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Worth emulating

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THE WWF INDIA 'ONE EARTH ONE HOME' INITIATIVE WILL CREATE AN IMPACT IN MORE THAN 16 STATES AND 2 UNION TERRITORIES OF INDIA. IT IS BEING IMPLEMENTED IN PARTNERSHIP WITH STATE GOVERNMENT DEPARTMENTS OF 11 STATES AND 1 UNION TERRITORY AND 8 OTHER PARTNERS, INCLUDING THE SMILE FOUNDATION AND MILLION SPARKS FOUNDATION.

Some programmes can make the real difference.

Globally, environment education has been recognized not only as a short-term stimulus but also as a necessity for the long-term growth of our children and their successful future. It is a solution to build a resilient and positive environment for children and young people.

The One Earth One Home initiative launched by WWF India with the Living Planet Report 2020 highlighted the catastrophic environmental decline around the world and the need to inspire children to steer a change in their own lives by adopting pro-conservation attitudes and sustainable household practices towards a greener lifestyle. Students from Class 1 - 8 from government or government-aided schools across the country will go through a well-guided digital journey ensuring that learning, wellness and actions go hand-in-hand.

The WWF India 'One Earth One Home' initiative will create an impact in more than 16 states and 2 Union Territories of India. It is being implemented in partnership with State Government Departments of 11 States and 1 Union Territory (Jammu & Kashmir, Uttarakhand, Maharashtra, Chhattisgarh, Assam, Andhra Pradesh, Karnataka, Madhya Pradesh, Rajasthan, Telangana, Himachal Pradesh and Bihar) and 8 other partners, including the Smile Foundation and Million Sparks Foundation. Chief Education Officers, Zonal Education or Block education officers have been engaged at all levels to percolate the information and resource material to all the teachers and students of the state.

The programme has been designed especially for government schools across the country and is aligned with multiple Sustainable Development Goals- primarily SDG 3: Good health & well-being, SDG 4: Quality education, SDG 6: Clean water & Sanitation, SDG 11: Sustainable cities & communities, SDG 12: Responsible Consumption & production and SDG 13: Climate Action. The resources are available in 10 languages– English, Hindi, Gujarati, Marathi, Bengali, Assamese, Kannada, Telugu, Tamil and Malayalam, for teachers and students on the Ministry of Education DIKSHA portal and few of the state digital education platforms.

Talking about the program, Radhika Suri, Director Environment Education, WWF India said "It is the need of the hour to educate the present generation toward greener habits and sustainable consumption practices in a playful, creative and engaging manner. With the nationwide closure of the schools, the perfect solution to build a positive environment for children at home is by connecting them to nature. 'One Earth One Home' movement will not just inspire children but their families and immediate communities towards environment and will enlighten them to contribute towards a greener, cleaner and healthier India. The support we have received from so many State Departments of Education is a testimony of the importance to impart environment education and take action during this pandemic."

Department of School Education in the states have permitted 30 minutes per week for 10-weeks to students and teachers to conduct activities designed for the One Earth One Home programme. The programme sets out to build environment friendly homes across the country by empowering millions of students across with skills they will require for their future; from critical thinking and decision making to communication and action competence. It will assist government in continuing action-oriented education for a sustainable future and inspire conservation action through nature connect, knowledge and skills among students and their families through multiple engaging resources.

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CSR NEWS

Uber to offer 30,000 free rides to CHILDLINE 1098 for helping children in distress across India

Uber has announced a partnership with the CHILDLINE India Foundation (CIF), supported by the Union Ministry of Women and Child Development, the nodal agency which operates the CHILDLINE 1098, the only national, emergency helpline service for children, to provide 30,000 free rides to child care professionals for reaching and attending to children in distress.

The association, worth over INR 63 Lacs, for the period October to December 2020, extends across all 83 Indian cities where Uber operates. It also includes mobility support to CHILDLINE 1098 personnel in Delhi, Mumbai, Kolkata, Bengaluru and Chennai, where CIF operates their Contact Centres.

Speaking about Uber's ongoing efforts, Prabhjeet Singh, President, Uber India, and South Asia, said, "We are thrilled to partner with CHILDLINE 1098, a phone number that spells hope for millions of children across India, and work towards building a brighter future for India's youngest citizens. At Uber, we are committed to supporting some of the most vulnerable citizens in the country, impacted by the ongoing Covid-19 pandemic. Our association with CHILDLINE 1098 gives us an opportunity to make a difference for those who are often unable to fend for or help themselves."

Speaking about the partnership, Dr. Anjaiah Pandiri, Executive Director, CHILDLINE India Foundation, said, "We are

CIF celebrates World Day Against Child Labour at Shillong in 2019

really grateful to partner with Uber India for their support in providing CHILDLINE's first responders at the CHILDLINE Contact Centres, CHILDLINE units at districts and railway stations and CHILDLINE programme teams across the country with safe transportation options. With their support we will be able to respond to and reach children in distress whenever and wherever needed. We deeply appreciate a Corporate partner like Uber joining hands with

CIF distributes dry rations in Chandigarh during Lockdown

us as allies in our mission to protect children and keep them safe."

Since the outbreak of the pandemic, Uber has launched multiple initiatives to support local authorities, civil society organisations, State Governments as well as Chief Minister's Offices. As a part of these, Uber recently partnered with HelpAge India to provide rides to underprivileged elderly people and Robin Hood Army, for one of the largest food relief efforts by civic society. It also facilitated over 280,000 free rides to the National Health Authority (NHA) as well as various city and State Governments across the nation for transporting thousands of frontline healthcare workers and volunteers. These free rides were a part of the larger global commitment made by Uber to donate 10 million free rides and food deliveries to healthcare workers, seniors, and people in need.

This Gandhi Jayanti, introducing 'DigiKushal' - Aiming to digitally empower 2000 NPOs

Coinciding with 151st Gandhi Jayanti celebrations, Credibility Alliance, Rise Against Hunger India, and Kaizzen launched 'DigiKushal', an initiative that aims at training NPOs (Non-profit organizations) for digital transformation. This move will contribute towards the larger mandate of digital governance and transformation of the Government of India. The target is to train 2000 NPOs by the end of the second year of the project.

This project aims to encourage Indian non-profit organizations spread across the country to embrace technology and use digital tools to enhance their governance, management, program delivery and community impact. This will be done through a series of training and immersion programs; and will bring together NGO leaders, board members, IT and communication teams, CSR foundation communication teams, Individuals interested in India's social impact sector and IT leaders interested in NPO digitization.

Speaking on the initiative, Dr. Harish Vasishth, Executive Director, Credibility Alliance said, "NPOs have been actively involved in various interventions to provide relief, build awareness and building community resilience to cope and overcome the situation created by the pandemic. The increased use of technology has been at the forefront for NPOs, be Income Tax, FCRA registration or quarterly disclosure or tax compliance. But the need for digital connectivity has never been more critical than during the coronavirus pandemic. Treading on these lines, we are focusing on the empowerment of grassroots NPOs for digital inclusion, development impact, and sustainability."

To orient, sensitize and help NPOs towards digital capacity building and transformations to meet the new challenges posed by the pandemic as well as overall digital transformation focus of the government

A joint initiative between Credibility Alliance (CA), Rise Against Hunger India, and Kaizzen

The target is to reach 2000 NPOs by the end of the second year of the project implementation date

The key aspects of this initiative are:
- To identify at least 2000 grassroots NPOs and developing their understanding, skills, and systems for digital transformation
- Build, develop and test tools and communication platforms for NPOs based on need-assessment
- Region-wise orientation and training

Adding on to this, Dola Mohapatra, Executive Director, Rise Against Hunger India said, "NPOs are now forced to rethink on how they communicate about their work to the outside world. The donor and fundraising world is also changing at both institutional and individual levels, which can be harnessed effectively through digital engagement. NPOs must learn to capture and convey their impact in a reporting framework which is rapidly going digital. Digital literacy is now required for regulatory and compliance purposes.

Empowering the NPOs digitally would mean that they will be able to harness technology to find innovative solutions for their everyday work; be it agriculture, livelihoods restoration, gender empowerment, climate change adaptation or any other stream of work they are doing. For Rise Against Hunger India, this is an important area of its work and we have entered into a partnership with a technology start-up Sync Energy to enhance technology for food security."

Quoting the immortal lines of Mahatma Gandhi – "You must be the change you want to see in the world," Vineet Handa, Founder, and CEO, Kaizzen PR Services said, "This initiative is aimed at bringing about a change in the social sector and to bridge this digital divide. Kaizzen is proud to partner with Credibility Alliance and RAHI and to provide their technical prowess in this initiative. Empowering NPOs digitally will not just make them future-ready but will also provide them a unique identity that will help them to effectively communicate with the world and increase their outreach. DigiKushal will sensitize the NPOs on various dimensions of digital communication and marketing, the importance and urgency of learning the digital way."

The initiative will begin with workshops and interactive training in the batches of 30-40 participants. A highly competent team of experts will facilitate the workshops comprising of NPO experience and digital expertise. Credibility Alliance will develop mechanisms and linkages for follow-up support and assistance to help in digital engagement and transformation.

To register, please visit: digikushal.in

CSR INDIA UNITED

100 Youth Champions, Trained with Digital Advocacy Skills, Create a Social Media Reach of 6 Million+

As part of the 'Ab Meri Baari' national campaign, 10to19 Dasra Adolescents Collaborative along with its seven partners including ComMutiny, Pravah, among others have trained 100 adolescents between the age group of 10 to 19. The training equips these 100 'Youth Champions' with skills specific to social media and digital platforms like Facebook, Twitter, Instagram, Canva, Zoom, among others. The training also involved educating these young minds about mental health and well-being.

Since July 29, 2020, these 100 Youth Champions have created about 500+ social media posts targeted at prevention of stigma and discrimination during COVID-19. This is part of the Ministry of Health and Family Welfare initiative to consolidate efforts of select non-profits and unilateral agencies including WHO, UNICEF, Dasra among others in combating stigma and discrimination faced by COVID warriors and patients. The National Risk Communication & Community Engagement coalition, helmed by the Ministry of Health and Family Welfare, works towards mobilizing and building capabilities in digital advocacy of the youth from across

the country. These 100 YCs have also been working towards mobilizing further 300 young people in their communities across Bihar, Chhattisgarh, Jharkhand, Rajasthan, and Uttar Pradesh.

A Youth Champion - Kakoli Konai, from Maheshpur in Jharkhand, shares, "After being part of the campaign, I have not only informed my community about misinformation and stigma around COVID-19, but I have been informed as well. It feels good when people listen to me and change their behavior."

Through the campaign, the youth champions from Pakur, Jharkhand gained skills in the use of social media platforms to amplify their experiences. Through various tasks, they connected with service providers, like on ground COVID19 warriors, and were able to plan and respond to holistic concerns like violence, adolescent issues which are beyond health to focus on safety and well-being. As Kakoli Konai, Mahespur, a youth champion from Aangan Trust, mentioned, "We have used the same platforms like the Safety network formed in the community with ASHA and Aanganwadi Sevika to combat family violence to share the messages on stigma related to COVID19 while

discussing safety protocols and individual safety plans."

"It has been an enriching experience to work with young people in the digital space. The campaign has provided an opportunity for young people to express themselves - their fears, hope, and collective action," explains, Anjali Anand is Senior Programme Coordinator at Pravah.

Shailja Mehta, Associate Director, Dasra, explains, "Shailja Mehta, Associate Director, Dasra, explains, "India's current demographic dividend is large, and there is a great opportunity to unlock this potential. Under the 10to19 Dasra Adolescent Collaborative, we strive to generate and create platforms for amplification of adolescent priorities across areas including education, health, mental health, sexual and reproductive health rights, nutrition and safety. This year, we have kick-started the Ab Meri Baari campaign by training Youth Champions to play an active role in the fight against COVID-19. The campaign will continue to empower a larger group of girl and youth champions across the country to spotlight adolescent priorities."

Shailja further adds, "Social and development challenges be it climate crisis, progress on Sustainable Development Goals 2030, or gender-based violence, youth participation at local, national and international level is a must. Youth should and want to participate, engage, and work towards solutions for systemic challenges. For combating stigma and discrimination during COVID-19, we have designed a toolkit for the Ministry of Health to leverage this youth interest for digital advocacy. Over 100 Youth Champions have been trained using the toolkit and have created an online reach of 6 Million+."

Listen to the experiences, aspirations, and challenges of a few youth change makers on Episode 2 (Covid-19 Ke Duraan Youth Champion Ka Safar) of our podcast series - "Humari Kahaani, Humari Zubaani"

Business Must look at Post-Covid Sustainability

Gone are the days of shareholder primacy when all that mattered were financial returns. In this new era of corporate sustainability, no issue unites stakeholders as urgently as climate change does, writes **Steven Okun**

Until recently, governments in Southeast Asia traditionally welcomed investments first and foremost solely on their potential to create jobs. The sustainability of the projects from an environmental, social and governance perspective was an afterthought, if a thought at all.

That began to change in 2015 with the adoption of the United Nation's Sustainable Development Goals and each country setting their own targets to help achieve them.

In the Covid-19 era, governments throughout the region seem to be reverting to funding and approving infrastructure and commercial projects which aid economic recovery without as much concern for ensuring the sustainability of the projects.

Companies, however, do not seem to have taken that same trajectory and recognise that Covid-19 recovery plans must build back greener. While governments are preoccupied with short-term economic growth, companies need to satisfy their stakeholders over the long-term.

Pandemic-era projects not always the greenest

In the short-term, the pandemic may be undermining crucial green initiatives throughout Southeast Asia. In June, Vietnam approved a US$9.3 billion tourist resort that has been on hold for years due to concerns from climate activists that the development would harm a biosphere reserve protecting Ho Chi Minh City from pollution and natural disasters.

Meanwhile, the Indonesian government began development of a controversial food estate to shore up the nation's food security, despite concerns from environmental groups over the project's potential to trigger catastrophic forest fires. The food estate will span the archipelago in an area more than 10 times the size of Singapore. Indonesia's recent landmark Omnibus Bill meant to improve ease of doing business and spur recovery from the worst recession it has experienced in over 20 years rolls back significant environmental management rules.

If such investments were to occur over a prolonged period, this could drastically impact a region already disproportionately affected by global warming. According to Germanwatch's Global Climate Risk Index, Vietnam, Myanmar, the Philippines, and Thailand are among the ten most climate-vulnerable countries in the world. Temperature and rainfall irregularities not only threaten agricultural and fisheries sectors—the region's economic cornerstones— they also make Southeast Asia less habitable.

The Tapanuli orangutan in Sumatra is endangered as a hydropower project cuts through its remaining habitat.
Image: Cory Schadt, CC BY-SA 2.0 via IFPRI Flickr

How can the BRI better protect biodiversity?

With research showing the impact of infrastructure projects in Southeast Asia, experts call for the protection of ecosystems to be taken into account during BRI planning, writes **Xia Zhijian,** China Dialogue

In 1939, a population of orangutans was found in the Batang Toru jungle in South Tapanuli on the Indonesian island of Sumatra. They were thought to be Sumatran orangutangs, but in 2017 scientists discovered they were an entirely new species – the Tapanuli orangutan. Five years earlier, in 2012, Indonesia had announced a US$1.6 billion hydropower project on the Batang Toru River. Some local jungle has since been cleared for the project, which is due to be completed in 2022. This has left the Tapanuli orangutan population, already critically endangered due to habitat fragmentation, facing complete collapse. In June 2018, 25 leading environmentalists wrote to Indonesia's president, Joko Widodo, calling for a halt to further development in the area.

Chinese financial institutions and businesses have prominent roles in the Batang Toru hydropower project, which is part of China's Belt and Road Initiative (BRI). It is just one example of the impact the BRI is having – or could have – on biodiversity.

This was highlighted in a paper from Malaysian, Burmese, Chinese, Australian, British and American scientists published in the academic journal Biological Conservation in July this year, which analysed the possible impact of planned BRI projects on biodiversity in Southeast Asia. Based on their findings, the

Typhoon Haiyan rips through Tanauan, Leyte in the Philippines in 2013, killing thousands and displacing some 3 million people.
Image: UNHCR *Photo Download, CC BY-NC-ND 2.0*

Not personal enough:
Why climate change is not yet a top priority

In wealthy countries, relatively few people feel affected by climate threats— but that won't last, climate security experts say.

Spurring ambitious-enough action to stem climate change will require persuading most people that its impacts - from deadlier weather to surging migration - are a direct and imminent threat to themselves, according to a British defence official. Global warming "is not inconvenient if you're not affected by it at all", said Richard Nugee, head of climate change and sustainability strategy at the Ministry of Defence, during an online event run by London-based think-tank Chatham House this week.

The lack of a sense of personal threat is one reason why "climate change always seems to be number two" on Britain's list of public con-

GREEN STEEL
IS A MULTI-BILLION DOLLAR
OPPORTUNITY

While no major technology shift has been introduced in the steel industry, the energy required to make a ton of crude steel has dropped by 40 percent in this 30-year period, writes **Thomas Koch Blank**

A shopping district in Tokyo.
Image: Jezael Melgoza via Unsplash

SUSTAINABILITY CONCERNS ARE GROWING.

But can companies make products that consumers can afford?, asks Tim Ha

The desire to switch to lifestyles with gentler environmental impacts is on the rise. But as the pandemic slims down wallets, firms must offer lower prices to inspire responsible consumption, states a new study.

More people around the world are game for greener products and services, but only if the switch doesn't hit their pockets or require too much time and effort, new public opinion research shows.

This calls for businesses to remove barriers and offer easily accessible and affordable solutions to consumers in the wake of the pandemic-induced economic crisis, according to the Healthy and Sustainable Living survey by

Shree Malani Group extends support to the underprivileged through its Community Development Initiatives

In a recent collaboration with Telangana Social Welfare Residential Educational Institutions Society, Centuary Mattresses has provided branded laptops to 15 under-privileged students pursuing their post-graduation and under-graduation to accelerate the career growth of these hard-working students from various prestigious higher educational institutions with exemplary academic performance.

Shree Malani Group, a 30-year old Corporate House from Hyderabad - one of the leading players in the comfort and bedding industry has undertaken several development programs aimed at supporting the communities it is operating in. Through its group companies – Centuary Mattresses and Shree Malani Foams, the Group has been working towards benefitting society and ensuring better facilities for them.

In a recent collaboration with Telangana Social Welfare Residential Educational Institutions Society, Centuary Mattresses has provided branded laptops to 15 under-privileged students pursuing their post-graduation and under-graduation to accelerate the career growth of these hard-working students from various prestigious higher educational institutions with exemplary academic performance. The initiative was aimed to improve the learning skills of the students and to accelerate their preparation for competitive exams and digital access and learning. This would not only help these students learn the digital skills required today to accelerate their career, but also a

symbol of growth, bringing them a step closer to their dreams.

Earlier, Centuary Mattresses also asserted its support to the frontline health workers taking care of the COVID-19 patients and delivered over 221 high-end Pocketed Spring mattresses to help them de-stress with naps amidst their hectic schedules at the government hospitals in Telangana. The medical community has

been under immense and constant stress since the onset of the pandemic in India. With the pandemic severely impacting all segments of the economy, the medical professionals are hit with extended work hours and tiring long schedules. Acknowledging their sacrifice and efforts in making this country a safer place to live in, and hoping to enable a stress-free, comfortable rest for the staff, Centuary