

CSR TODAY

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A portrait of a middle-aged man with dark hair and a mustache, wearing a dark suit, white shirt, and a patterned tie. He is smiling and has his arms crossed. The background is a light-colored wall with vertical lines.

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CSR needs to step in to tackle water crisis



Rajesh Tiwari
Publisher
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MANY RURAL COMMUNITIES IN INDIA WHO ARE SITUATED ON THE OUTSKIRTS OF URBAN SPRAWL ALSO HAVE LITTLE CHOICE BUT TO DRILL WELLS TO ACCESS GROUNDWATER SOURCES.

India is facing its worst water crisis in history, according to a report of NITI Aayog. The report said that currently 600 million Indians face high to extreme water shortage and about two lakh people die every year due to inadequate access to potable water. The water crisis will get worse, as the country's water demand is projected to be twice the available supply by 2030, the report added. This means that hundreds of million of people may face water scarcity and the country will suffer a loss of up to 6 per cent of the GDP.

The report, titled 'Composite Water Management Index' released by Minister for Water Resources Nitin Gadkari, further said twenty-one major cities are expected to run out of groundwater as soon as 2020, affecting 100 million people.

According to Gadkari, the Ministry and Government is thinking about innovative ways for better management of water resources. Proposal for three projects at Tuticorin, Paradip and Kandla are under consideration where sea water can be desalinated and used for irrigation and other works. He further said that we are in a process to encourage pipelines in place of long canals. Piped and drip irrigation will definitely conserve water. We are committed for the vision of 'Har Khet Ko Pani' and 'Per Drop More Crop'. He also stressed on the need of water testing like soil testing before cultivating any crop. This will improve crop yield and avoid wastage of water also.

NITI Aayog has ranked all states in the index on the composite water management, comprising 9 broad sectors with 28 different indicators covering various aspects of

ground water, restoration of water bodies, irrigation, farm practices, drinking water, policy and governance.

Gujarat has emerged as the best in the country followed by Madhya Pradesh, Andhra Pradesh, Karnataka and Maharashtra. The low performers are, worryingly, comprised of the populous northern states of Uttar Pradesh, Bihar, Rajasthan, Haryana, and others, which are home to over 600 million people. The low performing states account for 20-30 per cent of India's agricultural output.

The report is not only a matter of concern but it is a challenge. This is one sector where the Centre, state governments, corporates, NGOs, individuals all had to join hands. This is in fact one areas where for the next few years- a significant amount of CSR activities needs to be planned at pan-India level.

One concern is that India may lack overall long-term availability of replenishable water resources. While India's aquifers are currently associated with replenishing sources, the country is also a major grain producer with a great need for water to support the commodity. As with all countries with large agricultural output, excess water consumption for food production depletes the overall water table.

Many rural communities in India who are situated on the outskirts of urban sprawl also have little choice but to drill wells to access groundwater sources. However, any water system adds to the overall depletion of water. There is no easy answer for India which must tap into water sources for food and human sustenance, but India's overall water availability is running dry.

Contents



18 | Cover Story NSDL leads the way in e-Governance

CSR RESULTS

- 16** L&T Hands Over CSR-funded Sports Facility to Tamil Nadu Education Department

CSR PLANS

- 17** New platform to grow sustainable financing in Asia

CSR INITIATIVE

- 24** Kicking the Butt – Fighting the Tobacco Menace

CSR COLUMN

- 26** The nuclear industry is making a big bet on small power plants

CSR RESOLVE

- 28** Too Long..... Too little!!!

CSR CLIMATE CHANGE

- 30** Climate change raises the bar for disaster resilience

CSR CHANGE

- 32** Empathy will help the world change course on climate change

CSR OPPORTUNITY

- 34** How solar minigrids could brighten economic prospects for unserved millions in Africa

CSR OPPORTUNITIES

- 38** World can 'safely' store billions of tonnes of CO2 underground

CSR GOING FORWARD

- 41** Accenture Commits US\$200 Million to Education, Training and Skills Initiatives Over Next Three Years to Equip People Around the World for Work in the Digital Age

CSR OFFBEAT WORSHIP

- 42** Worship of 'Waghoba', the large cat deity, and tolerance towards large cats in Western India

REGULARS:

- 03** Publisher's note
05 CSR News
43 CSR Placements

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CSR NEWS



Walking the ramp for tribal children; Pune Fashion Fiesta concludes its Season 2

Breaking stereotypes by giving a platform to aspiring models and backstage artists while dedicating resources towards the betterment of a tribal village of Maharashtra - all under one pageant - Pune Fashion Fiesta, concluded its second season at The Orchid Hotel on June 2.

The event was hosted by celebrated TV actor Aman Verma and witnessed some of Pune's well-known faces such as Saurabh Gadgil, Miss Scuba International 2016 Varsha Rajkhwa, Mr Amit Ghaisas MD and Swati Ghaisas executive director of Yashprabha group of companies, Amit Chaudhary of AISPL, RJ Winnie- Radio City, Amit Mishra of Tejasswee Design Studio, Col Deepak Joshi AFMC, Lalit Pittie of Round Table India and celebrated Fashion Designer Shalaka Pandit all coming together for a cause and walking the ramp with children from Katkari tribe in Maharashtra.

Present on the occasion was Parinita Pal of Hitvardhini Sabha, the NGO

working with the village of Katkari tribe that is being sponsored by Pune Fashion Fiesta. "Back in our village near Khopoli, we have been striving for the development of these tribes and our aim is to bridge the gap between the urban and tribal communities. We look forward to your participation, be it monetary or simply by coming down and sharing your knowledge with these kids and inspiring them for a better future", she quoted.

Brainchild of Mrs Commonwealth Asia Pacific runner-up 2016 Soniya Shetty Singh and renowned makeup artist Swapneel Ranjane, Pune Fashion Fiesta in little time has carved a niche for itself by being a one-of-its kind pageant for beginner models. The contestants were trained by some of the best names in the Pune fashion fraternity, a few being, Prajakta Albuquerque, Maitri Ramaiya from Fitness Kida, Sheetal Arpal, photographers Bunt and Prashant.

Looking stunning in costumes by Priyanka Tejaswee and Amit Mishra of Tejaswee Design Studio, Komal Raut & Rohit Dey emerged as PFF Mega-model and Manhunt winners while Kunal Kale & Radhika Pendse along with Rutuj Mali & Delia Nasre grabbed the 1st and 2nd runner up positions. Appreciating the efforts of makeup artists and photographers, Varsha Valecha was declared the winner and Sai Bandekar as the 1st runner up for their commendable job at makeup whereas Akash Patil and Rahul Rathod received the winning and 1st runner up positions for photography.

Special faces including Komal Raut, Kunal Kale, Khushboo Kshirsagar, Rutvik Tupe, Sharmila Rathod, Shahnawaz Khan were offered a catalogue designer shoot by the showcasing designer Priyanka Tejaswee.

With a hope for an even grander season 3 and to work towards more causes, the Pune Fashion Fiesta team ended its season 2 on a positive note.

GAGAN RAI
MD and CEO
NSDL e-Governance



NSDL LEADS THE WAY IN E-GOVERNANCE

NSDL e-Governance has been closely working with Government of India as well as various State governments for designing, managing and implementing e-Governance solutions across India. NSDL e-Governance is focused on delivering consulting and implementation services to clients in areas such as IT development, e-Governance, IT Strategy, IT solution design, Business Process Re-engineering, Preparation of Functional Requirements and Technical Requirement Specifications.

e-Governance, is the new “e” word that is creating the buzz around India. e-Governance is the integration of Information and Communication Technology (ICT) in all the processes, with an aim to provide services to the citizens of the country in an economical, transparent and efficient manner.

The e-governance landscape has changed significantly in the past decade. Progress towards greater levels of e-governance maturity has continued across government organizations. Leading administrations are focusing on getting as many services online as possible. Additionally, there is a push to ensure that the key parameters of the new initiatives are sustainable and feasible.

The question lies in how you convince the government to implement a

project for the citizens of the country. In a digitally mature ecosystem, there are three stages of digital processes. First is to digitize all possible data and transactions; second is about using that data (transactions) and third is implementing artificial intelligence for analysis of data because with analysis of data, you could change or amend/improve your policy in the future.

One such company that provides e-Governance services to the citizens of India is NSDL e-Governance Infrastructure Limited.

About NSDL e-Governance Infrastructure Ltd

NSDL e-Governance Infrastructure Limited (NSDL e-Governance) was originally setup as a central securities Depository (CSD) in 1995 and has over the years used its inherent strengths,

project management capabilities and technology expertise to deliver state of the art e-Governance solutions, which has helped central & State Governments to identify and clear bottlenecks, promote transparency, reduce service delivery costs and deliver public services efficiently.

NSDL e-Governance has been closely working with Government of India as well as various State governments for designing, managing and implementing e-Governance solutions across India. NSDL e-Governance is focused on delivering consulting and implementation services to clients in areas such as IT development, e-Governance, IT Strategy, IT solution design, Business Process Re-engineering, Preparation of Functional Requirements and Technical Requirement Specifications. Over a period of time, NSDL e-Governance has gained

KICKING THE BUTT

FIGHTING THE TOBACCO MENACE



Tobacco consumption is one of the major health hazards at a global level. In India alone, over one million lives are lost due to tobacco consumption which is a significant loss. India is also among the top 10 countries together accounting for almost two-thirds of the world's smokers (63.6%) in 2015. Government estimates show that over 5,500 youth start tobacco use every day. Among other life-threatening diseases, tobacco use causes mouth or lung cancer. It also dramatically increases risks of both heart attack and sudden cardiac death. Given the gravity of the problem, Max India Foundation, the CSR arm of the Max Group of Companies has been working to address the issue of tobacco menace in a holistic manner. The approach includes a range of year round interventions

with focus on awareness, oral screening, enforcement of COTPA 2003 and drug deaddiction as elaborated further.

Awareness against health hazards due to tobacco

Anti-tobacco health awareness sessions are held in the community. The focus is on making people aware about the hazards of tobacco consumption so that they quit use of tobacco products. As part of the World No Tobacco Day, Max India Foundation organised 6 awareness camps on anti-tobacco in the month of

May benefiting 950 people. Several tools such as interactive sessions, flip-book and puppet shows are used to pass the message in an inclusive form.

Max India Foundation develops Awareness Tip of the Month which is focused on health or environment issues having bearing on health of the individuals. The Tip of the Month is shared with our network of partners as well as with all employees within Max Group of Companies. The Tip for the month of May 2018 highlighted the aspect of catastrophic damage that cigarette smoking is doing to the health as well as environment. Also, it appealed to people to quit smoking for healthy life and nation.

Oral Screening

Max India Foundation conducts health camps including oral screening camps to check out early signs of mouth cancer due to excessive usage of tobacco products. On the occasion of World No Tobacco Day, oral screening was done.

Campaign for Enforcement of COTPA 2003

Since May 2016, Max India Foundation in partnership with Sambandh Health Foundation and Delhi Police has been collaborating to ensure strict enforcement of Cigarettes and Other Tobacco Products Act (COTPA 2003) in Delhi city which has over 30 lakh tobacco users. The campaign seeks to make Delhi a healthier capital and save the future generations. The strength of the campaign lies in engagement of Doctors from Max Oncology Centre in conceptualization as well as training program. The Chief Minister of Delhi, Mr. Arvind Kejriwal and Deputy CM/Education Minister Mr. Manish Sisodia are on board and have pledged to support enforcing COTPA to provide healthier environment to people of Delhi.

FLIP BOOK ON ANTI-TOBACCO: In order to sensitise the population against ill-effects of tobacco and provide valuable information on quitting, Max India Foundation developed a flip book in 2016 which is used as a tool for dissuading underprivileged against tobacco use. The flip book has pictures on one side and self explanatory information in simple Hindi on the other side. This flip book has proven to be an effective tool in health awareness sessions.

The nuclear industry is making a big bet on small power plants

These reactors potentially can power rural towns, industrial plants, mountainous areas and military bases, as well as urban districts and ports. Small modular reactors also may prove handy for industrial uses, writes Scott L. Montgomer, Lecturer, University of Washington

Until now, generating nuclear power has required massive facilities surrounded by acres of buildings, electrical infrastructure, roads, parking lots and more. The nuclear industry is trying to change that picture — by going small.

Efforts to build the nation's first "advanced small modular reactor" (SMR) in Idaho are on track for it to become operational by the mid-2020s. The project took a crucial step forward when the company behind it, NuScale, secured an important security certification from the Nuclear Regulatory Commission.

But the first ones could be generating power by 2020 in China, Argentina and Russia, according to the International Atomic Energy Agency.

The debate continues over whether this technology is worth pursuing, but the nuclear industry isn't waiting for a

verdict. Nor, as an energy scholar, do I think it should. This new generation of smaller and more technologically advanced reactors offer many advantages, including an assembly-line approach to production, vastly reduced meltdown

ern U.S. homes — and 200 megawatts. There are designs for even smaller "mini" or "micro-reactors" that generate as few as 4 megawatts.

In contrast, full-sized nuclear reactors built today will generate about

1,000-1,600 megawatts of electricity, although many built before 1990, including over half the 99 reactors operating in the U.S., are smaller than this.

But small nuclear reactors aren't actually new. India has the most, with 18 reactors with capacity ranging between 90 and 220 megawatts, built between 1981 and 2011.

The U.S., Russia, China, India, France and the U.K.

operate hundreds of nuclear submarines and aircraft carriers. Russia has dozens of nuclear-powered icebreakers cruising around the Arctic, and its first floating nuclear power plant will be deployed in 2019 near the town of Pevek in East Siberia.



risks and greater flexibility in terms of where they can be located.

How small is small?

Most small modular reactors now in the works range between 50 megawatts — roughly enough power for 60,000 mod-

Too Long..... Too little!!!

Water is one of the most critical elements for all living beings on earth and its absence has adverse effect on the overall environment, well-being and the economic stability of the affected region. India is facing one of the worst drought conditions ever seen over the past century with the water tables dropping to lower levels than normal. Some of the worst hit regions include remote districts in the Western part of Odisha like Balangir & Bargarh. For over a decade, these regions have experienced extreme drought conditions year-on-year, with no respite, thereby leading to a severe drinking water crisis, crop failure and distress migration. In addition, villagers in these regions face extreme health hazards due to high levels of fluoride contamination in the limited drinking water resources left with them. The water quality testing by the Department of Water Resources & Sanitation reveals that the fluoride content in water is far more than the acceptable level of 1.5 ppm recommended by the World Health Organisation (WHO). Kidney failure, joint pain disabilities are some chronic health ailments, which have led to mortality in these districts in the past and continues to haunt villages in the region. With no alternate source of water, the villagers are forced to drink from the existing fluoride contaminat-



Water Filter external view

- Villagers from worst drought hit regions of Odisha have waited year on year for solutions and relief, but in Vain
- Rise Against Hunger India teamed up with Ahinsa Club to provide basic relief and solutions to the villagers across Balangir and Bargarh
- The three-month long project providing safe drinking water during the peak summer season aims to reach 4,517 families

ed tubewells and open dug wells, thus risking their lives further. With very little awareness, resources, infrastructure, relief and support over the years, people of these regions are still waiting for sustainable solutions, which could address their issues and concerns.

Rise Against Hunger India (RAHI), an international NGO, in collaboration with a local NGO named Ahinsa Club identified these issues disrupting lives in the region and introduced 'Project Jalseva', to cater to the needs of the villagers and provide them solutions to overcome the issues of water scarcity, fluoride contamination and water treatment. The project is working

Climate change raises the bar for disaster resilience

Disaster risk management has always been a high priority in Southeast Asia, but climate change is making the problem all the more urgent and challenging, writes NUS' Vinod Thomas.

Southeast Asia, already on the path of tropical storms originating from the Western Pacific and Indian Oceans, has seen a spike in climate disasters as global warming aggravates these hazards of nature. The dangers are compounded by the fact that the region also has a high population density, with large urban populations in low-lying cities, including the megacities, Jakarta and Manila.

Extreme weather has pushed intense storms and floods further inland because of rising seas levels, be it in Thailand, Philippines and Vietnam, and produced deadlier heatwaves like the recent ones in China and India—and the dry spells in 2014 and 2015 that threatened Singapore's reservoir levels.

Southeast Asia has built capabilities and infrastructure for disaster management over the years. But climate change has raised the bar for risk management much higher, leaving vast gaps in disaster risk management. My recent



A scene of devastation in Japan after the 11 March earthquake and tsunami in 2011. Natural disasters are expected to intensify in strength thanks to climate change.

book calls attention to the urgency of increasing smart investments in climate mitigation and disaster resilience.

Resilience building has high payoffs. Most notably, early warning systems and more robust evacuations of populations living in the paths of typhoons have reduced death tolls over the years. Japan is on the frontier of building such systems: its Meteorological Agency recently updated its Evaluation Alert System, mapping the intensity of weather-related hazards and people's special needs.

While countries are improving their national emergency capabilities, central governments often defer to their local counterparts for the choice of the systems to adopt. Advances in

ground-based networks of radars, but increasingly also on satellite data, are key to nearly continuous observation of global weather. As satellites provide information for wide geographic areas, including oceans, improvements in forecasting have made warning systems more efficient.

The use of telephone-based capabilities for emergency warnings is expanding rapidly, owing in particular to the explosive development in mobile networks. For example, Australia's Emergency Alert enables states and territories to issue warnings to landline and mobile telephones linked to properties in areas identified as being at risk. It works across all telecommunication carrier networks.

Empathy will help the world change course on climate change

Taking a stand against climate change begins with empathy and awareness, said speakers at the launch of a new film and photography exhibition that aims to inspire small actions for big change.



Children looking at the photographs of Antarctica on display at the newly launched film and photography exhibition, Changing Course

Small actions can have a big impact and individuals must believe in their ability to make a difference in the fight against climate change, said experts at the launch of Eco-Business' film and photography exhibition this week.

"The government cannot tackle climate change alone. We need industry, households and individuals to play active roles. This is why we designated

2018 as the Year of Climate Action – to raise awareness on climate change, and to spur collective action," said Masagos Zulkifli, Singapore's Minister for the Environment and Water Resources, who was attending the official opening.

Bringing about a better understanding of climate change and spurring the public to take action is exactly what the exhibition Changing Course aims to do. The exhibition features photos and a short documentary about Antarctica

created and curated by Eco-Business managing director Jessica Cheam and Scottish documentarian Fraser Morton.

They are a visual record of the duo's experiences as part of the ClimateForce: Antarctica 2018 expedition in March, which was led by British environmentalist Sir Robert Swan. Part of Eco-Business' year-long Changing Course campaign, the exhibition seeks to help the public understand the relationship between Antarctica and Asia.

Earth's only uninhabited continent holds 90 per cent of the world's freshwater, but is heating up faster than anywhere else due to climate change. Melting glaciers could flood coastal cities such as Jakarta and Shanghai by the end of the century if global warming is not stopped.

Photos and documentary *From Asia to Antarctica* are on display at the Green Pavilion in the Singapore Botanic Gardens until 12 July, with satellite exhibitions at the Marina Barrage and OCBC bank branches.

The launch also celebrated United Nations World Environment Day, held on 5 June every year, with plenary dialogue 'From apathy to action: How to shape the climate conversation'.

Speakers emphasised the need for empathy to combat indifference towards climate change, and the possibility for a single person to make an impact.

Olam Group's global head of corporate finance, Srinivasan Ventika Padmanabhan told the audience that empathy resides in every human being as does the capacity to take action. "We

How solar minigrids

could brighten economic prospects for unserved millions in Africa

History already shows us how rural electrification in Europe and the United States in the 20th century boosted local economies by many multiples over the investment in the grid itself.

For a glimpse of a huge opportunity for both business and improving lives in the developing world, spend some time with Finian Oyem in the rural Nigerian village of Onyen-Okpon.

Oyem grows cocoa, cassava and yams. But the town is 4 miles away from the nearest electricity grid connection, so his power comes from a petrol-fueled engine and generator, or genset.

That electricity is expensive: up to \$0.52 per kilowatt-hour (kWh). That's more than five times the average retail price in the United States. Moreover, the genset power is noisy, polluting and unreliable, and it comes with additional maintenance costs. It's no surprise, then, that many of the 500 households in Onyen-Okpon have no electricity at all: They shell out an average of \$6 per

month for kerosene and for charging cell phones.

The high cost of power in Onyen-Okpon is a serious drag on the village's economic potential. It's also a major problem for the entire nation, afflicting tens of thousands of other communities in Nigeria, from small villages such as Onyen-Okpon to massive centers of

commerce such as the huge Sabon Gari Market in Kano, powered until recently by hundreds of gensets. The lack of a reliable national grid has forced Nigerians to turn to a staggering total of 10 gigawatts of expensive, often unreliable, genset power – and still more than half of the nation's 186 million people (and 1.2 billion around the world overall) have no electricity at all. This lack of affordable, reliable electricity holds back economic development all across sub-Saharan Africa and Southeast Asia.

But it also means a major opportunity for governments and development agencies to boost economic growth, and a multibillion-dollar market for investors and companies brave enough to plunge in to find a solution. The

demand in these countries – from grain mills, water pumping, health clinics, barbershops and countless other businesses – is there. So is the ability to pay, as shown by the high prices paid by Oyem and borne by businesses everywhere from Kenya to Sri Lanka. Nigerians,



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