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COP 23 HOPES TO MOVE PARIS ACCORD FORWARD

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**AKSHAYA PATRA
LAUNCHES
'SWACCH VIDYARTHI,
SWACCH VIDYALAYA,
SWACCH GRUHA
INITIATIVE**

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INTEGRATED
FARMING FINDS
SUCCESS IN
INDIA WITH
HELP OF
NUCLEAR
SCIENCE

CSR THOUGHT

NEW INITIATIVE
BRINGS
AUSTRALIA A
STEP CLOSER TO
ZERO FOOD
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CSR Needs To Tackle This In Big Way



Rajesh Tiwari
Publisher
rt@iccsr.org

Indiscriminate and faulty use with wrong combinations of pesticides, and direct and extended exposure without any protective gear for days together to insecticides are some of the apparent reasons for the death of farmers and farm workers in Yavatmal district.

Alarm bells have been sounded. The deaths of two dozen farmers and farm workers in the Yavatmal district of Vidarbha region of Maharashtra - because of improper use of pesticides and insecticides have come as a major cause of concern. Besides the 30-odd deaths, more than 400 persons were hospitalised and treated.

What is more alarming is that the Yavatmal district is the epicentre of farmland crisis in India and the maximum number of suicides by farmers have been reported.

In fact, Maharashtra Chief Minister Devendra Fadnavis himself had to issue a statement on the issue and handle it at his level and assured that a case of culpable homicide will be registered against the pesticide manufacturers and dealers for circulating non-certified pesticide in the region.

The issue here is that the crisis does not spread out. We need to take lessons from these incidents and use the Corporate Social Responsibility (CSR) funds to tackle this.

According to Kishor Tiwari, the Director of Vasantrya Naik Shetkari, Swavalamban Mission – a Maharashtra government appointed task force to deal with farm distress – said that it is emerging as a major cause of concern.

“Indiscriminate and faulty use with wrong combinations of pesticides, and direct and extended exposure without any protective gear for days together to insecticides are some of the apparent reasons for the death of farmers

and farm workers in Yavatmal district,” Tiwari had said.

The team experts visited in crisis hit area found that most of the farm labours engaged in spraying want to cover as much areas as possible in a single day to earn more. Also, they try to work in as many fields as possible in the season. They end up working for 8-10 hours a day at a stretch whereas they should be working just in morning hours without eating or drinking.

The farmers take smoke breaks, tobacco chewing breaks or drink water with the same hands that they are spraying with without washing hands. They don't wear a shirt allowing more body area to be exposed to pesticide.

“Farmers in the country are not adequately literate and are relying on the government agencies for the safe use of the agricultural products and the ancillary techniques. The victim farmers have fallen prey to the callous and negligent attitude of the government departments. It appears that due to the lack of proper awareness about such a complicated technology for spraying pesticides on cotton crops, the farmers' Rights to Life and Livelihood have been grossly violated,” the National Human Rights Commission has observed on this issue and has called for a report from the Chief Secretary of Maharashtra and Secretary of Union Agriculture Ministry.

Its high time, India Inc starts concentrating more and more in the hinterland.

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Water Conservation Work By PwC India Foundation And Savitribai Phule Mahila Ekatma Samaj Mandal Provides Relief To Drought Battling Shelgaon Village

As part of its disaster relief, rehabilitation and response effort, the PwC India Foundation, through its partner NGO Savitribai Phule Mahila Ekatma Samaj Mandal, has restored defunct water structures and groundwater recharge for the farming community of Shelgaon village in Aurangabad.

Our intervention has so far benefitted 1183 people and 43 wells in the region. Today, the structures have created a storage capacity of 212.87 lakh litres and created capacity of 900 lakh litres of groundwater.

Expressing his happiness at the positive response to this initiative, Jaivir Singh, PwC India Foundation Vice-Chairman said, "With inadequate rains till mid-July, the threat of another drought looms over the region but the project work is already proving to be vital for the farmer community, especially those whose lives revolve around agricultural based practices and/or small daily wage labour. Drought is never a wanted situation, but the reality is it exists. We hope these water conservation measures undertaken at Shelgaon provide much needed relief to those who need it the most."

In addition to rebuilding these structures, awareness sessions through participatory approach with the aim to reduce the agricultural practice of growing water intensive crops and capacity building of farmers on cropping patterns, traditional practices, organic farming which is sustainable, climate resilient were also undertaken. The available water is being judiciously used to cover irrigation on rain fed land and for drinking purposes with



strong governance systems in place led by water user groups. Savitribai Phule Mahila Ekatma Samaj Mandal's Head of Projects, Dr. Prasanna Patil said, "Not-for-profits, as their core is in grassroot work, generally tend to prefer field work over procedures and documentation. By partnering with PwC, we have learned the importance of proper documentation as the team has been deeply involved in understanding the scenario and also providing vital inputs in

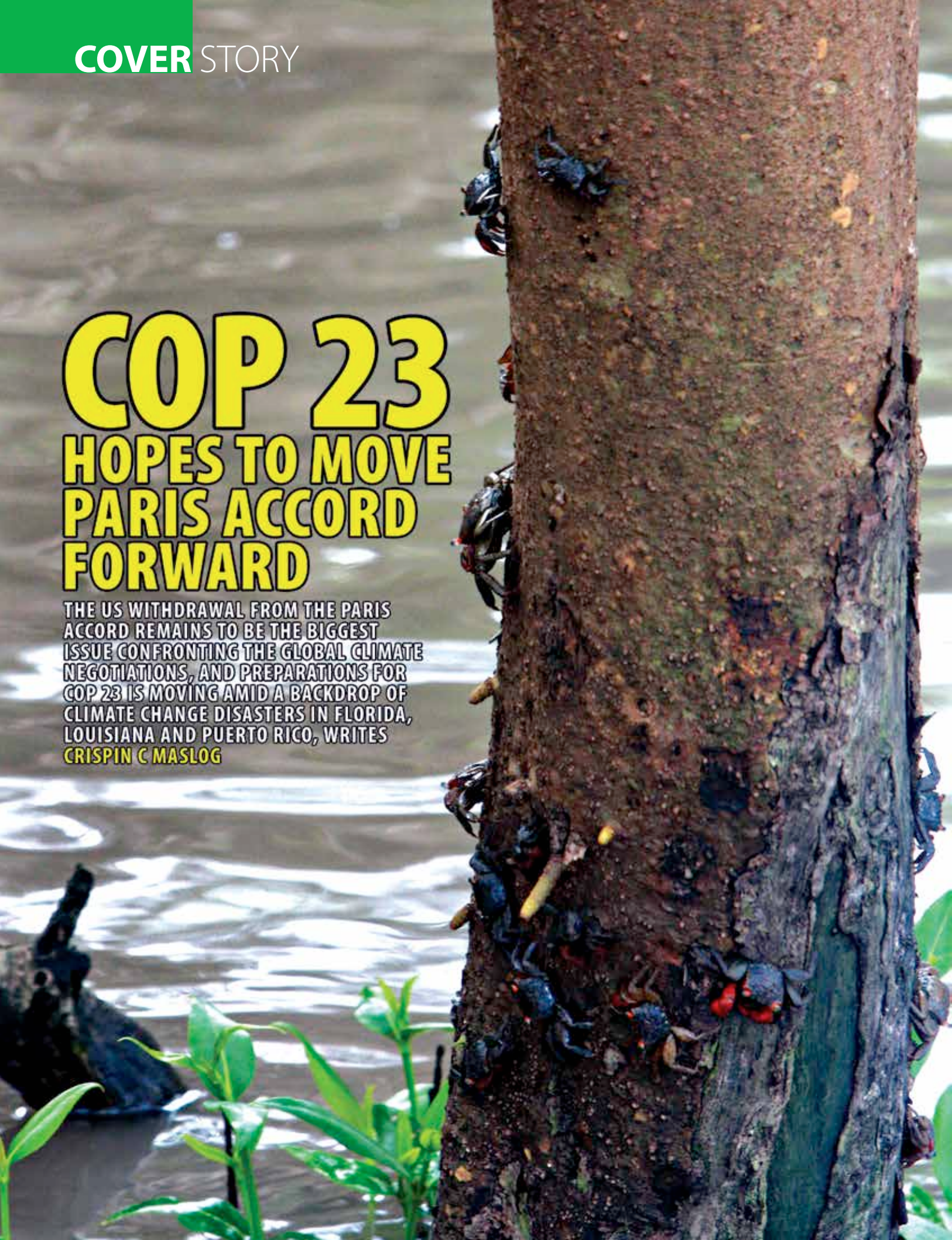
project implementation." Activities aiming at developing efficient water utilisation and agricultural systems (drip irrigation, shifting to less water consuming crops, enhancing animal husbandry based income, better linkages for inputs and sales) and improvement in social services are being presently addressed.

The UNDP's Sustainable Development Goal 6 targets clean water and sanitation as a fundamental right for all mankind by 2030.

COP 23

HOPES TO MOVE PARIS ACCORD FORWARD

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The Conference of the Parties (COP) to the Paris Climate Change Accord prepares to meet 6-17 November in Bonn, Germany for its 23d session against the backdrop of four hurricanes that savaged the US, which had announced its plan to pull out of the Accord.

The irony is obvious. The US is picking up the pieces of its homes, cities and infrastructure following these climate change disasters in Florida, Louisiana and Puerto Rico while preparations for the COP 23 moved apace. At the COP 23 headquarters, however, the mood is one of hope and optimism that the implementing rules for the Paris Accord, which came into force on 4 November 2016, would be finalised this year.

The Pacific island nation of Fiji will be making history as the first-ever small island state to hold the COP presidency. In a meeting early this year with the UN Framework Convention on Climate Change (UN-

FCCC), Fiji stated that the interest of small island nations will be prioritised.

Island nations' issues

"Our presidency will keep the interests of all nations – including those that are low-lying and vulnerable – at the forefront of our negotiations. We are also focused on turning the words and commitments of the Paris Agreement into measurable actions on the part of all nations, and are calling for transparent systems of accountability and practical outcomes to ensure the agreement is a success," said Fiji Prime Minister Frank Bainimarama.

Bainimarama identifies climate adaptation finance, effective monitoring of adherence through the rulebook to the Paris Agreement, and the objectives of the Climate Action Agenda, as key issues for his presidency.

On the other hand, an international advisory group told UNFCCC that three is-

ssues emerged as key expectations of COP 23: progress on pre-2020 commitments, progress on the work programme to implement the Paris Agreement, and clarity in the design of the 2018 Facilitative Dialogue (2018 FD).

In particular, clarification of the 2018 FD refers to agreement reached in Paris for a dialogue "to take stock of the collective efforts of Parties in relation to progress towards the long-term goal" of the Paris Accord and "the preparation of nationally determined contributions (NDCs)".

COP 23 also provides opportunity for developed countries to revisit their commitment to support the Paris Accord – particularly their own emission reductions and the US\$ 100 billion per year they promised to help developing countries with their own emission reduction programmes.

The UNFCCC advisory group also agreed to the appointment of two "high-level champions" to help the COP presidency



Heads of delegation at the 2015 United Nations Climate Change Conference which established the Paris Agreement. Image: Presidencia de la República Mexicana, CC BY 2.0, via Wikimedia Commons

Akshaya Patra launches 'Swacch Vidyarthi, Swacch Vidyalaya, Swacch Gruha' initiative

In this noble cause to transform India, Akshaya Patra will engage college students and young professionals to volunteer and offer their time, energy and talents to impart the values of personal hygiene and cleanliness



In pursuance of the aspiration of Mahatma Gandhi for a clean India and in response to the call of the Honourable Prime Minister of India, Shri Narendra Modi; The Akshaya Patra Foundation initiated the 'Swacch Vidyarthi, Swacch Vidyalaya, Swacch Gruha' to achieve Swacch Bharat on 2 October at the HK Hill campus of ISKCON Bangalore.

R. Ashok, former Deputy Chief Minister of Karnataka and Sanjjanaa Galrani, renowned multilingual actress, record holder in the Limca Book of Records and south India's Yoga brand ambassador, and Sushruthi Krishna, Femina Miss India, first runner up 2016 were present at the occasion to extend their support. The dignitaries present appreciated and encouraged Akshaya

Patra's initiative to impart the values of personal hygiene and cleanliness across all the schools. The programme was held in the presence of Madhu Pandit Dasa, Chairman, The Akshaya Patra Foundation.

The stage event was followed by cleaning of various important locations in Bengaluru. More than 1000 students from reputed colleges and educational institutions enthusiastically participated in the cleanliness drive.

Through 'Swacch Vidyarthi, Swacch Vidyalaya, Swacch Gruha' initiative, the Foundation will strive to inculcate a culture of personal hygiene and cleanliness in a systematic manner over the next one year. This initiative will be carried out in 13,839 Government and Government-aided schools in 12 states of India, where Akshaya Patra is serving hot and nutritious mid-day meal to 1.66 million children. The Foundation aspires to reach out to more than 5 million people in support of the Clean India initiative. As a pilot project, Akshaya Patra is also planning to adopt about 100 government schools and contribute to the implementation of the Swacch Vidyalaya programme.

In this noble cause to transform India, Akshaya Patra will engage college stu-

Billions In Change 2

Offers First Look At New Life-Changing Inventions For Solving The World's Biggest Problems

*Billionaire philanthropist Manoj Bhargava offered an exclusive live look at the new life-changing inventions featured in the recently released documentary film, **Billions in Change 2**.*



Invited guests at the event were given hands-on access to the HANS™ PowerPack – a portable device that generates and stores electricity for basic uses – and the HANS™ Solar Briefcase – a portable solar power station – both of which were designed to serve the billions around the world living without reliable access to electricity.

“Electricity is the great enabler,” says Bhargava. “It opens all sorts of opportunities related to education, income, entrepreneurship, communication.” And yet, nearly half the world still only gets power 2-3 hours per day.

The 300-watt HANS™ PowerPack received considerable interest from Uttarakhand government and the Hon. CM Trivendra Singh Rawat. On October 8, 2017, the government of Uttarakhand committed to obtain 1,00,000 HANS™ PowerPacks to provide to villages in need in order to give them a free and permanent source of electricity.

“With the combination of the HANS™ PowerPack and the HANS™ Solar Briefcase, a rural household can meet all of its electricity needs and never receive a utility bill,” says Bhargava. Also showcased were two RainMaker filtration units created to make

brackish water and grey water suitable for drinking and agriculture.

“People may not realize it, but dirty water is the number one cause of sickness and death around the world today. It’s the epidemic,” says Bhargava. “Our goal is to give people clean water so they can be healthier, more productive, and experience higher quality of life,” he says. “Clean water is health.”

By turning unusable water into usable water, the RainMaker machines are also effectively creating new water sources, which is critical for areas experiencing severe drought. “These machines have the potential to push off the water crisis for several years, and possibly decades,” says Bhargava.

Finally, Bhargava presented details of the Shivansh Fertilizer method, including stories from the field about the many benefits small-scale Indian farmers have realized by using it. This cost-free alternative to urea is made with a process that transforms farm waste into a nutrient-rich fertilizer.

“Incorporating Shivansh Fertilizer brings dead soil back to life within one – one – planting season,” says Bhargava. “The results are stunning. Farmers are seeing higher yields, they’re getting higher quality produce, they’re using less pesticide and

RB Expands The Reach Of Flagship Dettol Harpic Banega Swachh India Campaign

Adds a new layer with drive against air pollution through a multi-faceted intervention

Reckitt Benckiser, world's leading consumer Health and Hygiene Company, today announced an expansion of its flagship Dettol Harpic Banega Swachh India Campaign by adding another layer of intervention to address the issue of water and air pollution. In keeping with the tradition of enhancing and expanding its initiatives around hygiene and sanitation, this year's BSI initiatives will focus on Swachh Zameen, Swachh Hawa aur Swachh Pani. RB is adding a new layer to the BSI initiative, with drive against air pollution through a multi-faceted intervention. This will be a drive to ensure a cleaner environment by ensuring that the surroundings remain clean and in addition make efforts to create awareness around air pollution. Under this theme, RB calls out to the common man to keep "Mere10Guz" – 10 yards around him sanitary and unpolluted by taking small steps in that direction.

Commenting on the same, Nitish Kapoor, Managing Director, RB India said, "Banega Swachh India has been creating awareness and driving behavior change for the last 3 years. The program has been able to create a positive impact with the school curriculum reaching 4.5million children and the community and partnerships mak-

ing 200 villages ODF. Now the time has come to empower the people with knowledge of the importance of their individual contribution with our Mere Dus Gaz campaign. This enlightens the people to contribute in the vision of making India Swachh. This year we aim to educate everyone that not only land but also the water and air are our responsibility. Air and water pollution

are immediate concerns and needs to be nipped in the bud."

Taking the initiative to the next level, RB will partner with the Global Interfaith WASH Alliance (GIWA), founded by Swami Chidanand Saraswatiji and Sankap Taru to plant a total of 200,000 trees in Dehradun, Uttarakhand in order to arrest the progress of air pollution. This intervention would be undertaken in two phases. These native fodder and shade providing trees would be planted at, approximately, 20+ clusters in Tehri district along the basins of river Ganga and its tributaries.

Also the lack of proper sanitation has led to an annual GDP wipe-out of USD 106 billion for India in 2015 alone, and coupled with air pollution - one of the top ten killers in the world and the fifth leading cause of death in India - has severely impacted India's socio-economic health. As part of the pledge to expand the reach of BSI and with a focus on air pollution, RB has partnered with the Associated Chambers of Commerce and Industry of India (ASSOCHAM), the oldest and the largest trade association of India, to reduce air pollution, particularly in northern India, caused due to the burning of agricultural stubble after the harvesting season. Through this tie-up, RB will be reaching-out

- Reaching Over - 10 million people in India
- Signs MoU with ASSOCHAM and pledges to work with Punjab Govt. to showcase awareness around crop burning and to educate & benefit 110 villages by March 2019 in Patiala (Punjab)
- Pledges to plant 200,000 trees in next 2 years supporting United Nation Decade of Biodiversity
- Continues its investments of over 100 Cr. in Behavior Change Communication to address Health, Hygiene and Sanitation and measuring this through Hygiene Index supported by USAID.

New Initiative Brings Australia A Step Closer To Zero Food Waste

A team of sustainability advocates and a Sydney-based caterer that wants to be Australia's first "zero waste" food business have launched a start-up with a mission: To help the catering and hospitality industries end food waste.



Diners at a 'zero waste dinner' hosted by catering firm Dan the Man, at the launch of the Love Waste Collective in Sydney.

The fight against food waste in Sydney received a boost on Wednesday with the launch of the Love Waste Collective, a start-up that aims to end wastage in the food business.

At a launch event in Sydney's eastern suburbs Georgia Sheil, co-founder of the

Love Waste Collective, told Eco-Business that the start-up was the result of a partnership between events catering company Dan the Man and a team of sustainability advocates. "It emerged out of a need to look at the role of food and hospitality businesses in food waste," she explained. The company is currently consulting with

Dan the Man achieve its goal of becoming Australia's first event catering company to stage zero waste functions, said Sheil, who is also an engineer.

Speaking at the event, Ilana Cooper, co-director and head of community collaborations, Dan the Man, told the crowd of about 80 guests that the vision to achieve a zero-waste catering company "smashed (her) in the face" after a conversation about the issue with a local government leader, who urged Cooper to model solutions within her own firm.

Dan the Man aims for all its events to send zero waste to landfill by the end of 2018, and is already taking several measures to achieve this goal. These include: composting green waste in a community garden in Sydney's Rose Bay suburb; getting suppliers to collect back and re-use the cardboard boxes that food is delivered in, and using cloth napkins made from off-cuts provided by a clothing manufacturer.

Steps that the company wants to take include signing a memorandum of understanding with suppliers to use minimal packaging for produce; sending soft plastics to a recycler; and using a bokashi bin—that is, a small composting system—to

Look Out, Banks: Sustainability Funding Gets Creative

There are now a variety of financing options for sustainability projects that big banks and investors won't fund: Apple and Starbucks have issued green bonds to catalyze energy efficiency projects and supply chain sustainability; and Wells Fargo has helped P&G infuse funds into the circular economy, writes Anya Khalamayzer, Associate Editor, GreenBiz Group

Nothing beats seeing a great idea turned into a business reality – especially when that dream realizes benefits for communities and the environment. But innovation requires risks that can signal red flags for mainstream banks.

There are now a variety of financing options for sustainability projects that big banks and investors won't fund: Apple and Starbucks have issued green bonds to catalyze energy efficiency projects and supply chain sustainability; and Wells Fargo has helped P&G infuse funds into the circular economy.

Here are several other emerging ideas for financing sustainability in the form of corporate energy projects, ecosystem restoration, local resilience initiatives and startups.

Low-cost lending

When it comes time for sustainably-minded startups to scale, it can be difficult to maintain control over supply chains and company values. Some financial services organizations thrive from offering early-stage, mission-driven companies capital at lower rates than from traditional lenders.

For a company such as Guayaki, which imports certified organic, rainforest-grown yerba mate plants from South America, a company sale or IPO could compromise the company's ethos. In 2009, RSF Social Finance provided growth capital to Guayaki, first from a mezzanine fund for higher-risk enterprises and then from its main loan fund, allowing the organization to grow in a way that makes sense for its culture. From 2008 until 2011, the company's revenue grew from \$8 million to \$15 million.

The companies RSF invests in through its Fair Trade Capital Collaborative are built around sustainable food and agriculture, or sell products with fair-trade or "high-integrity supply chains." Most businesses whose supply chains RSF finances have \$1 million to \$15 million in sales or budget, but some fall into the \$50-\$60 million range.

"What's unique is that these loans are risky," said Kate Danaher, senior director of social enterprise lending and integrated capital at RSF Social Finance. "When you make a loan to a coffee co-op in Mexico ... The crop could be not high-quality or not available. Farmers are so poor that when

the main breadwinner gets sick, everything crumbles. The longer you lend someone money, the harder it is to track if they'll pay it back."

But in the regenerative economy, she said, "trust and interdependence are key." A similar principle motivates the new Catalyst Credit Line from San Francisco-based New Resource Bank (NRB) and financial technology firm P2B Investor. It offers U.S.-based, B2B companies generating at least \$500,000 a revolving line of credit up to \$10 million.

Working with the bank helped worker-owned residential solar company Namaste Solar build in a low-income area in Denver, creating jobs that entail part ownership of the organization.

"We saw an opportunity to partner with an asset-based lender, to be able to bring the rates down using half of the loans and half of the risk – taking the senior piece, and allowing them to take the subordinated piece – and taking the rate down to a much more palatable for a borrower," said Groff.

As the company matures and moves into profitability, their rate continues to blend

Taking Care Of Artisans And Weavers

Over 1.20 lakh weavers and artisans to benefit through ongoing HastakalaSahyogShivirs in 421 handloom-handicrafts clusters, writes Parul Chandra

India boasts of a rich tradition of hand-woven textiles and skilfully made handicrafts that draws appreciation and buyers not only from within the country but also abroad. Be it the intricately woven Ikkats from Andhra Pradesh and Orissa, the Patan Patolas from Gujarat, the fine Benarasi weaves from Uttar Pradesh, the gossamer-like Maheshwari weaves of Madhya Pradesh or the figurines sculpted in wood or stone from Tamil Nadu--India has this and much more to offer to the world in terms of handlooms and handicrafts.

The weavers and artisans in India toil hard to produce a rich variety of textiles and handicrafts. And yet, the earnings of those weaving magic through the warp and the weft or handicrafts are often not commensurate with the intensive labour, immense skill and cost of raw materials that goes into their making.

Largely based in rural India, weavers and artisans also find market access for their products difficult. As a consequence, they're dependent on the middleman to sell their products – while they garner substantial profits, the weaver and artisans are

left with just a pittance instead of getting a reasonable price.

In order to address the myriad challenges faced by weavers and artisans, the Union Textiles Ministry has been taking numerous steps to assist them. As part of these measures, the ministry is currently holding an 11-day 'HastakalaSahyogShivir'. The camps which began on October 7 are being held across the length and breadth of the country. The initiative is dedicated to the Pandit Deen Dayal Upadhyaya Garib Kalyan Varsh--the birth centenary of Pandit Deen Dayal is being observed.

The camps have been organised in over 200 handloom clusters and Weavers Service Centres as well as 200 handicraft clusters in the country. They are spread over 372 places in 228 districts to reach out to a large number of weavers and artisans.

The Union Textiles Minister Smriti Irani in a tweet last month had said: "More than 1.20 lakh weavers/artisans will benefit through the HastakalaSahyogShivirs that will be held in 421 handloom-handicrafts clusters." Among the states where the camps are being held are Assam, Arunachal

Pradesh, Andhra Pradesh, Bihar, Chhattisgarh, Gujarat, Himachal Pradesh, Haryana, Jammu and Kashmir, Jharkhand, Kerala, Karnataka, Madhya Pradesh, Maharashtra, Manipur, Mizoram, Nagaland, Odisha, Punjab, Rajasthan, Tamil Nadu, Telangana, Tripura, Uttarakhand, UP and West Bengal.

Well aware of the difficulties a weaver or artisan faces in accessing credit – it is so essential to purchase raw materials for their product or to upgrade their technology, for instance the looms--the Textiles ministry has kept the primary focus of these camps on providing credit facilities to them.

As part of this endeavour, the camps are providing weavers and artisans services such as issuance of credit facilities through the government's MUDRA (Micro Units Development and Refinance Agency) which provides financial assistance to micro enterprises.

In addition, participants at these camps will also be provided with assistance for technology upgradation under the HathkargaSamvardhanSahayata and to buy modern tool kits and equipment. Under the Hathkarga scheme, the government helps

LIQUID ASSETS

Advocating An Expanded Approach To Collective Action For Water

*My concern about the siloed nature of the water sector also applies to water technology events – multinationals, NGOs and academics are typically not in attendance to a significant extent, says **Will Sarni**, Founder and Principal, Water Foundry*

Collective action is a key component of water stewardship as framed by organizations such as the Alliance for Water Stewardship and the CEO Water Mandate. These initiatives can be impactful at the watershed scale, as they engage multiple stakeholders in addressing shared water risks. But I believe something is missing to increase the rate of progress in addressing these challenges.

Essentially, it's a matter of how we mobilize diverse stakeholders, in particular across industry sectors, to address water challenges. In my opinion, there is an inadequate level of effort on building and implementing cross-industry and cross-stakeholder initiatives, especially ones that will help the solve water scarcity and quality issues related to achieving Sustainable Development Goal 6 (the one focused on clean water and sanitation).

I formed this opinion after attending several global and regional water conferences over the past two months. It has become clear that despite best intentions and a recognition that solving water

challenges requires a diverse stakeholder group, those focused on addressing water issues still operate in silos.

Let me explain; keep in mind that these observations are a bit, or you may believe mostly, generalized. Every year I participate in a global water conference



that is well attended (about 3,000 people) by academics, NGOs, the public sector, multinationals and individuals. The theme changes from year to year and has included issues such as water and energy, water and agriculture, etc. While these topics are essential in the discussion of energy-water-food nexus risks, the event

still struggles to attract major players from the agriculture and energy sectors. Many food and beverage companies attend, but global agricultural companies and traders are seldom present and small-holder farmers are under-represented. This is also true for energy and resource companies. Although industry organizations representing these sectors usually attend, the major players typically don't. The result is that there is little opportunity for engagement with key global companies within critical industry sectors.

This issue doesn't just apply to this conference. I was at an event on the Colorado River Basin that focused on issues such as state and international water allocations, the "drought" and policy issues. The private sector was woefully under-represented except through NGOs.

My concern about the siloed nature of the water sector also applies to water technology events – multinationals,

Integrated Farming Finds Success In India With Help Of Nuclear Science

Farmers have teamed up with scientists to find new ways to produce more food, improve the quality of their farmland and earn more money. With the help of nuclear techniques, they now have a method for producing high quality livestock and more crops while protecting the health of their soil for a future of more fertile farming.

“Given the importance of agriculture and the limited resources available, we need to find ways to make better use of what we have and become more efficient,” said V. Ramesh Saravana Kumar, Principal Investigator of this project facilitated by the IAEA in cooperation with the Food and Agriculture Organization of the United Nations (FAO). “With the methods demonstrated in this project, we have shown that sustainable, integrated crop-livestock farming is the answer.”

Approximately 70% of people in India rely on agriculture as a source of income. Many conventional farming methods involve inorganic fertilizers and using only one crop type each season, which puts a strain on farmers’ soil and water resources. This often leads to less productive crop yields, which in turn means less food and lowered incomes. As the already strained situation gets worse due to climate change, farmers are now in need of more efficient modes of production.

Scientists at the Tamil Nadu Veterinary and Animal Sciences University have used nuclear and isotopic techniques to study soil and water use and select and grow crops that thrive on local farms. They integrated their findings with effective livestock production methods involving cattle and goats to develop an easy-to-follow, crop and livestock-based organic farming system.

The project has so far resulted in an increase in organic carbon content in the soil, which gives it structure and makes it healthier and better for growing crops. Livestock reproductive performance has also gone up, including a 15% increase in the cattle’s milk production as well as significant increases in the size of the goats.

“After seeing the positive results, the farmers understand that integrated crop-livestock techniques, which also lead to more organic farming, are the only way to a healthier life. They are now more willing to take part in similar research and advice,” said Kumar. The government at all levels is also now encouraging the use of this method, he added.

A cycle of growing crops and feeding livestock

The new integrated method is based on a more organic, self-sustaining approach: after farmers grow and harvest crops, they feed livestock the leftover plant parts and grass from the fields, which results in nutrient-rich dung and urine that serves as an organic fertilizer for growing new crops. They then repeat the process. Over time, this revitalizes the soil’s structure and replenishes important nutrients for plants to grow, as well as provides a steady source of healthy feed for livestock.

“Conventional techniques are not sustainable. Instead of continuing business as usual, we can use this integrated farming approach to make the most of land and nutrient resources not just in India, but also potentially worldwide,” said Lee Kheng Heng, Head of the Soil and Water Management and Crop Nutrition Section of the IAEA.

Ten other countries are now also testing, developing and implementing this inte-

grated livestock-cropping system under the umbrella of this project. So far, in addition to the success in India, Argentina, Brazil, Indonesia, Kenya and Uganda have also been showing promising results.

“What is especially encouraging with these techniques is that they are not limited to certain geographical areas or climates. If land is suitable for crop cultivation, it’s suitable for integrated crop-livestock practices,” Heng said. “This project has demonstrated that this integrated farming approach will have a significant impact on the future of agriculture in India and worldwide.”

The Science

To confirm the effectiveness of the integrated crop-livestock approach, scientists use nuclear techniques involving the nitrogen-15 and carbon-13 isotopes. Nitrogen-15 and carbon-13 are stable isotopes, and scientists are able to track these isotopes to measure, for example, how efficiently crops consume nitrogen.

Scientists do this by introducing samples of nitrogen-15 into the soil around the crops. Over several months they observe how much nitrogen-15 is absorbed by the plants. This provides crucial information about how efficiently the crops use the nutrients.

Similarly, scientists add samples of carbon-13 to the soil to assess soil quality. As nutrients are recycled in the soil, organic carbon content goes up. Scientists can measure the changes in organic carbon content by tracking the carbon-13. 

(Source: <https://www.iaea.org/newscenter/news/integrated-farming-finds-success-in-india-with-help-of-nuclear-science>)

4 Rules For Effective Corporate Governance

Successful integration and effective management of sustainability at a company requires having committed leadership, clear direction and strategic influence— and none of this will happen without a robust governance structure. Sustainability governance helps a company implement sustainability strategy across the business, manage goal-setting and reporting processes, strengthen relations with external stakeholders and ensure overall accountability.

How and where sustainability fits into the overall corporate structure can be very revealing of a company's direction and priorities. It's important to keep in mind that there is no cookie-cutter structure that can be applied; every company must tailor its approach for what makes the most sense given its business model, structure, resources and level of sustainability integration into the business.

Here are four considerations to keep in mind when building effective governance structures:

- 1. Commitment begins at the top.** Reporting to the CEO or other key C-suite leadership can help demonstrate that a company is serious about sustainability.
- 2. Accountability must be established and communicated clearly.**

Accountability helps ensure that sustainability is integrated with other business goals. Including sustainability performance into the company's annual goals and employee performance review and compensation processes may be helpful mechanisms.

- 3. Alignment between the structure and the business is imperative.** Sustainability governance structures that align with and complement the existing business model and organizational structures can be more successful than creating redundant or competing structures.
- 4. Flexibility to adapt and build up on the sustainability program across business units and regions can advance the sustainability agenda.** Allowing for some adaptation can help ensure the sustainability program's relevance to a business unit's own strategies or region's local conditions. It also can generate employee engagement.

With these considerations in mind, here are examples of best practices in forming sustainability governance structures.

Head of sustainability

Having a dedicated "head" is necessary to ensure there is focus on driving sustainability strategy and advancing the company's

program — it also can signal the company's commitment. Most top global corporations with which BSR works have dedicated sustainability leaders with varying levels and titles, such as chief sustainability officer. These people can be the internal and external "face" for sustainability for the company.

Formal board committee

Sustainability oversight by the board of directors increasingly is integrated across several formal board committees but also can be accomplished through a dedicated committee. Board committees can be an important vehicle for educating the board on sustainability issues and helping demonstrate corporate commitment to sustainability at the highest levels. Companies that have boards that review and monitor various aspects of their CSR programs include American Express, which has a dedicated Public Responsibility Committee, and Shell, which has a Corporate and Social Responsibility Committee.

Cross-functional executive sustainability committee

Below the board level, having a cross-functional executive committee that engages leadership across business units, regions and functions provides further oversight

Challenge Of Retaining Farmers On The Farm

According to National Sample Survey Organization, 45 per cent of the farmers interviewed wanted to quit farming. There are multiple factors, especially the declining productivity and profitability that acts as disincentive for younger generation forcing them to migrate, writes Pandurang Hegde

The World Food Day (WFD) is celebrated on October 16 to commemorate the founding of Food and Agricultural Organization (FAO) in 1945. This is the most celebrated day of the United Nations as over 150 countries across the world organize events to create awareness leading food security and to achieve Zero Hunger Huger by 2030.

This year the theme is 'Change the future of migration. Invest in food security and rural development'.

The FAO estimates that about 763 million people move within their own countries due to hunger, poverty and the increase in extreme weather related events linked to climate change is forcing farmers to migrate in search of better livelihood opportunities. Almost a third of India's population, over 300 million is migrants.

The Census of India reports that about 84 per cent migrate within the state and about 2 per cent are intra-state migrants. Huge numbers from the Eastern regions and North East areas have moved to different parts of India in search of work and

better employment opportunities. Most of them are seasonal migrants, working for short time and returning to their original state to tend the small farms they own.

According to National Sample Survey Organization, 45 per cent of the farmers interviewed wanted to quit farming. There are multiple factors, especially the declining productivity and profitability that acts as disincentive for younger generation forcing them to migrate.

FAO has called for creating conditions that allow rural youth to stay at home by providing resilient livelihoods to tackle the migration challenge. Creating business opportunities that are non crop based, in food processing and horticultural enterprises can lead to increased food security. There is an urgent need to build sustainable growth based on long term recovery of the rural community.

The National Commission of Farmers called for attracting and retaining educated youth in farming sector. Heeding to this advice the National Policy for Farmers adopted by Parliament in 2007 emphasised the need to involve youth in agriculture

through providing appropriate support measures to retain them in agriculture and allied ancillary processing industries.

Since 2014 NDA led government at the centre has launched several initiatives to address this crisis. The flagship programmes like Soil Health Card, Pradhan Mantri Fasal Bima Yojana, Rashtriya Krishi Vikas Yojana etc are some of the schemes providing support to farming community. Each of these programmes attempts to provide solutions to reduce and mitigate the crisis, either of climate change or failure of crops due to lack of rainfall.

The government has set the ambitious target of doubling the farmer's income by 2022, when the country completes 75 years of independence. Towards achieving this target, the government is reorienting interventions in the farm and non-farm sectors.

The most unique initiative is ARYA or Attracting and Retaining Youth in Agriculture. Launched by Indian Council of Agricultural Research it aims at attracting and retaining youth in rural areas through providing sustainable income through value addition, establish market linkages to make

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Company: Crelton Solutions India Private Limited

Job ID: 60293442

Designation: Corporate Social Responsibility Executive

- **Experience:** 4 to 5 yrs
- **Salary:** Rs 4.00 - 5.00 Lacs p.a.
- **Industry:** NGO / Social Services
- **Location:** Bengaluru/ Bangalore (Karnataka)
- **Key Skills:** Corporate Social Responsibility
- **Job Function:** Teaching / Education
- **Specialization:** Counseling
- **Qualification:** Any Post Graduate / Any Graduate

Job Description:

- The desired candidate should have extensively worked in a Corporate Social Responsibility role of a medium to large sized organization or must be from an NGO of repute that has been active in the areas of project implantation.
- The ideal blend would be of a person

who has exposure to initiation of projects, overseeing or being an active member of the team that has implemented various projects.

- The candidate must have in-depth knowledge and has been active and successful in FUND RAISING capabilities from corporates that have the funds and means to support several State & Central government projects and has proven links with various funding organizations.
- The desired candidate shall be one who has completed BSW / MSW from a reputed university
- Excellent oral and written skills is MUST and must be fluent in English, Hindi and Kannada
- Person who are willing to travel extensively all over the country and has the ability to maintain, manage and closely monitor projects being implemented is a MUST
- Salary for the right candidate will meet or beat industry standards

- Person willing to join IMMEDIATELY would be major PLUS

Company: Central Square Foundation

Job ID: 60014834

Designation: Senior Manager-Partnerships

- **Experience:** 6 to 8 yrs
- **Salary:** As per Industry Standards
- **Industry:** Others - other Industry
- **Location:** Delhi (Delhi), Delhi/ NCR (Delhi)
- **Key Skills:** interpersonal skills learning corporate social responsibility
- **Job Function:** HR / PM / IR / Training
- **Specialization:** Recruitment
- **Qualification:** Any Graduate

Job Description:

At Central Square Foundation, we seek to achieve transformational standards of educational excellence for children in disadvantaged communities in India. We support exceptional social entrepreneurs with powerful ideas, provide a platform for the



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