

1. Publisher reserves the right to refuse publications of any material submitted.
2. Placement and positions of inserts are subject to availability.
3. No responsibility will be taken for any changes received after deadline.

We accept files which meet the following criteria:

- High-resolution PDFs (all fonts embedded, CMYK and no spot colours).
- All images must be hi-res 300 dpi, CMYK or grayscale.
- Files should be 100% of Trim size. All content should be inside the Print Area.
- Standard trim, bleed and crop marks should appear 5mm outside Trim size.
- We recommend leaving 10 mm space between Print Area and Trim Size.

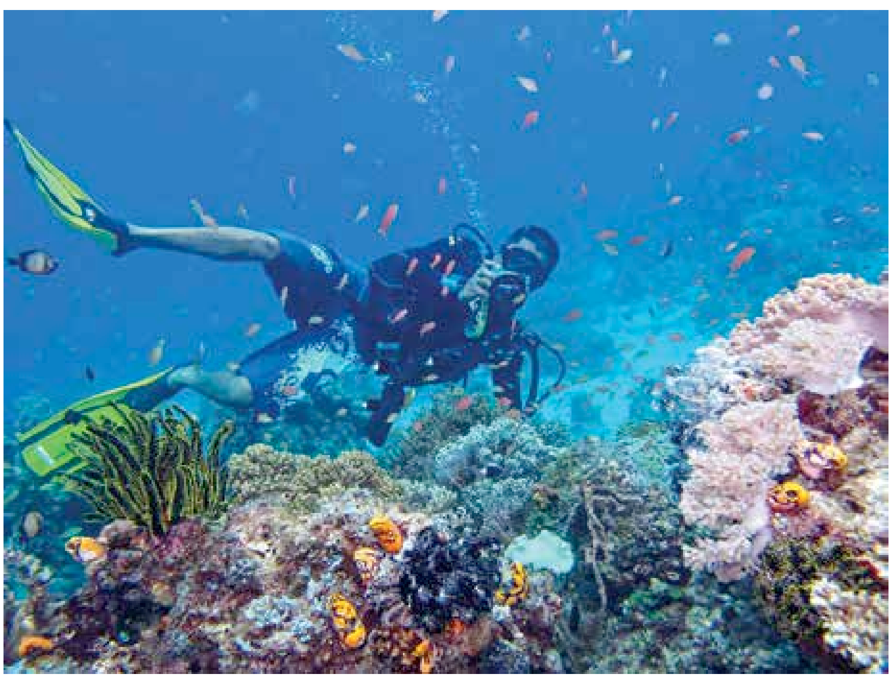
For More Information:

INDIAN CENTRE FOR CSR

104, Nirman Kendra, Dr. E Moses Road,
Mahalaxmi Estate, Mumbai -400011
Tel: +91 22 2490 30 78, +9122 2490 30 82,
+91 22 2495 52 60

The Fight For Ocean Health

Our responsibility for the ocean's health is as deep, fundamental, and permanent as our dependence on it. It's time for policymakers, businesses, and citizens to protect it. BY **JOSÉ MARIA FIGUERES, PASCAL LAMY, AND JOHN D. PODESTA**



A marine biologist checking the coral reefs of Sipadan Island in Sabah, Malaysia. Enhancing the ocean's productivity and restoring marine habitats are two options suggested by scientists to reduce carbon emissions.

The ocean is changing – and not for the better. Well-established scientific evidence shows that it is becoming emptier, warmer, and more acidic, putting marine life under serious pressure. But there is good news: evidence also indicates that the ocean can regenerate, and the world has already agreed to enable that outcome. The Sustainable Development Goal for the Ocean (SDG 14) was adopted by world leaders in September 2015 as part of the United Nations 2030 Agenda for Sustainable Development. It includes vital targets, such as mitigating ocean acidification, securing habitat and species protections, reducing pollution substantially, and ending illegal fishing and subsidies that lead to overfishing.

Ultimately, SDG 14 promises to preserve the ocean and ensure its sustainable use in the future. But it can be realized only with bold and urgent action, buttressed by solidarity among governments, citizens, and business.

This week, governments and experts are gathering in New York to begin crafting a global "call for action" to implement SDG 14. The call, which will be launched in June, at the UN's first-ever Ocean Conference, should include a firm commitment to protect at least 30 per cent of the ocean by 2030, and ensure that the remaining 70 per cent is sustainably managed.

UN member states must also pledge to secure the extension of legal protections to high-seas biodiversity by closing the gaping governance loophole that exposes the ocean to plunder.

First-Of- Its-Kind Solar Manufacturing Plant Will Be A Game Changer In Off-Grid Solar Power Scenario Of India

Bhoomi Poojan and Foundation Stone Ceremony of India's First Locally-Owned Solar Panel Manufacturing Plant Held Recently

For the first time in India, a solar module manufacturing plant fully owned and operated by local tribal communities is being set up in Dungarpur, Rajasthan. The foundation stone laying ceremony was held a few days back.

Considering the importance of renewable energy in India, IIT Bombay had already started a Department of Energy Science and Engineering and established a National Centre for Photovoltaic Research and Education. In order to identify and tackle the challenges in implementation and dissemination of renewable energy technology in society, IIT Bombay has lead projects which provide solar lamps to school students across India. The Institute has already distributed 1 million solar lamps and has been given the responsibility to plan and execute distribution of 7 million more such lamps. IIT Bombay believes that the sustainability of solar solutions can come only when local communities are involved in various operations of solar technology implementation and distribution. To take this forward, IIT Bombay has begun promoting local manufacturing of solar products in rural areas. The Institute has helped implement this first-of- its-kind solar PV module manufacturing plant, which will be completely owned and operated by tribal women in Dungarpur, Rajasthan.

On this occasion, the Director of IIT Bombay Prof. Devang Khakhar said, "IIT Bombay is taking significant steps to contribute positively in energy scenario of the country not only through academics but also by undertaking scientific and social projects".

"It is a proud moment for IIT Bombay. This first-of- its-kind manufacturing plant will be a game changer in off-grid solar power scenario of India. This project will boost the confidence of people in solar PV technology by not only creating jobs for local people but also enabling long-term sustenance of solar products," said Prof Chetan

A Three-way Win

Combatting climate change, improving lives and earning a well-balanced return are not mutually exclusive outcomes, says Jacco Minnaar, Director Energy & Climate Triodos Investment Management.

At Triodos we have been involved in renewable energy since the 1980s and in emerging markets since the 1990s. Currently one of the top priorities for us is the combination of the two: renewable energy in emerging markets.

Not only within Triodos, but also in the world around us, we see an increasing awareness of the importance of renewable energy to address some of the major challenges the world faces today. For instance, energy plays a big role in the UN Sustainable Development Goals (SDG's).

Naturally in the two SDGs directly elated to energy – namely access to clean and affordable energy (SGD 7) and climate action (SDG 13).

But energy also has an indirect impact on several other SDGs, from the role it plays in reducing poverty (SDG 1) through advancements in health (SDG 3), education (SDG 4) and economic growth (SDG 8), to striving for equality (SDG 10).

Demand for energy

To give some context to the importance of the use of clean energy in emerging markets, around the world electricity capacity (GW) is forecasted to almost double from 2013 to 2030. There are 3 renewable technologies that will contribute most to the global capacity additions over this period: small-scale solar PV, wind and utility-scale PV. As the figure below shows, the increase in energy demand is expected to occur mainly in emerging markets.Due to this rising demand, emerging markets will need to significantly increase their energy supply. Two-thirds of all new global energy capacity additions over the next 15 years are projected in non-OECD countries.

Renewable energy is projected to play a major role in meeting the energy needs of developing countries in the coming decades, as most emerging markets are rich in resources for wind, solar, and hydro power. Geographically most of the growth in generating capacity will centre on Asia Pacific (China and India).

Sub-Saharan Africa will add mainly small-scale solar systems as the technology can enable countries to circumvent the need for a costly and lengthy transmission grid build-out. In Latin America, countries are attracted to renewable sources as a way to diversify away from costly fossil fuel imports. Actually, in 2015, for the first time more than half the world's annual investment in clean energy came from emerging markets instead of from wealthier nations. According to Bloomberg New Energy Finance, the world's power mix will undergo a transformation from fossil fuels to renewables.

Large utility scale wind, solar and other technologies are needed to increase green energy supply quickly and to support industries. At present, two-third of the installed

The Top 5 CSR Stories In 2016

Is sustainable business profitable? More businesses show proof by the billions. Millennials drive the demand for sustainable consumption and new reporting standards help align businesses to the SDGs. These are the top 5 CSR stories in 2016.

"Green business is profitable" has been the resounding clarion call from the business sector this year, with more corporates turning a profit from sustainability – to the tune of billions of dollars. Millennials are driving the demand for sustainable business brands, and more investors are demanding companies report on their environment, social and governance (ESG) performance.

New sustainability standards have been unveiled and gender equality makes progress with new mechanisms to seal the gap being introduced. These are the top 5 CSR stories in 2016.

1 The rise of the green giants

Many people have long challenged the idea of businesses profiting while being sustainable, thinking that there is no compelling business case for sustainability. But that thinking seems to be passé now.

In 2016, at least nine global companies including Tesla, Unilever, Brazilian beauty brand Natura, among others generated billion dollars or more in annual revenue selling products or services – from sports cars, beauty creams to sports shoes – that have sustainability or the social and environmental good at their core. They've proven what sceptics have long thought impossible: Sustainability is profitable.

The number of businesses embracing sustainability not just as a corporate social responsibility initiative but as a real business driver is only going to increase. As global consultancy PwC found through a recent global survey of almost 1,000 businesses, more than 71 per cent of companies polled said they are planning to align their business operations to the Sustainable Development Goals (SDGs).

The three SDGs which businesses felt most prepared to tackle were decent work and economic growth, climate action, and boosting industry, innovation and infrastructure.

In Asia-Pacific, the Asian Development Bank sparked excitement on green business investing this year, with its widely attended inaugural Green Business forum for Asia and the Pacific. ADB president Takehiko Nakao said of the enormous potential for green businesses in the region, particularly in the area of agriculture, eco-tourism and services, "The market is ready for environmentally sustainable food and products. Consumers are ready to pay a little bit more."

2 Millennials drive demand for sustainable brands

For sustainable businesses to be profitable, there is a need for governments to lay the enabling policy and regulatory framework to support investments into sustainable business, and a market demand for sustainable products. And millennials have risen to the task of driving demand for sustainable brands even more this year.

This lot, born between the early 1980s and 2000, are influencing older generations to support sustainable business. Almost 50 per cent of millennials are said to be more willing to make a purchase from a company if their purchase supports a cause.

Millennials are also driving corporates to ascribe to a higher purpose other than

TIMESJOBS.COM

INDIA'S LEADING JOB PORTAL

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 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: Vedanta Aluminium Ltd
Job ID: 58855262
Designation: Head Corporate Social Responsibility (Associate General Manager)

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

Job Description:

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

Company: Janalakshmi Financial Services Pvt Ltd
Job ID: 58877024
Designation: Premium Relationships (corporate & FI's)

- **Experience:** 4 to 9 yrs
- **Salary:** Best in Industry
- **Industry:** Banking
- **Location:** Mumbai, Pune
- **Key Skills:** Mutual Funds Fixed Deposits Corporate Social Responsibility Corporate sales
- **Job Function:** Sales / Business Development
- **Specialization:** Accounting / Financial Products, Banquet Sales, Corporate Sales, Relationship / Account Servicing
- **Qualification:** Any Post Graduate, Any Graduate

Job Description:

- Responsible for driving acquisition of Bulk Fixed Deposits, CASA and revenue generating mandates for achieving the defined individual targets and productivity parameters across key result areas
- Build relationships with Corporates, FIs and CSR
- Deepening of Relationships and cross-

OFFICE SPACE FOR LEASE / RENT

Commerical office space for Lease / Rent in Mahape, Navi Mumbai

- 5900 sq ft. area
- Available at reasonable rent
- Ready possession and it's fully furnished for running 125 seats call centre
- Very good location
- Four car park and ample space for guest parking too
- Good view
- HDFC bank and DNS Bank in the building
- Next to a five star hotel
- 5 Min walking distance from Ghansoli Railway Station.
- Bus stop is also right in front of property
- One minute away from millennium park

For more details, contact:
Harish Rathod - 9930139352 / 7977497399

Address:
601, Technocity, Green Escape, 6th floor, T.T.C Industrial Area, Mahape, Navi Mumbai - 400 701