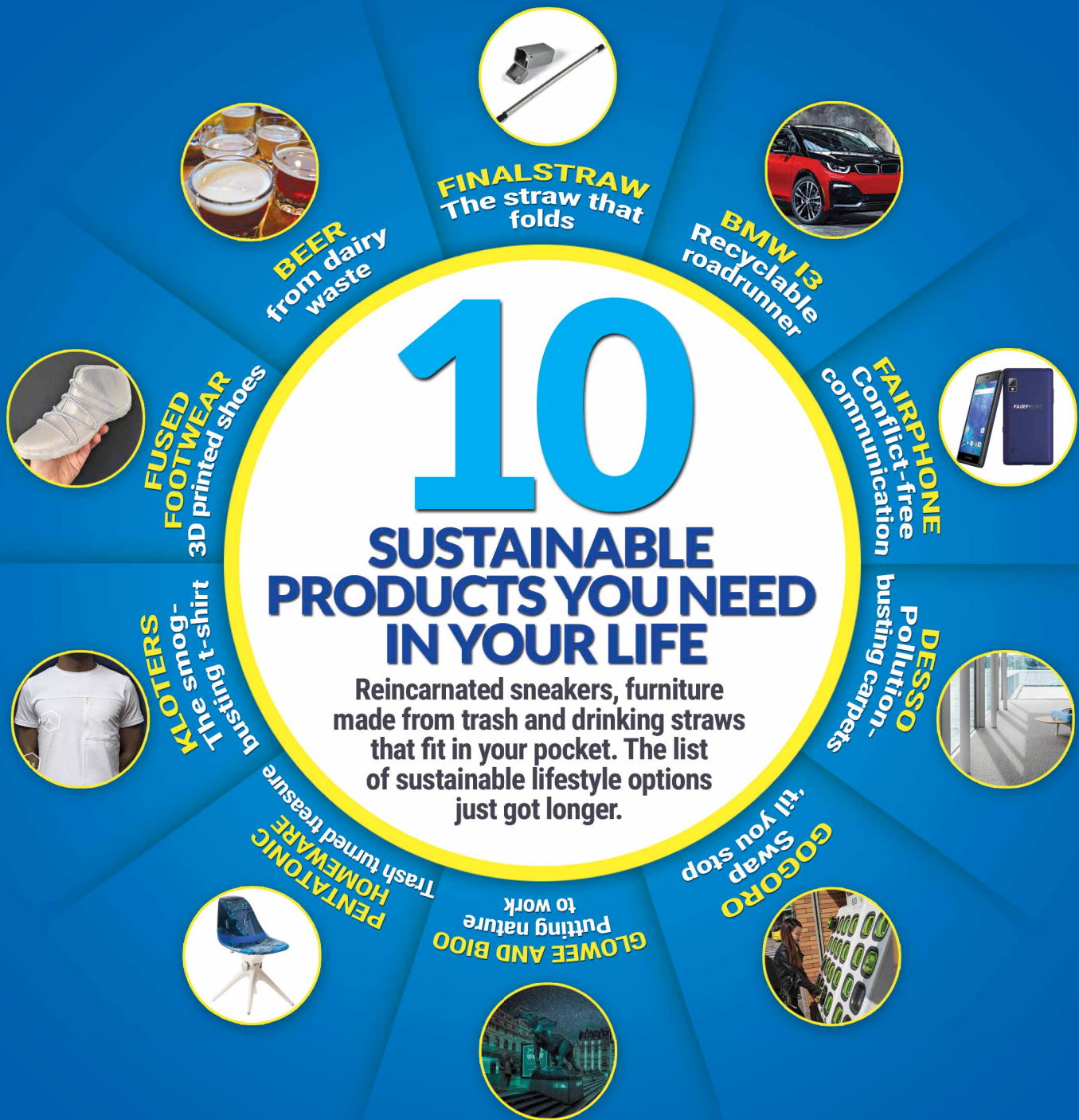


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Can we have CSR in urban planning?



Rajesh Tiwari
Publisher
rt@iccsr.org

THE POPULATION – THAT IS CURRENTLY ESTIMATED TO BE WELL BETWEEN 13 TO 15 LAKHS – MAKES IT THE FASTEST GROWING MUMBAI SUBURBS. THERE IS A LARGE FLOATING POPULATION AS WELL – AND THE PRESSURE ON INFRASTRUCTURE IS TOO HIGH.

The hustling-bustling Mumbai city and the larger Mumbai Metropolitan Region has seen several incidents including the 26 July, 2005 deluge.

Last month, the far suburbs of Vasai-Virar saw an unprecedented situation.

In fact, this leads to a thought whether the real estate developers, urban planners, architects, builders, material suppliers among others can participate in activities if CSR to educate people about why a proper sustainable development was necessary.

Located in the range of 50 to 60 kms from downtown Mumbai, Vasai has tehsil, a Gram Panchayat, and there is also the Vasai-Virar City Municipal Corporation (VVMC) – and together it is part of the Mumbai Metropolitan Region (MMR).

The population – that is currently estimated to be well between 13 to 15 lakhs – makes it the fastest growing Mumbai suburbs. There is a large floating population as well – and the pressure on infrastructure is too high.

When the 7-11 July, 2018 heavy pounding of rains and resultant deluge happened in Vasai-Virar belt, there were more questions than answers. Between 6-13 July, this MMR region saw rainfall between 600 to 800 mm.

In many respects, Vasai could well be one among the first planned modern cities – which can well claim to have a history and heritage of over 500 years.

Vasai's history is older than that of Bombay, now Mumbai or rather the modern history of Mumbai had started from Vasai or Bassein.

The Vasai-Virar region would be seeing more development thanks to the Mumbai

Metropolitan Region Development Authority (MMRDA).

This includes the ambitious 126-km long Virar-Alibaug Multi-Modal Corridor which will connect NH-8, Bhiwandi bypass, NH-3, NH-4 and NH-4B, Mumbai-Pune Expressway, NH-17 and Jawaharlal Nehru Port. There are also plans of coastal road from Mumbai till Virar and to have Metro rail in Vasai-Virar. A growth centre of 1,560 acres have been planned in which essentially are salt pans and wetlands – which is already seeing stiff opposition.

The draft MMR Plan 2016-2036, promises residential townships, a healthcare city, education centre, sports complex, entertainment hubs and so on.

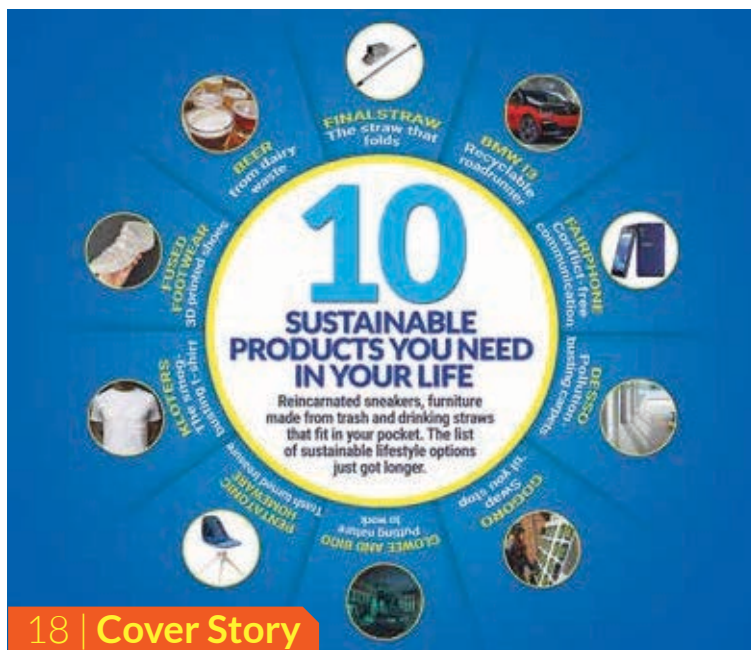
The rains and flooding of 2018 has already sounded alarm bells for Vasai-Virar!

So, it's also time that CSR needs to be on the ground.

In the past too, MMR had seen several floods – even the 26 July, 2005 – but water accumulated had flowed out. This time around, water stayed for more nearly three days. The floods have resulted in power outage ranging from 36 to 40 hours – and disruption of water supply for nearly two days. It led to a major traffic mess and threat of water-borne diseases.

To dwell further, one has to first understand what Vasai is. In fact, Vasai is a very unique tehsil – which no other tehsil can boast of – it has sea on one side, it has a fishing community, it has salt-pans, agriculture zone, it has multiple townships, it has an industrial zone and also a forest zone. All these spread over 380 sq kms.

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CSR NEWS



Disability Communications Expert Calls for Universal Design

“Universal Design provides choice, make digital media accessible to all”

Universal Design provides choice, makes digital media accessible to all: this was the invocation made by Dr. P. J. Mathew Martin, ESA (Mass Media) & Course Coordinator, Post Graduate Diploma in Media & Disability Communication (PGDMDC) Course, Department of Outreach & Extension Services, Ali Yavar Jung National Institute of Speech and Hearing Disabilities (Divyangjan).

He said this at a presentation he made at the meeting of the Inter Media Publicity Coordination Committee (IMPPC) of the Ministry of Information & Broadcasting in the region, held at the Press Information Bureau, Mumbai.

Dr. Martin explained that Article 2 of The United Nations Convention on the Rights of Persons with Disabilities (UNCRPD) Article 2 defines “Universal design” as the design of products,

environments, programmes and services to be usable by all people, to the greatest extent possible, without the need for adaptation or specialized design. He said that universal design in learning would result in the application of multimedia in digital media.

Speaking about various accessible formats such as Braille, audio description (be it synthetic audio or human voice recording), Daisy, accessible pdf, facility to increase size of print/fonts in Movies / Cinema/Advertisements /Documentaries with or Without Indian Sign Language, Captions, Closed Captions, Subtitles etc., Dr. Martin said that these provide the choice to the user.

Speaking about the regulatory and legislative framework, Dr. Martin said that under the amended Copyright Amendment Act, no permission is needed for creation of alternate formats,

if it is used for non-profit conversion and distribution. So, for example, adding audio description in a film does not require permission if it is used for non-profit purpose, and if it is distributed to bona fide deaf persons or organizations that serve them.

Challenging the argument of cognitive load, Dr. Martin spoke of the finding that “we see what we want to see and hear what we want to hear”. He introduced the audience to the following online tools for checking accessibility of websites:

- <http://www.w3.org/WAI/ER/tools/complete>
- <http://achecker.ca/checker/index.php>
- <http://validator.w3.org/>
- <http://jigsaw.w3.org/css-validator/>
- <http://validator.w3.org/mobile/>
- <http://validator.w3.org/checklink>
- <http://validator.w3.org/unicorn/>

He also gave many engaging examples of accessible multimedia, including harnessing of Avatar Multi-Media Technology for Animated Sign Language with Captions, as shown in this example.

Another example is ELAN, Multi-Media Annotation Tool for Sign Language available at <http://tla.mpi.nl/tools/tla-tools/elan/>, using which disaster messages can be communicated in animated Indian Sign Language.

Dr. Martin reminded the audience that often people tend to assume why blind people need to be told about colours, since they would not be able to see them. He said that it is necessary for them to know of the concept of colours, and that this holds intrinsic value for them. He said that we need to seek to understand the differently abled people as they are, and not force or expect them to adapt themselves to the way we live our life.

The meeting was chaired by Additional Director General (Western Region), Press Information Bureau Mumbai, Shri Nitin Wakankar.

NPTEL joins hands with National Institute for Research in TB to train doctors

The 8-Week 'Manage TB – an online course for Doctors' to help the 'End TB' Strategy & 'TB Free Chennai' initiative

The National Programme on Technology Enhanced Learning (NPTEL) has joined hands with National Institute of Research in Tuberculosis (NIRT) to offer 'Manage Tuberculosis – an online certification course for Doctors.' It is expected to impart a major boost to the 'End TB' Strategy & 'TB Free Chennai' initiative.

This Eight-Week course was prepared in consultation with experts in the field of TB management and covered the epidemiology, diagnosis, treatment, prevention and control of TB as a public health problem. NPTEL has provided the support for recording and hosting on the portal, along with coordination for conduct of final exams.

- NIRT in collaboration with the NPTEL. It is an initiative to address this felt need of sensitizing doctors both in the public and private sector to the standards of care and the new guidelines and developments in the modern management of TB.

The course has been designed after extensive discussions with subject experts and has been planned keeping in mind the busy work schedule of doctors in practice. This 8-week course consists of video lectures, case discussion scenarios and video demonstrations of laboratory procedures.

The course was launched recently by Madhusudhan Reddy IAS, Deputy Commissioner (Health), Greater

CME credit points for the course as that would encourage a larger participation among doctors.

Tuberculosis continues to be a major public health problem in much of the developing world. India has nearly one-fourth of the global TB patients and an estimated 4.8 lakh lives are lost every year due to this illness. The End TB strategy of the World Health Organisation (WHO) seeks to achieve 95% reduction in TB mortality and 90% reduction in TB incidence by the year 2035.

The National Strategic Plan of the Revised National TB Control Programme (RNTCP) has a more ambitious target of working towards TB elimination by 2025. To achieve these goals it is important to build the capacity of Doctors to appropriately diagnose and treat TB. There have been major advances recently in the diagnosis and treatment of TB. There are also new national and international guidelines.

NPTEL was initiated by seven Indian Institutes of Technology (Bombay, Delhi, Kanpur, Kharagpur, Madras, Guwahati and Roorkee) along with the Indian Institute of Science, Bangalore in 2003. The online courses cover all disciplines of Engineering such as Biotechnology, Ocean Engineering and, Metallurgical Sciences apart from the popular courses such as Computer Science Engineering or Electrical Engineering.

NPTEL is the largest provider of MOOCs in India today, especially the Engineering stream, with a credible proctored certification exam that clearly qualifies and differentiates the learners who do these courses. NPTEL is offering 270 courses in the July-Oct 2018 semester. More details can be found at onlinecourses.nptel.ac.in.

INDIA HAS NEARLY ONE-FOURTH OF THE GLOBAL TB PATIENTS AND AN ESTIMATED 4.8 LAKH LIVES ARE LOST EVERY YEAR DUE TO THIS ILLNESS.

Speaking about the importance of this course, Prof. Andrew Thangaraj, NPTEL coordinator at IIT Madras, said, "We believe that this is the first course of this nature addressing a specific disease of public health importance in India. We hope that it will benefit doctors treating TB patients and help them to offer care of a higher order to their patients."

Prof. Andrew Thangaraj added that there was vast potential to develop online courses in a range of subjects and the NPTEL would welcome new proposals and coordinate the offering of the same.

The 'Manage TB – an online course for Doctors' was developed by Indian Council of Medical Research (ICMR)

Chennai Corporation, at ICMR-NIRT in the presence of Dr. Srikanth Tripathy, Director-in-Charge of NIRT. Expressing happiness with the move by NPTEL to enter the field of medicine, Mr. Madhusudhan Reddy said that a course like this was very much needed in view of the 'End TB' Strategy and the 'TB Free Chennai' initiative that have been rolled out recently.

Reddy said that he would urge all the doctors in the Chennai Corporation to enroll in the course. He also said that courses aimed at the paramedical staff involved in TB control would be very helpful. Dr. Sanjay Mehendale, former Additional Director General of the ICMR advised the organisers to explore the feasibility of awarding

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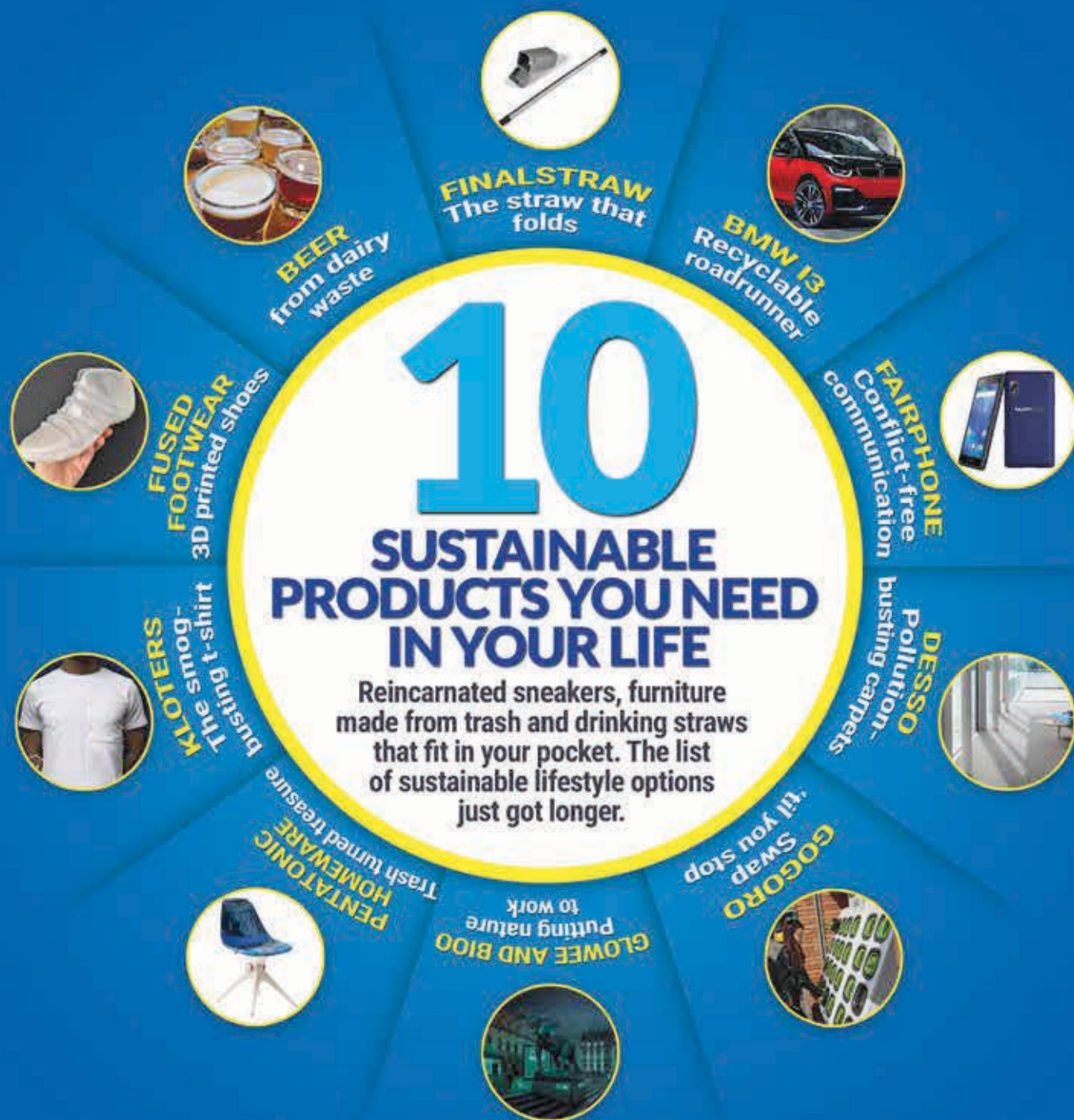
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Sustainability has never looked so good. Once a niche market characterised by bland packaging and green labels, the dull days of eco-friendly consumption are over.

Ethical consumerism is now mainstream—even in Asia. According to a recent study, 75 per cent of people in Asia Pacific now say they tend to choose products that are environmentally responsible.

Here are 10 products that are changing the game for how we live. With this in mind, companies of all sizes have reinvigorated the way sustainability is sold and marketed. Products are being created products that marry sustainability with high standards of design and style.

01

FINALSTRAW: THE STRAW THAT FOLDS

Finally, a practical alternative to plastic straws. FinalStraw is a collapsible straw designed to last a lifetime. Made from



stainless steel with a 100 per cent post-consumer recycled plastic case, it is both dish-washer safe and free from the industrial chemicals that make up most regular plastic.

The best part is its foldable nature, which allows the user to attach it to a keychain and take it everywhere they go. This sets it apart from the other reusable straws on the market, which are made from bamboo and metal but are less convenient to carry around.

FinalStraw comes with a squeegee to clean it, and a recycled plastic case about the same size as a smartphone. It is also accompanied by five information cards that detail the movement against plastic, to be left along with the bill at eating establishments.

02

BMW i3: RECYCLABLE ROADRUNNER

Assembled in Leipzig in one of the world's most eco-friendly factories, BMW's i3 electric car is made using 50 per cent less energy and 70 per cent less water than regular cars.

Sections of the dashboard and trim are made from sustainably grown open-pore eucalyptus, while the fabric in the seats is manufactured from recycled bottles. The body of the car incorporates carbon fiber reinforced plastics, which is a lighter, stronger alternative to steel.

Designed for urban living, the BMW i3 produces zero emissions and is able



The BMW i3

to travel up to 200km on a single charge. Once it reaches the end of its lifespan, 95 per cent of the car can be recycled.

03

FAIRPHONE: CONFLICT-FREE COMMUNICATION

The Fairphone 2 aims to encompass sustainability by using fair materials and being made to last. Image: Fairphone

Fairphone is the world's first ethical smartphone, launched to challenge the consumer mindset that phones are disposable items. On average, a phone is replaced every 18 months and there will



Sea level rise due to Antarctic ice melt has 'tripled over past five years'

The rate of sea level rise resulting from the melting of the Antarctic ice sheet has tripled over the past five years, according to new research from a global team of scientists.

The study, published in *Nature*, finds that ice loss from Antarctica has caused sea levels to rise by 7.6mm from 1992-2017, with two fifths of this increase occurring since 2012.

At a press conference held in London, scientists said the results suggest that Antarctica has become “one of the largest contributors to sea level rise”.

A glaciologist not involved in the paper tells Carbon Brief that the findings show “there now should be no doubt that Antarctica is losing ice due to regional climate change, likely linked to global warming”.

Melting continent

The new research was carried out by a team of scientists from the Ice Sheet Mass Balance Inter-comparison Exercise (IMBIE). The international group was established in 2011 with the aim of creating a comprehensive view of how melting in world's polar regions could be contributing to sea level rise.

In its last assessment report, released in 2012, it found that ice melt in Antarctica was causing global sea levels to rise by 0.2mm a year. (Over the past two



decades, global sea levels have risen around 3.2mm a year in total.)

However, the new analysis finds that Antarctic ice melt is now driving sea level rise of 0.6mm a year—suggesting that the rate of melting has increased three-fold in just five years.

The results show that Antarctic ice melt has become “one of the largest contributors to sea level rise”, says Prof Andrew Shepherd, co-leader of IMBIE and director of the Natural Environment Research Council (NERC) Centre for Polar Observation based at the University of Leeds.

Speaking on the sidelines of a press conference held in London, he explains the significance of the new findings to Carbon Brief.

Satellite sentinels

For the new study, the research-

ers combined data on ice cover and weight taken from a range of satellites, including NASA's Gravity Recovery and Climate Experiment (GRACE) mission and the European Space Agency's CryoSat mission.

The team then used models to adjust the data to take into account physical processes that might have influenced sea level changes—such as how the ground beneath ice sheets responds to shrinking ice cover.

The resulting data reveals a “clear signal” showing an acceleration in the rate of Antarctic ice sheet melt, says Dr Erik Ivins, co-leader of IMBIE and a senior research scientist at the NASA Jet Propulsion Laboratory. He tells Carbon Brief:

“We now have a signal that is large enough that those adjustments we have to make are smaller than the

Farm workers in Asia have never had it easy. And yet their future looks even harder as machines are replacing their jobs not only in the fields, but the factories as farmers migrate to cities in ever greater numbers in search of jobs that probably won't exist in the near future.

The demand for more and cheaper food products is driving the change to more productive farming technologies which, combined with the low price of food and stagnating pay, is forcing rural workers into cities at a time when basic operator positions such as bus driving or operating machinery are under threat.

Speaking at the World Built Environment Forum (WBEF) in London in April, Saeed Al Abbar, chairman of Emirates Green Building Council, said that he was “not convinced that the rate of new job growth was going to replace old jobs lost”. Saeed was speaking in a panel called Cities in the Changing Ecosystems of Industry and Commerce which was focussing on economic realignments that were occurring across the globe.

Urban unemployment is one of the many challenges that Asia's cities are facing as growing populations and mass migration expand city populations by an additional 900,000 people every week.

Seven of the world's biggest mega cities are in Asia Pacific, and more than half of the region's 4.5 billion population will live in cities by 2026, according to the United Nations Economic and Social Commission for Asia and the Pacific. In China, which has one of the world's highest rates of urbanisation, its cities have absorbed more than 100 million people in the last six years.

In a recent UN report on “Sustainable cities, human mobility and international migration” the combination of rural-to-urban migration and the reclassification of rural locations as urban accounted for 80 per cent of the urban growth that that occurred in China and Thailand and 68 percent in Indonesia in the 1980s and 1990s.

And yet it would be difficult for Asia's economic rise to continue without



ASIA'S URBAN CRUNCH: WHAT TO DO ABOUT 900,000 WEEKLY ARRIVALS?

Jobs, water, food and energy must be found for the 120,000 people in Asia moving to cities every day. Experts at a recent urban environment event in the United Kingdom discussed the challenges of Asia's urban crunch, writes Tim Hill

further urbanisation. According to Chris Choa, vice president and global principal - cities and development, AECOM, Asia's cities are on course to become some of the richest in the world during the course of this century. Choa also stated that cities were centres for creativity and discovery precisely because of the unpredictable and serendipitous opportunities that come with chance meetings between people and companies.

Most panellists agreed that overall urbanisation was a good trend globally for productivity and equality as office

jobs pay more than rural work. It was also recognised as being more sustainable to have office workers moving from high rise apartment blocks to high rise office blocks via electric subways rather than suburban dwellers driving themselves and family to work and school.

The cost of urbanisation

But urbanisation is not without environmental and social cost.

Dr Anne Kerr, the global head of cities for Hong Kong-based engineer-

What can other cities learn about water shortages from ‘Day Zero’?

An efficient water system is not necessarily a resilient one, as Cape Town found out this year. How can cities ensure a constant supply of water in the future, asks **Lucy Rodina and Kieran M. Findlater.**



Cape Town in South Africa managed to avert the disaster of taps running dry this year, but must build a more resilient water system to avoid that fate from happening ever.

Cape Town was set to run dry on April 12, 2018, leaving its 3.7 million residents without tap water.

“Day Zero” was narrowly averted through drastic cuts in municipal water consumption and last-minute transfers from the agricultural sector. But the process was painful and inequitable, spurring much controversy.

The city managed to stave off “Day Zero,” but does that mean Cape Town’s water system is resilient?

We think not.

This may well foreshadow trouble beyond Cape Town. Cities across the Northern Hemisphere, including in Canada, are well into another summer season that has already brought record-setting heat, drought and flooding from increased run-off.

Water crises are not just about scarcity

Water scarcity crises are most often a result of mismanagement rather than of absolute declines in physical water supplies.

In Cape Town, lower than average rainfall tipped the scales towards a “crisis,” but the situation was worsened by slow and inadequate governance responses. Setting aside debates around whose responsibility it was to act and when, the bigger issue, in our view, was the persistence of outdated ways of thinking about “uncertainty” in the water system.

As the drought worsened in 2016, the City of Cape Town’s water managers remained confident in the system’s ability to withstand the drought. High-level engineers and managers viewed Cape Town’s water system as uniquely positioned to handle severe drought in part because of the vaunted success of their ongoing Water Demand Management strategies.

They weren’t entirely mistaken—demand management has cut overall daily consumption by 50 per cent since 2016. So what went wrong?

Limits to demand management

First, Cape Town’s approach to water management was not well-equipped to deal with growing uncertainty in rainfall patterns—a key challenge facing cit-



THE FUTURE OF CORPORATE RESPONSIBILITY

Lack of policy support, protectionism and ethnic chauvinism around the world will not quell the responsible business movement, says Arabesque chairman **Georg Kell**.

The modern corporate sustainability movement started in the late 1990s, in the wake of globalisation debates and the Battle of Seattle. Since then it has grown and matured enormously. Investors are beginning to realise that the integration of environmental, social and governance (ESG) factors can enhance performance.

We are now at the brink of an inflection point where market-led changes will accelerate a massive transformation towards cleaner, healthier and socially more inclusive outcomes. But in the current environment of eroding liberal principles, low trust and a weakening of the rule-based system, the question arises whether the corporate responsibility movement has a future at all.

What has since evolved into a global movement started out as a response to stakeholder pressure. Nike CEO Phil Knight, for example, in response to consumer boycotts about the use of toxic glue and dismal workplace conditions, joined UN Secretary General Kofi Annan to initiate major changes in the supply chain at the launch of the UN Global Compact in June 2000. Today, over 10,000 companies are part of the UN Global Compact and many other similar initiatives have sprung up over the years.

Twenty years ago, corporates did not bother much about human rights in the supply chain. Environmental pollution was considered an “externality.” And corruption was qualified as a tax deductible, “useful expenditure” in some EU countries. This has all changed

dramatically. In 2018, most corporations are taking sustainability issues seriously and are changing strategies and practices to better navigate ESG issues.

Of course, there are corporate leaders and laggards, and there are still many fence sitters, but overall the movement has become part of normal business practice, including the practice of reporting.

Over 90 per cent of the world's largest corporations today report on their sustainability performance using standards developed by GRI, the most widely adopted framework for sustainability reporting. The recent letter to CEOs by Chairman and CEO Larry Fink of BlackRock, the world's largest investment firm, in which Mr. Fink called on corporate leaders to “make a positive contribution to society,” exemplifies how the corporate responsibility movement has gone mainstream.

The business case for corporate responsibility has long been an article of faith for the advocates of the movement. But showing the empirical evidence was difficult, except in situations where corporations made big mistakes, for example, by getting involved in corruption or environmental pollution scandals that made the headlines. In such situations the cost of getting it wrong was clearly apparent. Corporate crises quite frequently were and still are a wakeup call to take ESG issues seriously. The benefits of getting it right, on the other hand, were more difficult to show.

A breakthrough occurred in 2014 when academics and investment bankers produced one of the first major meta studies that showed the link between good corporate ESG performance and financial performance. The finding that there is “alpha” in ESG information has greatly spurred the sustainable investment movement, which has evolved in parallel with the corporate responsibility movement.

The UN Global Compact's sister initiative, the Principles for Responsible Investment, was launched by Kofi Annan with a handful of asset owners at the New York Stock Exchange in 2006.

Radio shows the way in CSR

From promoting road safety and education, to raising awareness about environmental pollution, helping the underprivileged, Radio City has extended its support across all spheres. They have been at the forefront of conducting sustainable CSR for stakeholders and will continue addressing causes that will help in community development.

Media is one of the most powerful tools when it comes to influencing, informing and educating people in our country. Radio is a medium that has a wide reach across all sections of the society. Amidst all the talk around the world about climate change and sustainable living, a leading radio network in India – Radio City, has been consistently taking efforts at the ground level to influence a positive change in society. With the brand philosophy of ‘Rag Rag Mein Daude City’ and by leveraging ‘The Power of Radio’, they have been advocating change in the society. Radio City has been uniting the masses, i.e. its audience, to take collective action and solve pressing problems that are plaguing the country. From promoting road safety and education, to raising awareness about environmental pollution, helping the underprivileged, Radio City has extended its support across all spheres. They have been at the forefront of conducting sustainable CSR for stakeholders and will continue addressing causes that will help in community development.

Recently, Radio City hosted a ‘Kaano Se Dekho Concert’ at the Happy Home & School for The Blind where superstar singer Armaan Malik performed for the blind children. The children were



Mr. Abraham Thomas - CEO , Radio City 91.1FM

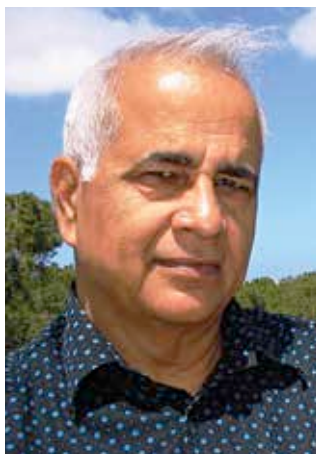
overwhelmed to witness a concert and sing along with one of their favorite artists. Radio invokes the theatre of the mind and the concert at Happy Home & School for The Blind particularly delighted the visually impaired children by pushing the boundaries of their imagination. Similarly, Radio City had previously associated with Happy Feet Home, India's First Children's Hospice for terminally ill children, and organized fun activities for the children over the course of three days. This included engaging them with fun games, teaching table manners, karaoke, dance, eating etiquettes, etc. among others.

Radio City has also been initiating various campaigns across towns and cities in India including ‘Accident Free New Year’. The campaign was launched to curb road accidents caused due to drunk driving in Coimbatore, in association with the City Police, where intoxicated drivers were detained in camps and entertained with music, dance and other fun activities until the time they were sober enough to drive home. Likewise, Radio City took up a social awareness drive to highlight the importance of celebrating a smoke free Diwali with ‘Radio City ke Phatake’. This was a national on-air activity where listeners can request to burst virtual firecrackers on studio during the Diwali week, therefore keeping the environment smoke and noise free. In another attempt to lend a helping hand to the drought-struck regions of Maharashtra, Radio City joined hands with Dalmandai Foundation for the ‘Jal Hai Toh Kal Hai’ campaign and donated water via tankers. Recently, Radio City, also associated with the United Nations Environment Programme (UNEP) as the radio partner for the World Environment Day initiative to be held in India to control plastic pollution. Adding to this, Radio City took up an initiative Kar Mumbai Kar to create awareness on the latest plastic ban and conducted a concert in Mumbai fea-

Kroto's Views on Science Education

Sir Harold W. Kroto, the Chemistry professor from University of Sussex in UK, is known the world over for the discovery of the molecule, C₆₀, called Buckminsterfullerene, the first among a family of fullerenes, in collaboration with Robert Curl and Richard Smalley in 1985, which not only won them the 1996 Chemistry Nobel prize, but also laid the foundation of the twin subjects of Nanoscience and Nanotechnology.

Kroto is also credited with his life-long efforts to spread awareness about modern science. He lectured extensively on popular science all over the world to inspire young minds and to underline the need to have innovations in the field of Science Education. To discuss the role of art and science in human lives, he established an Annual Lecture Series, "Opening Minds" at Florida State University (FSU), where he worked from 2004, until his demise on April 30, 2016. Kroto was a great believer in using Internet for OPEN education, and often said, "After the printing press, we have a second revolution in education, via the Internet". To fulfil this, he established in 2006 the "Global Education Outreach in Science, Engineering and Technology (GEOSET)", a freely accessible International network to help teachers in improving the quality of science education in schools, worldwide. Among several partner institutions of GEOSET are Harvard University, FSU, Tokyo University, University of Sussex, etc. Each of them has its own website and creates and streams online science educational materials, such as, videos/presentations as concept packages by experts, teachers and researchers. Students, too, can record their own presentations and upload them on GEOSET for discussions among a global community of students, teachers and experts. In certain cases, videos uploaded by



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- & Adviser to Chairman, Atomic Energy Commission

students on GEOSET were so good that after viewing them, prospective employers offered jobs to them.

I was fortunate to have met Kroto and to have interacted with him a few times. In a Q & A session with students and staff of the University of Valencia in Spain in June 2014, where I was present, he said that although he was all for promoting a modern tool like Internet for education, he felt the do-all chips and digitalization have taken away some thrill out of learning science. "In old days we could actually see how a radio with valves worked or even cannibalize an old analog watch to learn about its mechanism. But to learn about the present-day 'chips' we need a knowledge of university Physics". Later that day, during our discussions at dinner, he said that Science Education must lead to insatiable curiosity among school/college students, the catalysts for which are teachers. He was of the view that only when the learning process of science leads to the shaping of analytical and innovative minds, will the young generation have the capacity to stay ahead of the fast emerging software disruptions, such as the Artificial Intelligence and Internet of Things. "Young people have smart-phones, but many of them don't know how it works, or for that matter how the GPS works! Ask a school/college student to divide or multiply two simple numbers, these days, and calculators come out", he lamented, "what is the harm if some useful information such as Tables can be memorized?"

Although Kroto was a champion of using Internet for learning science by students and teachers alike, he would rather recommend the use of MOOCs, etc. as supplements. When I probed him further on this, he said: "Online education is a boon for young people who don't have access to a good school or university. But those who go to a college or univer-

The power of engagement and intrapreneurism in Sustainability Leadership

Daniel Pink wrote in his remarkable book “Drive” about what motivates people, saying it boils down to three things. “It’s about autonomy, the desire to steer your own ship; it’s about mastery, the ability to be able to steer that ship well; and it’s about purpose, knowing that your journey has some wider, broader meaning.” Engagement also requires that people feel they are treated fairly; that they are listened to; and that they are cared for.

Google is a company that has been built on a culture of radical, constant innovation. In 2017, it topped the Fortune “Best Places to Work” list for the sixth year in a row. A range of programs and benefits help foster what employees say is a “safe and inclusive” workplace at this hive of high performers. Employees can make use of any of a number of channels of expression to communicate their ideas and thoughts. These include Google Plus conversations, a wide variety of surveys, Fixits (24-hour sprints wholly dedicated to fixing a specific problem), TGIFs (Google’s weekly all-hands meetings, where employees ask questions directly to the company’s top leaders and other executives about any number of company issues), and even direct emails to any of the Google leaders.

Employees are empowered (both equipped and encouraged) to take initiative and bring forward new ideas. Google provides its employees with 20 percent of their work time to be spent on their own projects.



The explosion of standards, certification schemes and industry codes of practice are contributing to the inexorable growth of this culture of transparency.

One of us (David) has previously written about the potential of social intrapreneurs, who are:

People within a large corporation who take direct initiative for innovations that address social or environmental challenges while also creating commercial value for the company. . . . They leverage existing infrastructures and organizational capabilities to deliver social value on a large scale. . . . Social intrapreneurs aim to generate entirely new forms of commercial value through significant innovations in products, services, processes or business models for their employers.

Social intrapreneurism is likely to be a powerful extra force driving progress toward the U.N. Sustainable Development Goals. Some companies are now putting selected employees through Intrapreneur Labs and other training programs, running “Dragon’s Den” style competitions where intrapreneurs can pitch their ideas, and have established Intrapreneurs’ Innovation Funds.

Google was one of the first companies to send young leaders with intrapreneurial potential to the Aspen Institute for Business & Society’s First Movers program. Several well-known Google products originated with intrapreneurs including Google News, Gmail, AdSense, driverless cars, Google Glass and the pioneering use of Google mapping tools to help landmine clearance and to prevent illegal logging.

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JOB ID: 62260766

DESIGNATION: Associate Corporate Social Responsibility.

- **Experience:** 3 to 4 yrs
- **Salary:** As per Industry Standards
- **INDUSTRY:** Recruitment / Placement Agencies, Consulting Services.
- **Location:** Hyderabad / Secunderabad (Andhra Pradesh)
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5. Ensuring optimum utilization of budget allocation.
6. Assisting in managing the existing trusts and initiatives.
7. Implementing and coordinating a range of activities and initiatives.
8. Manage and develop reporting documents

related to CSR.

9. Effective communication on CSR projects with internal and external stakeholders.
10. Scheduled Report on Project Progress, Milestones, Budget and Expenditures.
11. Monitor success of CSR projects through tracking of identified metrics.
12. Work closely with the Media team on generating and circulating any media content on CSR. Salary: INR 2,25,000 - 3,50,000 P.A. Industry: Oil and Gas / Energy / Power / Infrastructure Functional Area: Sales, Retail, Business Development Role Category: Retail Sales Role: Sales/ Business Development Manager Employment Type: Permanent Job, Full Time Key Skills CSR Activities Effective Communication NGO CSR Corporate Social



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