

CSR

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A BATTLE
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**27 STEPS TO
CUT FOOD
WASTE AND
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**THE NEWEST
STRATEGY FOR
SAVING BEES
IS REALLY,
REALLY OLD**

BEING CHANGE AGENTS

THE BHARTI FOUNDATION WORKS IN CLOSE COORDINATION WITH VARIOUS STATE GOVERNMENTS TO ENHANCE THE QUALITY AND DELIVERY OF EDUCATION IN RURAL PARTS OF INDIA. THIS HELPS BRING TOGETHER BEST PRACTICES, LEARNING, RESOURCES AND PROCESSES FROM BOTH WORLDS AND ALSO IN MAKING OPTIMUM USE OF ITS RESOURCES.

Vijay Chadda
CEO, Bharti Foundation

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CSR TRENDS: FORESTRY IN THE NEW DEVELOPMENT ERA

Channelise CSR In Rural Health



Rajesh Tiwari
Publisher
rt@iccsr.org

There are many villages in India where a person has to travel even up to 50 kilometers to meet a basic qualified doctor. There is a huge gap in the actual requirement and availability of qualified doctors in PHCs and CHCs. CSR can fill in this space with its initiatives

India is a vast country with a very vast variety of challenges. As per Census of 2011, over 70% of our population resides in 64030 villages. The doctor patient ratio in the country is 1:1800 but in certain rural areas it goes up to over 1 doctor for population of 50,000.

There are many villages in India where a person has to travel even up to 50 kilometers to meet a basic qualified doctor. There is a huge gap in the actual requirement and availability of qualified doctors in PHCs and CHCs.

According to a report by U.N. around 75% of the health infrastructure in India (including doctors, specialists & other resources) is concentrated in urban areas where only 27% of India's population lives. The rural population of India is around 716 million people (72%) where the proper medical facilities are absent.

Accordingly, one cannot help to notice about Medisurge Technologies Private Limited (Top Doctors Online):

- Medisurge Technologies Private Limited ("Medisurge") is a Healthcare + Technology company based out of Mumbai.
- Medisurge, better known as, Top Doctors Online (TDO) is a digital platform aimed at Connecting Health seekers with Doctors and Healthcare Service Providers.
- TDO is a One-Stop Healthcare Destination for all users.

TDO services are available to Users on multiple digital platforms. Below are the three pillars of TDO offerings:

TDO guides users with choosing the right health care service providers like Top doctors, hospitals, path labs, emergency service providers, etc.

Uniqueness of TDO Services:

TDO facilitates access to genuine healthcare guidance to users without having to move out of their homes or comfort zones. Every user on TDO interacts with doctors every time they use the product. TDO doctors provide a managed

and guided healthcare journey to users (instead of just doctor search or appointment booking or path test bookings like others in our sector). TDO is focused on providing end-to-end managed healthcare service to users and being their "Digital Family Doctor".

Salient Features:

TDO has created a unique mobile app, which serves as a complete healthcare service fulfillment for a health seeker. TDO provides its users with:

- 1) Accurate, simple-to-understand and relevant health information (in form of articles, videos and slideshows)
- 2) Real time access to General Practitioners who would be able to solve queries just at the click of a button
- 3) Access to specialists/ super specialist doctors of the country for online second opinion and appointment bookings
- 4) Access to services providers (for bookings/ appointments/services) like:
 - hospitals (OPD/IPD),
 - path labs/ diagnostics centre's,
 - emergency service providers like ambulance
 - global medical emergency assistance

The services of this company is gaining ground and what is important is that in a short span of time, Medisurge is catering to over 6 million people, and it has emerged as the biggest in health organization in India.

The list of their in-house on-call and on live chat experts boasts of having the country's top 50 medical geniuses – the likes of Dr. Mahindra Watsa and Dr. Kiran Coelho – who may have a three-month queue for a physical consult, but are just a click away in the virtual world. They all mostly have their private practices, but dedicate all of their remaining time to TDO's bulk of patients.

With their in-house 24 x 7 doctor on phone service capabilities, TopDoctorsOnline is in process to partner with NGOs and corporates to extend this benefit to the audience where it is much needed – rural India.

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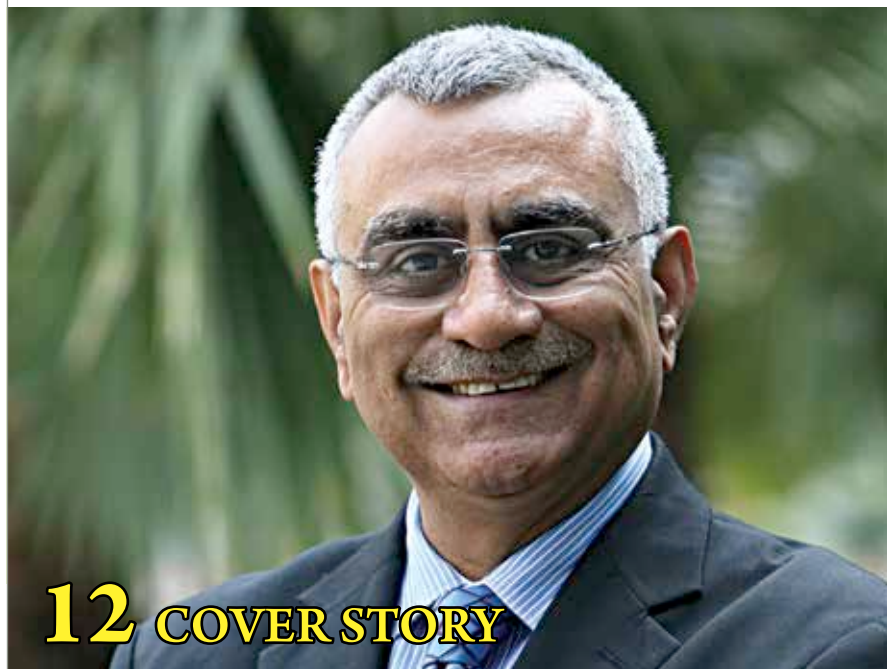
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Being Change Agents

The Bharti Foundation works in close coordination with various state governments to enhance the quality and delivery of education in rural parts of India. This helps bring together best practices, learning, resources and processes from both worlds and also in making optimum use of its resources.

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Volkswagen India Completes Six Successful Months Of Operating Its Mobile Health Clinic



Volkswagen India recently completed six months of successfully operating its Mobile Health Clinic. Started in August 2015, the Mobile Health Clinic was initially planned for two villages – Kanhewadi tarfe Chakan and Sangurdi. However, after getting a positive feedback from the villagers and after receiving more requests, the service was also extended to a small community – Vitthal Nagar, that stands between the first two villages. Additionally, patients from two more nearby villages have been travelling regularly to either of the locations where the Mobile Health Clinic is placed through the day.

The Mobile Health Clinic was started to provide basic medical attention and medicines free of cost to the residents of these villages which lack basic medical facilities and consultation. Through this Corporate Social responsibility (CSR) activity, Volkswagen India has

been running a specially modified vehicle that houses a consultation area, and necessary medical supplies and equipment for basic medical care. The medical team comprising of two doctors and a compounder has done over 5,500 free medical consultations in the last six months. Moreover, free medicines worth Rs 2,00,000 have also been distributed to the needy patients.

Apart from the regular medical consultation and distribution of medicines, the medical team has been running awareness campaigns in the villages to educate the villagers on healthy lifestyle and reasons for certain illnesses and their prevention. A drive to identify the blood group of children residing in Kanhewadi was also undertaken through which 119 children and college-goers got their blood group identified. The ones whose blood group tests were conducted through this drive were given a laminated card with their

name and blood group printed on it as a recorded document for future reference.

Dr. Prasad Chavan, who has been conscientiously supporting this noble cause by visiting the villages on a daily basis, commented “Most of our patients are elderly villagers suffering from joint pain. For them, it was even more difficult to travel a few kilometres only to get basic medical facilities. Through our Mobile Health Clinic, we have been able to help these elderly villagers by providing them medical facilities almost at their doorstep.”

Dr. Andreas Lauermann, President and Managing Director, Volkswagen India Private Limited, said “Six months ago we started the Mobile Health Clinic as part of our CSR activity and the overwhelming response that we have received in this short period is very encouraging. We are pleased that we are able to help the nearby villagers and through this activity we are able to give back to the society too.”

News

You Can Use

Kotak Mahindra Bank Launches “Kotak Silk Inspire” Credit Card For Women

Kotak Mahindra Bank has announced the launch of “Kotak Silk Inspire”, a credit card designed exclusively for women – homemakers, salaried and business women. The credit card can be availed without any income documents against a fixed deposit, and will partner her in maximising financial independence. The card is also bundled with several benefits such as free PVR movie tickets, 5% savings on apparel spends, fuel surcharge waiver, Silk Inspire Shield for protection against card misuse and much more.

Shanti Ekambaram, President-Consumer Banking, Kotak Mahindra Bank said, “Today we are seeing a growing number of successful women professionals and entrepreneurs contributing to the



household and national income. Even as homemakers, the role of women in making key decisions is gaining prominence. Their needs are evolving with time and “Kotak Silk Inspire Platinum Credit Card” meets their lifestyle requirements with features and benefits exclusively for them.”

The card has a robust reward points programme. Customers will get 4 free PVR tickets or 1,000 reward points on spends of

Rs. 1,25,000 every 6 months. They can earn 5 reward points for every Rs. 100 purchase on apparels and 1 reward point for every Rs.200 purchase on other categories. These can be redeemed for host of benefits like movie tickets, air miles and cash, as well as across 10,000 types of merchandise and mobile recharge. Further, customers will also get waiver of 2.5% fuel surcharge across all petrol pumps in India.

The design of “Kotak Silk Inspire” is a work of art from Bharti Dayal, an exceptional painter from the heartland of Mithila. Painted to reflect the modern woman the card is contemporary and yet, innately Indian. Her work is an amalgamation of the ancient Madhubani art form and modern times, without deviating from the core features of the Mithila tradition.

Safety Apps for Women On Windows Store

Women Safety has become one of the most debated topics across Indian towns and cities. Given the growing crime rate and certain recent incidents, there has been a demand for stricter safety measures to ensure women safety at all times.

While the relevant authorities bolster the safety mechanism, there are certain things that individuals can do to ensure their own personal safety. And the use of smartphones and the right apps is among the most easily accessible solutions of notifying one's friends and family in the time of distress.

Here are some of the Windows applications that one can download on smartphones.



Women Safe Circle: Women safe circle helps one stay safe and connected with near and dear ones at the click of a button. This app sends an alert as a SMS or distress text message to the configured contact group, seeking help and indicating the user's location through the Global Positioning System (GPS).



FightBack: Fightback is a great application to ensure woman safety since it works across a large range of devices including even feature phones. It uses GPS, GPRS, SMS, emails and even Facebook to inform one's friends that they need help. It has a 'panic' button which when pressed gets the portal page to send a Facebook update showing the distressed individual's location on Google Maps. It will also send SOS emergency text messages to the individual's loved ones.



Safetipin: This app is really handy when one's travelling to a new or an unknown locality. Safetipin allows the user to know the safety levels of a place. The app provides the user with a safety score, comments as well as pictures. This app proves really helpful when one's going to a city/place that he/she no idea about and prepares one to take the necessary precautions as well.

Eyewatch Police: Eyewatch police app is an easy-to-use version of the mobile phone app that allows



citizens to seek help in real time. The app offers smartphone based surveillance designed to help those, especially women, in trouble. Once the app is downloaded and installed

on a smart phone, the user in distress can send an SOS to the Police control room by pressing the designated button. The police can also access the video of the user's location using his/her phone camera.



Guardian: Another safety app by Windows is the Guardian app which also allows users to track their devices remotely. This made-for-India, app is a highly advanced security

app that ensures security for Women and security groups simultaneously. It is faster since it combines tracking by both the parties and provides directions on your phone to local agencies such as police, hospitals and more. In addition to this the regular SMS alerts, Guardian will ensure relevant reporting for the app to the maximum extent acting as a Guardian for Women.

Nest-Boxes And Bird-Feeders

This is something that can make a difference and be a game-changer. Hanging bird-feeders and nest-boxes is something little and easy that one can do. These are available in various sizes and shapes – and some can be quite innovative. If installed, these can attract a wide variety of birds – and this is going to be your greatest service in conserving nature. This is something that you can make yourself, install yourself. But the fun of making one is more important. It really involves zero-cost.

Nest-Boxes

Bird species can benefit greatly from nest boxes. Of the smaller species, it is normally birds that nest in holes or crevices that will use nest boxes to breed in. The most common being the house sparrow.

However other smaller birds will happily use an open fronted nest box to breed in. These include, robin, maynas, magpie robin. Some of these are quite common garden birds and providing they are placed correctly, nest boxes can provide a wonderful opportunity to witness first hand the beauty of nature.

There are two main types of nest boxes, the conventional nest box made from straight planks of timber in a box shape with a circular entrance hole and the natural nest box made from a hollowed out tree trunk. The difference being that the natural nest box looks very professional and natural although it is harder to make. Some birds like the house martin and swallow nest in an artificial cup shaped nest fixed under the eaves.

Nest boxes should only be placed where they cannot be accessed by predators especially cats. Cats seem to hone in on the frequent activity around the nest box at breeding times especially as the chicks get older when their calls become audible. A box which can be readily viewed from the house will

therefore provide you pleasure and the birds increased safety.

Some birds like the house sparrows can't resist using nest boxes. Whether a bird will choose a nest box will of course depend on the species, that the size and siting of



Bird-Feeders

A birdfeeder, bird feeder, bird table, or tray feeder are devices placed outdoors to supply bird food to birds (bird feeding). The success of a bird feeder in attracting birds depends upon its placement and the kinds of foods offered, as different species have different preferences. Most bird feeders supply seeds or bird food, such as millet, sunflower (oil and striped), safflower, Niger seed, and rapeseed or canola seed to seed-eating birds.

Bird feeders often are used for birdwatching and many people keep webcams trained on feeders where birds often congregate.

Water Pots And Bird Baths

With our experience of many years of handling birds rescue we identified that lots of birds gets distressed due to heat in summer. They just lose their strength of flying due to dehydration in hot summer. Water pots for birds can make the difference.

Though there is a campaign to put water pots during summer, the question is why not during other season? It is an easy thing to do and one must do it. Ensure that the water is changed every day to ensure that there is no breeding of mosquitoes or threat of contamination of water. The birds will not come in a day or two. So it is necessary for all of us to place water for birds each and every day till the rainy season arrives. The bowl of water needs to be washed on daily basis so that the birds get germ free water.

In this way, after watching the water bowls all the day in your balcony, birds will surely come and drink water. When they come in your balcony, you will be delighted to watch them drink water and may be feed them as well.

the box is correct, that it is in a safe location and there is an adequate source of food and water in the garden.

Birds become very sensitive during the breeding season and you should resist any curiosity to look in the box at the chicks, since disturbance may cause the adult birds to abandon the nest. This is a good reason to build your nest box so you can't look inside.

After fledging the nest box should be thoroughly cleaned out since it will be teeming with tiny parasites - boiling water will normally do the trick. Another reason to put up a nest box is that after breeding takes place, they are often used during the night as a place of shelter and warmth. 

BEING CHANGE AGENTS

Since its inception, Bharti Foundation has partnered with educational institutions and organizations towards supporting its cause of serving the underprivileged sections of society. The Bharti School of Telecommunication Technology & Management was set up through a joint initiative of Indian Institute of Technology (IIT) Delhi and Bharti Enterprises, with a vision to develop Telecom Leaders through excellence in education and research. Similarly, the Bharti Centre for Communication was set up in collaboration with IIT Bombay to generate fundamental knowledge in telecommunication and allied systems. The Bharti Institute of Public Policy (BIPP) was set up as one of the four institutes at Indian School of Business (ISB) Mohali to promote high quality research to guide policy formulation and implementation in India. In addition, we have the Manmohan Singh Bursary Fund which recognizes and awards exceptionally talented students to pursue studies at the Cambridge University, UK, says Vijay Chadda, CEO, Bharti Foundation, in an interview to CSR Today.

Q When and why was Bharti Foundation established and how has it evolved?

A Bharti Foundation was established in the year 2000 with a vision “to help underprivileged children and young people of our country realize their potential”. The Foundation remains steadfast in its commitment of quality education to children from the rural pockets of India, with a special focus on the Girl child. To this end, the Satya Bharti School Program, the flagship initiative of Bharti Foundation was launched in 2006. This year marks the tenth year of running the program successfully by delivering quality education, free of cost to underprivi-

leged children through 254 Satya Bharti Schools, impacting over 40,000 students across six states of India. Through this initiative, the Foundation aims to transform children into educated, employable and responsible citizens of the future with a deep sense of commitment to the community in which they live.

The knowledge gained from our flagship initiative, the Satya Bharti School Program, forms the backbone of our growing number of education programs. The intent of these initiatives is to support Government schools in their journey towards quality education. While the Satya Bharti Learning Centres support the mainstreaming of

Out Of School Children into Government schools through remedial classes; the Quality Support Program works with the Government school leadership and teachers to help them realise their aspirations through need-based interventions.

Continuing the tradition of contributing towards the Nation's agenda, Bharti Foundation announced 'Satya Bharti Abhiyan' in August 2014. This initiative aims to improve rural sanitation facilities by providing Individual House Hold Latrines (IHHL) in the villages of Ludhiana, where no such amenity exists. In addition, the program entails improvement of sanitation facilities in Government schools of rural Ludhiana by

Vijay Chadda
CEO, Bharti Foundation



A Planet Within Mumbai's Concrete Jungle

The BNAC has risen from a garbage dump to a forest with hundreds of big and small trees. It was gradually developed as a full-fledged nature centre and now has several small wild flora, fauna and reptiles, an artificial cave-cum-tunnel with rock paintings, life-size statues of tribals from India, Africa and south America, two machans (tree-top forest outposts), overnight jungle camping for students, a butterfly garden, fossils and an ancient cave.



Nestled within the concrete jungle of Mumbai, lies a small patch of green lung – the Bhavan's Nature & Adventure Centre (BNAC) – which is leading a love-nature movement. It's the green lap of this Maximum City - and its slowly entering the tourist map of Mumbai.

The BNAC at Andheri-West, spread over three-acres – around two-acres green niche along a one-acre lake, harbours over 250 plant species, 55 to 60 bird species, 45 butterfly species and other living creatures.

It's about a 20 minute walk from the Andheri station on the Western Railway suburban network of Mumbai, the commercial capital of the country. It's located inside the sprawling 65-acre Bhavan's College campus, a part of the Bharatiya Vidya Bhavan.

The BNAC has risen from a garbage dump to a forest with hundreds of big and small trees. It was gradually developed as a full-fledged nature centre and now has several small wild flora, fauna and reptiles, an artificial cave-cum-tunnel with rock paintings, life-size statues of tribals from India,

Africa and south America, two machans (tree-top forest outposts), overnight jungle camping for students, a butterfly garden, fossils and an ancient cave.

All this has happened within seven to eight years and more importantly, it figures as the official partner of the United Nations Decade on Biodiversity 2011-2020 initiative – which in itself is a rare achievement. In fact, the cast and crew of Taarak Mehta Ka Ooltah Chashmah had visited here and shot couple of episodes - that made it famous nationally.

"I am attached to it...those who work here are attached to it. It's a mission for all of us," said Himanshu Prem Joshi, the man behind the transformation. "A kid who is exposed to nature young, who is allowed to feel the nature you...hold a small bird or nurse an injured animal...he or she can never turn into a criminal. Such is the power of nature," said Himanshu, adding that the aim is nature education, nature awareness, science, adventure, animal care.

"Not only we bring kids closer to the nature, we also tell them the dos and don'ts of nature, survival techniques, navigation, rappelling and so on...BNAC really teaches nature and adventure," he said, adding that

From Sun To Socket: The Philippines Solar Story

Thanks to an abundance of sunshine, affordable technology and investor interest, prospects for the solar energy industry in the Philippines have never been brighter. Swiss power and automation giant ABB is one company set on helping the nation embrace this opportunity.

The global solar industry is booming: A new report in January this year by clean energy consulting firm Mercom Capital noted that total private sector investment in the sector hit US\$25.3 billion last year, maintaining a similar level of investment seen in 2014, when it hit US\$26.5 billion.

In Asia, nowhere is this growth story more evident than in the Philippines, where a combination of abundant sunshine, favourable government policies and private money is fuelling a burgeoning solar industry.

The archipelago nation, whose sources of energy have traditionally been coal and crude oil, in 2011 set an ambitious target to generate half of its electricity - roughly 15,400 megawatts (MW) - from renewable sources by 2030, up from 5,400 MW today.

The government initially expected only 285 MW would come from the solar sector by 2030, but the dramatic surge in interest in recent years from private developers prompted the government to raise its target in 2014 to 500 MW - a goal that has been met last year.

Industry groups like the Philippine Solar Power Alliance are currently lobbying the government to further raise its solar capacity ambitions to as much as 2000 MW starting this

year as more energy developers look to set up plants and supply power to the grid.

If realised, this could mean that in a few years, solar power could account for about 12 per cent of the country's total power generating capacity, which stood at 15,633 MW in December 2014.

One company that is hoping to tap into the Philippines solar growth story is power and automation giant ABB, which has been involved in the country's power sector since 1968. ABB managing director John Fyfe told Eco-Business in a recent interview that the firm views solar energy as an immense opportunity to plug the gaps in the country's energy demand, while helping it fulfill its national commitment to reduce carbon emissions from fossil fuels.

At the United Nations climate talks in Paris in December, nearly 200 nations adopted a historic agreement to reduce greenhouse gas emissions in energy, transport, waste and forestry, among others to limit the rise in global temperatures under 2 degrees. The Philippines has committed to reduce 70 per cent of its emissions by 2030.

In 2011, ABB made its first foray into the country's solar sector and by 2015, it had won what it calls its "breakthrough order" for the

supplying, testing, and commissioning of photovoltaic (PV) power plants totalling 200 MW for solar developer Solar Philippines, said Fyfe.

Solar Philippines is one of the country's leading solar companies and Southeast Asia's largest developer of rooftop solar.

Led by young Filipino entrepreneur Leandro Leviste, an undergraduate student at Yale University in the United States, the firm has installed solar plants on rooftops for major shopping malls across the country and is now venturing into building commercial solar farms around the country.

"Solar is becoming increasingly competitive with fossil fuel, enabling it to supply a growing share of our country's energy needs," noted Leviste. Its latest power plant projects will be built in three provinces - Batangas, Tarlac and Misamis Oriental - and will be ready for operations this year. In Batangas, Solar Philippines hopes to mount more than 150,000 solar panels, covering about 75 hectares of land it owns. Over the next three decades, this project would offset about one million tonne of carbon dioxide emissions, the same amount absorbed by about five million trees.

"These projects mark a turning point for solar in the Philippines, and we are proud to partner with ABB, whose advanced technol-

27 Steps To Cut Food Waste And Save Billions

Of the 27 achievable steps identified, the ones with the most economic value are all about prevention. BY BARBARA GRADY

It doesn't have to be this way – that US consumers and businesses toss in the trash some 52 million tons of food a year, squandering \$218 billion spent on growing, processing, transporting and then disposing that food.

The Rethink Food Waste through Economics and Data (ReFED) consortium who studied the problem for a year said Wednesday there are 27 pretty easy steps that, if scaled nationwide, would cut food waste by 20 percent or 13 million tons in a decade.

The steps, carried out, would put \$5.6 billion back in consumers' pockets each year and \$1.6 billion back in the coffers of restaurants and food service companies while saving business in general \$2 billion.

Moreover, they'd eliminate 18 million tons of methane emissions and save 1.6 trillion gallons of freshwater. And, as a huge future benefit, they'd get the world in better position to feed the 9 billion people expected to inhabit the planet by 2050.

Food waste is such a major problem that nearly 40 percent is lost between farm and

fork, the U.S. Department of Agriculture estimated. The USDA issued a call to business and consumers alike last fall to reduce food waste in this nation by 50 percent by 2030.

ReFED, releasing its "Roadmap to Reduce Food Waste by 20 percent" on Wednesday, said the task would take some investment, \$18 billion actually.



Accepting misshapen produce into the retail food chain is one way to reduce food waste.

But the payback would be much bigger. "Reducing food waste would have a game-changing impact on natural resources depletion and degradation, food insecurity, national security and climate change," the ReFED Report stated.

In dollars, these steps could unleash \$100 billion in economic activity from reinvesting money saved and from investing in infrastructure. They could create 15,000 jobs.

Prevention

Just as Smokey Bear and your mother said, prevention is key.

Of the 27 achievable steps identified, the ones with the most economic value are all about prevention. The top three steps with the most economic value are:

Standardizing date labeling on food across manufacturers and retailers to eliminate waste through confusing "sell by" dates.

Educating consumers through large-scale consumer campaigns to help people become aware how much food they waste and ways they can reduce it and save money.

Packaging adjustments, or making package sizes match typical consumption patterns so consumers don't throw away portions of what is packaged.

ReFED named other packaging levels steps that could prevent food waste, includ-

The Newest Strategy For Saving Bees Is Really, Really Old

Opponents of aviation and shipping's inclusion in the Paris text argued it was unnecessary as the International Civil Aviation Organisation and the International Maritime Organization already were working on their own climate policies. BY CHRISTINA SELBY

In northwestern India, the Himalaya Mountains rise sharply out of pine and cedar forests. The foothills of the Kullu Valley are blanketed with apple trees beginning to bloom. It's a cool spring morning, and Lihai Ram, a farmer in Nashala village, shows me a small opening in a log hive propped against his house. Stout black-and-yellow native honeybees – *Apis cerana* – fly in and out.

For centuries beehives have been part of the architecture of mountain homes here, built into the thick outside walls. Traditionally, wild colonies of bees found the hive themselves, or farmers brought a log with a hive in it from the surrounding forest so the inhabitants could set up shop in the village and produce honey for their human caretakers.

But in recent years those wild colonies have become increasingly rare in this valley, where 90 percent of farmers are small landholders. Modern agriculture has replaced natural forests and the diverse crops of subsistence farms almost exclusively with a single apple variety: royal delicious, favored at the market. Producing this high-demand fruit has improved economic conditions for farmers in the Kullu Valley. But it also has



contributed to an untenable environment for pollinators. Similar to other situations around the world, a mix of monocropping, climate change, diseases, changes in land practices, pesticide use, deforestation, loss of habitat and an exploding human population that's taxing the valley's natural resources has caused native honeybee populations to decline. With the decline, orchard harvests have dropped by as much as 50 percent.

To close the pollination gap, farmers who could afford it started to hire beekeepers from the neighboring warmer state of Punjab to bring managed hives of European honeybees – *Apis mellifera* – to the valley during the apple bloom season. "The problem with this is that poor farmers are now paying for an ecosystem service that the native honeybee previously provided

for free," said Pradeep Mehta, research and program manager for Earthwatch Institute in India. Not only that, but the introduction of nonnative honeybees can bring with it disease and competition for nectar sources, reducing some populations of native bees even further and robbing ecosystems of important biodiversity.

Now, however, scientists are enlisting nature to turn that around in this remote corner of the world. The Himalayan Ecosystems Research Project – a collaboration among scientists, Nashala villagers and international volunteers brought in by Earthwatch – is studying pollination in this area and applying what's learned at the farm level. Last year, the group began restoring traditional pollinator services with trainings and stocking new hives with native Asian honeybees, as well as introducing modified practices, such as using an extractor to harvest honey rather than crushing hives, that boost the bees' ability to thrive under their modern circumstances.

To feed the Asian honeybees throughout the growing season, Nashala village farmers have started to diversify their farms again. Garlic, onion, cauliflower and wildflower varieties that pollinators have

Forestry In The New Development Era

A broader understanding of “forestry” can lead to greater reach and more powerful impact, says Center for International Forestry Research (CIFOR) director-general Peter Holmgren

CIFOR is pleased to release its new strategy, to guide us through to 2025. The document is the result of 18 months of consultation and deliberation, as CIFOR staff worked with partners and networks to redesign our pathway to impact. In the process, we have also given much consideration to what we mean by “forestry.” Throughout its 22-year history, CIFOR has consistently adopted a broad approach to forestry research, with our work organized according to such domains as livelihoods, governance, forest management and climate change. In crafting our new strategy, we have built on this tradition and reinforced it by aligning our structure with the global development and climate frameworks that were established in 2015. And at the heart of our strategy is our vision: a more equitable world where forestry and landscapes enhance the environment and well-being for all.

We believe that aligning forestry with all 17 Sustainable Development Goals (SDGs) will help elevate the contributions forestry can make across the development agenda in support of this vision. We also think this creates a way to communicate the importance of forestry to a much wider audience, and ensure that forestry, and all that it entails, con-

tinues to capture public and political interest. In other words, we want to redefine “forestry” to mean “all contributions to sustainable development that are made possible through forests and trees.”

Few would argue with the proposition that forests and trees provide a very wide range of benefits in the form of forest products and services. Global or local, for poor or for rich, monetary or intangible, these are benefits in which we all partake. But perceptions and valuations of forest products and services vary a lot.

If you ask, say, Europeans about their current view, they might argue that forests exist almost entirely for the purpose of conserving carbon and wildlife. This is a somewhat simplified and limited perspective that appears to mainly represent nature preservation interests.

If, instead, you ask those that depend on forests worldwide, a much more nuanced picture emerges. After all, a range of forest products and services provide direct and essential income and livelihoods to more than a billion people. Then again, if you direct the question toward forestry industry representatives, it is the market value of pulp, paper and wood products that counts most.

Forestry, therefore, is about understanding the full range of these values, and finding effec-

tive solutions across multiple benefits, for various stakeholders, and over time.

The process of designing the post-2015 development agenda and the SDGs afforded us ample opportunity to reinforce this multifaceted role of forestry. For example, during the UN negotiations, CIFOR scientist Dr. Daju Resosudarmo was invited to advise countries on the essential contributions of forestry to sustainable development. Throughout the UN talks, CIFOR continued to reinforce the broad role of forestry as contributing to all aspects of sustainable development.

In the new CIFOR strategy, we align our approach to work with the SDG framework. The CIFOR 2016–2025 strategy illustrates explicitly how forestry can come out of the “environment” corner, and other limited parts of the framework, to contribute to achieving each of the 17 goals. We open up the forestry box and seek to collaborate closely with other sectors, work with a landscape perspective, and integrate mainstream development priorities into our research. ■

Peter Holmgren is the director-general of CIFOR.

This post is republished from the CIFOR Blog.

(Source: <http://www.eco-business.com/opinion/forestry-in-the-new-development-era/>)



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Empowering Communities, Changing Lives

A conversation with, highlights how the company seeks to aid the development of the communities it works with, truly reflecting the joy of giving back...

Mayank Ashar is the MD & CEO of Cairn India Ltd, one of the largest independent oil and gas exploration and production companies in India.

Mayank has over three decades of significant and extensive experience in the international Oil & Gas industry through various senior management and top leadership roles in leading global companies such as British Petroleum, Petro-Canada, Suncor Energy and Irving Oil. Mayank has had humble beginnings, having risen through the ranks, thanks to his hard work, sincerity and aspiration. His humble beginnings are mirrored in his gentle demeanor.

His personal philosophy reflects that of the company – a keenness to contribute to the socio-economic development of the communities which support Cairn India's operations in different regions and ensuring that business growth is maximized in a way that is both sustainable and responsive. The three core pillars of the Cairn business – responsible stewardship, building strong relationships and adding and sharing values, are designed to support the long-term development and provision of superior returns to all stakeholders.



Mayank Ashar, MD & CEO, Cairn India Ltd

A conversation with Mayank reveals Cairn India's vision on sustainable development, its community outreach initiatives above all, the idea of giving back.

Q What is the driving force behind the CSR activities of the company? What are Cairn's areas of interest in CSR?

A Cairn India is committed to the highest standards of corporate social responsibility (CSR). It is our conviction that continuous business growth, sustainable communities and the creation of value for our stakeholders, are all complementary to each other. Our goal is to make a positive social impact wherever we operate. Our vision may be encapsulated in what we call the 3R's

RESPECT – People make Cairn India's key asset and the attitude of the Cairn team is critical to its business culture. Cairn's entrepreneurial spirit is underpinned by a depth of knowledge and a strong set of cultural core values, including integrity, social and environmental responsibility, team work and nurturing of individual creativity, risk management and developing alliances with key partners.

RELATIONSHIPS – These are key to developing any business and Cairn's success in India for close to 20 years would not have been possible without the consistent support of all stakeholders – governments, regulators and JV partners, to the people living near our sites. The level of support and understanding on the ground is something we have worked hard to bring about in our business development

Addressing Key Issue Of Water Through CSR

Dr Mahesh Gupta is Chairman & Managing Director Kent Ro Systems Ltd & President of the PHD Chamber of Commerce and Industry, says that in urban areas the solution is rain water harvesting, so that water can be collected and fed to the water tables while in rural areas watershed management is the best solution so that we can collect rain water and make water bodies and recharge the water tables.



Dr Mahesh Gupta, CMD, Kent Ro Systems Ltd & President, PHD Chamber of Commerce and Industry

Q Do you think CSR is a foreign concept in India?

A No, I strongly disagree. The people in India have always believed in giving back to the society. The driving force in many of these cases may have been gods & religion, but businessmen have always been responsible about their duties towards society. They have spent crores of rupees in constructing temples, ashrams & dharamshalas, pyaus, wells, hand pumps etc. In fact the sikh society is known to donate 10% of their earnings to support gurudwaras which feed hundreds and thousands of people daily. And all of this has been done voluntarily without any wish for publicity. Only thing the CSR Act has done has systematized & formalised everything.

Q How did Kent Water Purifiers start their journey, tell us more about your humble beginnings?

A I'm an oil expert and have been working in conservation of oil since 1977 when I did my masters in petroleum. I started my business again in oil conservation in 1988. It all happened by accident when I wanted a purifier of my own in 97-98 and I couldn't find a good quality one. So I made one for

Vikrant: A Battle Half Won

After close to two decades of fight since her decommissioning, Vikrant was scrapped and broken down in a shipyard. We could not convert her into a full-fledged maritime museum. Later this year, INS Viraat is to be decommissioned - and lets hope that she would be converted into a maritime museum. For this, companies need to seriously look at CSR



The majestic aircraft carrier Vikrant has gone into pages of history – but she would always be remembered. She served the Indian Navy for 36 years – and then saw a battle for 18 years to be converted into a permanent maritime museum – but that did not happen. Around 150-plus workers, engaged 24x7 to break the 19,500-tonne ship, that played heroic

role in the 1971 Indo-Pak war that resulted in liberation of Bangladesh. By the mid of 2015, she was scrapped.

In fact, scrapping of Vikrant is a lost opportunity for CSR practitioners.

But two things have happened – firstly, the Brihanmumbai Municipal Corporation (BMC) has approved a proposal to display remnants of the famous warship INS Vikrant on a traffic island in front of

Lion Gate in south Mumbai and secondly, during his visit to Dhaka in June last year, Prime Minister Narendra Modi presented the steering wheel of Vikrant to his Bangladesh counterpart Shaikh Hasina. As a matter of fact, Vikrant's role in the Indo-Pak war of 1971 – that led to creation of Bangladesh is something that can never be forgotten.

Collectively, as a nation we could not save her. As a matter of fact the issue had figured in Parliament and in Maharashtra Legislature several times – but again, alas, she is gone. In fact during the 2014 Mumbai meeting of the Public Relations Council of India (PRCI), it was decided that communicators and media practitioners need to come together to save her. The Mumbai Press Club too took a initiative in a small way, but it could not be saved.

Some efforts was made – the press was full of reports when the battle reached the Bombay High Court and Supreme Court – but one day, she was taken to Darukhana, the shipbreaking yard of Mumbai and slowly dismantled her.

Three persons who wanted that Vikrant should be converted into a maritime museum are former Prime Minister Atal

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- **Location:** Bengaluru / Bangalore , Delhi
- **Key Skills:** Social Development, Planning, Strong Communication and Presentation Skills & maintain Relationships.
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- **Specialization:** Administration, Event Planning, Facilities management, Office Administration & Co ordination.
- **Qualification:** Any Graduate.

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Experience 2-4 years experience, Social development, CSR, Research Skills/ Knowledge

1. Have proven expertise in CSR and be well versed in current trends in this discipline.
2. Experience in writing, public relations and messaging on topics related to CSR.
3. Strong communication and presentation skills in English along with the ability to actively interact and communicate with stakeholders.
4. Ability to build and maintain relationships and partnerships with outside organizations and with senior executives.

5. A motivator and facilitator, with cross-functional organizational ability.

Key Responsibilities

1. Play a role in the planning and execution of CSR Forums activities, which includes member engagements, research, portal management.
2. Promote this vision and accomplishments before internal and external audiences, including building online communities through Web presence, social media and social networking sites and working with PR and analyst relations groups.