

# CSR

T O D A Y

I, WE &  
NATURE

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## CSR LEADERSHIP

THE UNIQUE  
MUMBAIWALLA  
PROJECT

## CSR FOCUS

TWO-THIRDS  
OF THE WORLD'S  
POPULATION  
DOESN'T HAVE  
RELIABLE ACCESS  
TO FRESH WATER

Kailash Satyarthi,  
a Nobel laureate, is an  
Indian children's rights  
and education advocate  
and an activist against  
child labour.

**I REALISED THE IMPORTANCE  
OF CONTRIBUTION OF  
CORPORATES EVEN BEFORE  
THE TERM CSR WAS BORN**

INDIAN CHILD RIGHTS ACTIVIST KAILASH SATYARTHI WAS  
AWARDED THE NOBEL PEACE PRIZE SHARED WITH PAKISTANI SCHOOLGIRL  
MALALA YOUSAFZAI WHO WAS SHOT AT BY THE TALIBAN IN 2012

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PLACEMENTS** Pg. 43

**CSR SOCIETY: AKSH OPTIFIBRE TAKES UP MASSIVE CSR**

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# Jaitley presents a CSR budget!



**Rajesh Tiwari**  
Publisher  
rt@iccsr.org

**The sole thought of raising the CSR funds which will be further used for commencement of the Higher Education Financing Agency (HEFA) itself promotes CSR in an aggressive manner.**

The Budget for 2016-2017 has been announced and has been termed as a pro – village, pro – poor and a pro – farmer budget which was also concurred by the National Bank for Agriculture and Rural Development (Nabard) chairman, HK Bhanwala along with our Prime Minister Narendra Modi. Some have also described this as a budget for Rural development which has prioritized the immediate need for development of rural roadways, irrigation, allocating increased funds for MNREGA, overall development of rural life style by implementing the Digital India theme etc. This, if implemented religiously, will have a cascading effect on all other supporting parameters like the employment, liquidity of funds in rural areas, positive change in the life style and approach of industrialists towards the rural belt in search of skilled labor. Corporate Social Responsibility (CSR), which could prove to be the backbone of rural development, will play a very important role aligned to this budget announced. The sole thought of raising the CSR funds which will be further used for commencement of the Higher Education Financing Agency (HEFA) itself promotes CSR in an aggressive manner. It has been identified that Education, both Skilled and Un-Skilled, needs immediate attention in terms of its standardization and implementation and the HEFA only takes a step ahead in that direction. History suggests that a lot of youth from tier II and tier III cities have been pouring in the metros in search of all kinds of jobs due to lack of proper education. Thus, if CSR penetrates in the rural area and is part of the theme of this budget, rural development, then we would still have youth pouring in the metros but with skills this time.

Government has done well to present macro economic stability and as such it augurs well for growth and thrust for rural economy is indeed the icing in the cake as when rural economy develops india will rise manifold. It is no secret that CSR spend is maximum In rural areas and as such it also means additional deployment of funds for CSR in rural india and as such we at Indian centre for CSR welcome this!

It seems that for the next 5 years the CSR would be channelized more in the Education sector, Skill Education to be more specific, if one takes a closer look at the budget. Provision of 1700 crores for setting up 1500 multi skill training institutes is a clear indication of that. Secondly, the next 3 years have been dedicated towards training 10 million youths under the Pradhan Mantri Kaushal Vikas Yojna (PMKVY) including a Digital Literacy scheme to further target around 60 million families. As mentioned above, the Make in India theme coupled with this presentation of budget and handling of CSR with special gloves will definitely see the employment graph ascending acutely in the next 5 years.

On the whole it is a good budget and Finance Minister has tried to cater to all segments. However, logic of taxing dividend is baffling as you should not tax performance as good performing companies/ entrepreneurs/promoters only pay dividends and as such this is counter productive. Also while government is looking at garnering more taxes especially through the mechanism of indirect taxes, it should have also looked at cutting the flab as means to creation of wealth. one needs to cut expenses and find ways to cut flab and not just go on taxing those who pay and contribute for nations growth.

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## Ecoreco Set Up E-Waste Collection Centers In Royal College

**E**co Recycling Limited, India's leading pioneering professional e-waste management and a BSE listed company – popularly called as Ecoreco set up E-Waste Collection Centre at Royal College in Mira Road in Thane district of Maharashtra.



**Ecoreco set up E-Waste collection center at Royal college, the first college to set up E-Waste collection bins. Prof AE Lakdawala, Principal along with college staff and students inaugurated 3 E-Waste bins in Royal College, Mira Road.**

Prof A.E. Lakdawala, Principal, inaugurated the Ecoreco Collection Centre Royal College, Mira Road.

Ecoreco has set up 3 bin in the college premises. This arrangement will facilitate collection of hazardous e-waste from generators of e-waste and get them disposed of in an environment friendly manner.

Royal college is the first college to set up E-Waste collection bins. College's teaching and nonteaching staff is creating awareness amongst the students through guest lecturers and seminars. Students of the college have also participated in various road shows to ensure they spread awareness to locals about environmental hazard due to E-Waste. These students will further conduct programmes to generate more awareness

in the community to eradicate the issue of E-Waste and will encourage people from Mira-Bhayander to come to their college and dispose the E-waste.

Ecoreco proposes to set up many collection centres in Mira-Bhayander Region, which will be strategically placed in spiritual and educational places. This arrangement will help in three ways: first, these bins and accumulated e-waste will remain safe at these places, secondly, these Eco-Bins will develop awareness about e-waste and third, generally most of the electronic gadget users visits the above places either daily or at certain intervals and therefore they can deposit their e-waste there without walking extra mile.

Mr. B. K. Soni, Chairman and Managing Director of Eco Recycling Limited and a visionary in the field of E-Waste management, "We are happy to tie-up with the first college for such an initiative. In the present scenario, where environment conscious people are forced to retain their e-waste at home or offices because of the lack of pollution-free system in place. We are thankful to Royal College, Mira Road for selecting Ecoreco to implement this. The first centre to begin with and going forward, we will make such centres available in most of the area of the Mira- Bhayander for the convenience of general public and environment conscious entities.

Adding further, he said, "Hazardous elements of e-waste in one or the other form keep entering in to our body because of un-environment friendly disposal. Ecoreco does not suggest reduction of use of electronic devises but certainly appeal to one & all for its environment friendly disposal."

## YES Bank Joins Hands With Indian Railways

**Y**ES Bank has joined hands with the Indian Railways to provide safe and clean drinking water at Railway station by setting up 1000 community water purification systems across India by 2019. In the first phase of the project, the Bank will set up 100 such systems across 'D' and 'E' category railway stations in the Konkan belt and other locations in Maharashtra by March 2016.

The initiative is being rolled out at the smaller stations with basic water connection and an average footfall of 1000 passengers per day. Close to 50 such systems have been already installed across the Konkan region as of now. The project boasts of no reject water and minimal electricity consumption for water purification thus reinforcing the bank's sustainability focus

While announcing the project, Namita Vikas, Group President and Country Head, Responsible Banking, YES Bank said "This initiative is in sync with the Government's vision to make safe and clean drinking water accessible to everyone and its resolve to modernize railway stations. Our aim is to aid the existing efforts undertaken by the Government and ensure a high socio-economic impact through community led interventions."

She further added "Larger stations have water sellers. The commuter coming to larger stations is better in terms of economic power as compared to those at 'D' & 'E' category railway stations.

# News

## You Can Use

### Dam In Maharashtra-Gujarat Border Turning Out To Be Mini-Bharatpur

**T**he Kurze dam in Talasari that lies along the border of Maharashtra and Gujarat, is slowly turning out to be a mini Bharatpur as thousands of migratory birds are coming here during the winter. Some of the birds are believed to have migrated from Europe, Russia or Eurasian region and from other parts of India. This include the ferruginous duck or ferruginous pochard, the Eurasian teal or common teal, garganey dabbling duck, northern pintail, flamingos, spoonbills, spotbills, painted stork and so on.

Located nearly 150 kms away from downtown Mumbai along the Mumbai-Ahmedabad Highway, the place faces its own challenges, but Nature and Environment Society of Thane (NEST), an NGO working in the Vasai-Virar belt, has decided to take up the challenge and has already initiated a process to educate the locals and had petitioned the Maharashtra Government.



The area mainly has a tribal population. “The place has a huge potential, if nursed and taken care of, it can turn out to be a mini Bharatpur. It has immense bird tourism potential ... it is now three to four years that migratory birds are seen,” said Sachin Main, the founder-chairman of NEST.

The Kurze dam is surrounded by more than half a dozen villages – Kurze, Modgaon, Pasodi, Kubala, Halatpada, Jamlunpada and Sagarshet – and a section of villages often hunt these birds.

Main has been joined by professional from various fields which include doctors like Dr R K Ghadi, Dr Mangesh Prabhulkar and Dr Parag Nalawade, expert birder like Amol Lopes and hiking and camping expert Kuldeep Chaudhari among others.

Main had already spoken to officials of the Forest Department, Dapcheri Dairy Project, sarpanchs of the neighbouring villages. The NEST had already held camps at zilla parishad schools. “Very soon the gram panchayats would have resolutions banning hunting of the birds in the Kurze dam,” he said. The doctors also plan to organize health camps for the poor tribal community.

“The jungles and water bodies of this area remain unexplored and as we go on exploring we would get a fair idea of the total list of birds,” he said, adding that one of the major plans is to set up a full-fledged birds conservation centre.

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### Now Selfie To Die For Campaign

**R**attled by the deaths across the globe because of people risking their lives while taking selfies - like the Mumbai's Bandra Bandstand incident- a campaign has been launched by a Mumbai-based entrepreneur – #selfietodiefor – who is using various mediums to educate people particularly youngsters.

Mumbai-based Deepak Gandhi, who runs a digital marketing agency, CYBERKOMS DGtal Pvt. Ltd, has started a website -[www.selfietodiefor.org](http://www.selfietodiefor.org) – and is using social media platforms like Facebook and Twitter to educate people.

“Taking selfie photographs has been a craze since a while. At times, people don't realise that the 'cool selfie' they are about to click can lead to an accident or even prove fatal,” Gandhi said.

He said that he had seen people taking selfies while riding bikes, on edges of ghats. “There are no fixed number of reported

accidents or deaths, as of date, though I believe it could be in the range of 200 deaths across the world, in 2014 itself, and the numbers increasing in 2015,” he said, adding that while in India one can be fined if he or she is speaking on a cellphone while driving – but there is not law or rule as far as taking selfies are concerned while driving.

Taking about the reported incidents in India, he said: “In India itself few selfie related deaths have been reported, of which a very recent being in Bandstand & another one being in Jammu where a boy fell off a fort while clicking selfies. In Balaghat, MP, a mid-aged man & his 9 year old son drowned & died while taking selfies, sitting on a pipe over a canal. A few months back, a 14 year old kid was electrocuted while taking selfies on top of a stationary train in KanjurMarg.”

# How To Start Right In Astronomy

BY ALAN MACROBERT

*"DEAR SKY & TELESCOPE," the letter began. "I am 20 years old and new to astronomy. I have always been fascinated with the stars and universe. What would you suggest my first step be to get into the hobby, so that I might get the most enjoyment out of it?"*

It's a good question, one that deserves better answers than most beginners find. Many newcomers to astronomy call us in exasperation after blundering down some wrong trail that leaves them lost and frustrated. Such experiences, widely shared, create a general public impression that astronomy is a tough hobby to get into. But this impression is altogether wrong and unnecessary.

Many other hobbies that have magazines, conventions, and vigorous club scenes have developed effective ways to welcome and orient beginners. Why can't we? For starters, novice astronomers would have more success if a few simple, well-chosen direction signs were posted for them at the beginning of the trail.

What advice would help beginners the most? Sky & Telescope editors brainstormed this question. Pooling thoughts from more than 200 years of collective experience answering the phone and mail, we came up with a number of pointers to help newcomers past the pitfalls and onto the straightest route to success.

## 1 Ransack your public library.

Astronomy is a learning hobby. Its joys come from intellectual discovery and knowledge of the cryptic night sky. But unless you live near an especially large and active astronomy club, you have to make

these discoveries, and gain this knowledge, by yourself. In other words, you need to become self-taught.

The public library is the beginner's most important astronomical tool. Maybe you found Sky & Telescope there. Comb through the astronomy shelf for beginner's guides. Look for aids to learning the stars you see in the evening sky. One of the best is the big two-page sky map that appears near the center of every month's Sky & Telescope, which the library should have. When a topic interests you, follow it up in further books.

Many people's first impulse, judging from the phone calls, is to look for someone else to handle their education -- an evening course offering, a planetarium, or some other third party. These can be stimu-



lating and helpful. But almost never do they present what you need to know right now, and you waste an enormous amount of time commuting when you should be observing. Self-education is something you do yourself, with books, using the library.

## 2 Learn the sky with the naked eye.

Astronomy is an outdoor nature hobby. Go into the night and learn the starry names and patterns overhead. Sky & Telescope will always have its big, round all-sky map for evening star-finding. Other books and materials will fill in the lore and mythology of the constellations the map

shows, and how the stars change through the night and the seasons. Even if you go no further, the ability to look up and say "There's Arcturus!" will provide pleasure, and perhaps a sense of place in the cosmos, for the rest of your life.

## 3 Don't rush to buy a telescope.

Many hobbies require a big cash outlay up front. But astronomy, being a learning hobby, has no such entrance fee. Conversely, paying a fee will not buy your way in.

Thinking otherwise is the most common beginner's mistake. Half the people who call for help ask, "How do I see anything with this %@&\*# telescope?!" They assumed that making a big purchase was the essential first step.

It doesn't work that way. To put a telescope to rewarding use, you first need to know the constellations as seen with the naked eye, be able to find things among them with sky charts, know something of what a telescope will and will not do, and know enough about the objects you're seeking to recognize and appreciate them.

The most successful, lifelong amateur astronomers are often the ones who began with the least equipment. What they lacked in gear they had to make up for in study, sky knowledge, map use, and fine-tuning their observing eyes. These skills stood them in good stead when the gear came later.

Is there a shortcut? In recent years computerized, robotic scopes have come on the market that point at astronomical objects automatically. They represent an enormous change. No longer do you need to know the sky.

Once fully set up, a computerized scope is a lot faster than the old way of learning the sky and using a map -- assuming you know what's worth telling the computer to



Kailash Satyarthi, a Nobel laureate, is an Indian children's rights and education advocate and an activist against child labour.

# I REALISED THE IMPORTANCE OF CONTRIBUTION OF CORPORATES EVEN BEFORE THE TERM CSR WAS BORN

*Indian child rights activist Kailash Satyarthi was awarded the Nobel Peace Prize shared with Pakistani schoolgirl Malala Yousafzai who was shot at by the Taliban in 2012*

**M**r. Satyarthi gave up his career as an electrical engineer over three decades ago to start Bachpan Bachao Andolan, or Save the Childhood Movement. Today the non-profit organization he founded is leading the movement to eliminate child trafficking and child labor in India. Mr Satyarthi is the fifth Nobel Prize winner for India and only the second Indian winner of the Nobel Peace Prize after Mother Teresa in 1979.

"I'm of the opinion that things that are imposed by way of law generally don't last very long, because more often than not people find ways to bend and mould the law, like many companies in India have now started buying the CSR compliance certificates as an easy way out," **Mr Satyarthi** tells **Mr Rajesh Tiwari**, publisher of *CSR Today* in an exclusive interview. Mr Satyarthi feels that an effective CSR would be able to drive changes in the times to come.

Following are the excerpts of the wide-ranging interview:

**Q A lot of corporates today are sensitised to the needs of CSR today. How do you envisage corporates looking into CSR vis a vis the crucial and critical issue of child labour now?**



**A** If I look at it historically the conventional wisdom of doing good was always there in India. Big business groups like Birlas, Modis, Tatas have been returning to the society. But that was more of a charity with a feel good factor. Second phase began when corporates got more organised and were governed more compassionately. The trend at that time was philanthropy which had some measurable & sustainable impact. Then there was the phase of ethical trade or corporate governance. And then finally the concept of CSR came into being which was

born. And today it's gone further to Corporate Accountability or Transparency. The Transparency Bill was passed in California which makes it mandatory for every company to declare its supply chain. This was due to the demands of the human right activists and Trade Unions. There is a demand for a similar law in California and it's likely to be passed in the near future.

**Q How do you see things changing in India?**

**A** So, the phase after CSR has also begun and

# Aksh Optifibre Takes Up Massive CSR

*With close to three decades of presence, Aksh Optifibre Ltd (AOL) has decided to take its Corporate Social Responsibility (CSR) initiatives to another level.*



Plantation drive organized by Aksh Optifibre in Bhiwadi

**I**t started manufacturing of optical fibre and optical fibre cables (OFC) in 1994. In 1996-97 Aksh acquired Fibre Reinforced Plastic Rods (FRP) business which is a key raw material for Optical Fibre Cables. Aksh went Public in the year 2000 and is listed on National Stock Exchange (NSE) and Bombay Stock Exchange (BSE).

The two key raw materials, optical fibre and FRP rod, constituting 70% of cost of op-

tical fibre cables are manufactured in-house. This makes Aksh as one of the most cost effective optical fibre cable manufacturer. Aksh products include optical fibres, optical fibre cables, cable solutions while we also deliver some of the exemplary services that include iControl (IPTV), Pigeon (VoIP), Fibre to the Home & Turnkey projects.

AOL is now trying to make a difference to the grass root levels at both Bhiwadi and

Reengus in Rajasthan, which has the companies main manufacturing facilities. It has started its CSR journey with two main objectives - rehabilitation of the environment and education for the poor.

With these objectives in mind, two dedicated programmes namely; "Upvan" for the tree plantation initiative and "Muskan" for the education programme to make a lasting impact on the socio-environmental setting of Bhiwadi.

Working towards this noble cause, Aksh with the cooperation & active support of BMA and member industries and various social organizations has so far planted 35,000 plants under 'Clean & Green' drive in Bhiwadi Industrial Area in yr. 2014 & 2015. This drive inspired by the vision of Dr. Kailash S. Choudhary-Chairman, AOL, was initiated in 2014. The main objective of the drive is to plant 100,000 trees in next five years in Bhiwadi to neutralize the impact of industrial pollution. This dream was shared by BMA and other industrial and government bodies like RIICO, Indian Medical Association (IMA), Bharat Vikas Parishad and Shantigiri. Under the drive member industries, social institutions, schools and colleges and social activists planted 15,000 trees in 2014.

# Deforestation Is Decreasing – Or Is It?

*But the loss of forests – both tropical and temperate – also plays a big role in the global climate crisis: Experts estimate that 10 to 15 percent of current greenhouse gas emissions are due to land use change. Not only that, but forests are vital to mitigating soil erosion, stemming floods, maintaining precipitation and even boosting human health and happiness.* **BY JEREMY HANCE**

It started, as many things do, with a rumor. In 2013 Matt Finan, a researcher with the Amazon Conservation Association, heard from locals that someone was cutting down rainforest deep in the Peruvian Amazon, far from prying eyes.

So Finan and colleagues did something that would have been unheard of 10 years before: Using high resolution satellite imagery, they found almost 5 acres of felled trees in a seemingly impenetrable sea of forest.

“You could just see this little smidge of forest loss and we said, ‘Maybe that’s it,’” said Finan.

Over the next few years, the team watched the destruction spread from just a few acres to nearly 5,000. It eventually connected the loss to United Cacao, a company based in the Cayman Islands with ambitions to become the “world’s largest and lowest cost corporate grower of cacao,” according to its website.

Armed with dramatic satellite images, Finan and colleagues took the story to the Peruvian government and press, hoping to make a difference. The case is in Peruvian court to determine if the company

undertook the proper steps before clearing the forest.

In the meantime, according to Finan, the agriculture ministry has responded by slapping United Cacao with a “paralyzation” order to halt its operation. But, said Finan, weekly satellite imagery shows United Cacao is not complying. “The deforestation is happening as we speak,” he said.



The world has struggled for decades to stem deforestation through a variety of means. In 2008, biodiversity expert Norman Myers said that deforestation in the tropics was “one of the worst crises since we came out of our caves 10,000 years ago.” Ongoing loss is driving fears of mass extinction. But the loss of forests — both tropical

and temperate — also plays a big role in the global climate crisis: Experts estimate that 10 to 15 percent of current greenhouse gas emissions are due to land use change. Not only that, but forests are vital to mitigating soil erosion, stemming floods, maintaining precipitation and even boosting human health and happiness.

The world has struggled for decades to stem deforestation through a variety of means, including setting aside new protected areas, improving laws and enforcement at the national level, creating international programs such as REDD+ and making corporate commitments to cut out deforestation altogether.

Yet nothing has changed how we approach deforestation like satellite monitoring. In recent years, this has revolutionized our ability to track deforestation. Instead of relying on local government statistics, researchers and activists are able to monitor changes in the forest from their laptops and smartphones.

What does this information tell us about how we’re doing at beating deforestation — and what we might do to make further progress toward this global goal?

# The Unique Mumbaiwala Project

*A unique initiative of the Kanakia Art Foundation to recognise the contribution of service providers such as Autowalas, Dabbawalas of Mumbai – and as part of the CSR initiative, the larger Mumbai Meri Jaan salute Mumbaiwalas – who contribute to this vibrant commercial capital of India*



Just imagine. In the morning, you are rushing for your office and you don't find an Autowala or imagine a day when you don't get your dabba delivered in the office by your Dabbawala, a day when your favourite Chaiwala

is closed ... Imagine a life in Mumbai without these small, yet important service providers, who are true 'Mumbaiwalas'!

Imagine our Mumbai without these Mumbaiwalas! Even a distant thought of their absence shakes us. The Mumbaiwalas

are present in every section of our lives supplying almost every services from transportation to food to groceries, etc.

This fraternity of 'Walas' viz. Autowalas, Dabbawalas, Sabziwalas, Chaiwalas, Idliwalas, Doodhwala, Laundrywala, Bhelwala ... who touch our daily lives, are an integral part of this vibrant city. They do not only strive hard to provide the best possible services to citizens, but they also have a fair share in the growth, status and prosperity of Mumbai. These Mumbaiwalas deserve appreciation and recognition for their seamless, timely services and for strengthening the economic and social fabric of the city. Now, it is time we appreciate their efforts for making our lives easy and extend our gratitude for their support.

Mumbai Meri Jaan, an initiative by Kanakia Art Foundation, a community services arm of the city's leading Kanakia Group, has come forward to commemorate the spirit of these true Mumbaiwalas. Mumbai Meri Jaan is an endeavour to identify the real hearts and heroes of Mumbai, who are the creators, contributors and the supporters of this great city Mumbai and laud them for their significant contribution for the city's growth and prosperity. In the second such

# Two-Thirds Of The World's Population Doesn't Have Reliable Access To Fresh Water

*Researchers say two-thirds of the global population – some four billion people, half of them in India or China – live under conditions of severe water scarcity at least one month out of the year.*

BY MIKE GAWORECKI, MONGABAY



New research paints a sobering picture about the water crisis looming over our heads. Previous studies have estimated anywhere from 1.7 and 3.1 billion people are already living with severe water shortages. But those studies underestimated the extent of water scarcity, according to researchers at the University of Twente in the Netherlands, who published their findings in the journal *Science Advances* recently.

The researchers say their results show that two-thirds of the global population – some four billion people, half of them in India or China – currently live under conditions of severe water scarcity at least one month out of the year.

As many as half a billion people face severe water scarcity all year, the University of Twente researchers found.

Prior studies that determined water scarcity was less widespread tended only to ex-

amine the issue at the level of very large spatial units, such as river basins, or only looked at water scarcity on an annual rather than on a monthly basis.

“Measuring at a basin scale and on an annual basis hides the water scarcity that manifests itself in particular places and specific parts of the year,” the authors of the *Science Advances* article wrote.

Previous studies also underestimated water scarcity by failing to account for the flow levels required to sustain ecosystems and livelihoods that depend on them. But “measuring the variability of water scarcity within the year helps to reveal what is actually experienced by people locally,” the researchers wrote.

“More than a billion people experience severe water scarcity ‘only’ 1 to 3 months per year, a fact that definitely affects the people involved but gets lost in annual water scarcity evaluations.”

The distinction the University of Twente researchers make is an important one. At the global level, statistically speaking, there is enough fresh water available to meet human demand on an annual basis. But fluctuating demand and availability throughout the year leads to water scarcity in several

# New Species Of Bird Discovered

*This is the first Indian bird which has been named after Dr. Salim Ali, popularly known as Birdman of India. He was closely associated with the Bombay Natural History Society.*



PHOTO: CRAIG BRIELSFORD

Himalayan Forest Thrush Dulongjiang 26 June 2014

A new species of bird has been described from north-eastern India and adjacent parts of China by a team of scientists from Sweden, India, China, the United States, and Russia.

The bird has been named Himalayan Forest Thrush *Zoothera salimalii*. The scientific

name honours the great Indian ornithologist Dr Salim Ali (1896–1987), in recognition of his huge contributions to the development of Indian ornithology and wildlife conservation. This is the first Indian bird which has been named after Dr. Salim Ali, popularly known as Birdman of India. He was closely

associated with the Bombay Natural History Society (BNHS).

Dr. Per Alström and Shashank Dalvi first discovered the Himalayan Forest Thrush in May-June of 2009 while studying birds at high elevations of Western Arunachal Pradesh. It was realised that what was considered a single species, the Plain-backed Thrush *Zoothera mollissima*, was in fact two different species in north-eastern India.

While Shashank Dalvi is an Alumnus of the Post Graduate Program Wildlife Biology and Conservation, WCS India Program-NCBS, Bangalore, Prof. Per Alström, Department of Animal Ecology, Evolutionary Biology Centre, Uppsala University, Sweden and Swedish Species Information Centre, Swedish University of Agricultural Sciences, Uppsala, Sweden.

What first caught the attention of the scientists was the fact that the “Plain-backed Thrush” in the coniferous and mixed forest had a rather musical song, whereas individuals found in the same region, but on bare rocky habitats above the tree-line had a much harsher, scratchier, unmusical song. Studies of museum specimens in 15 muse-

# Thomson Reuters Understands CR&I Is Key To Performance

*The correlation between sustainability and positive financial performance continues to evolve.*

**T**homson Reuters wants investors to know that corporate responsibility, sustainability, diversity, and inclusion are drivers that support strong financial performance. Combining these function areas into one global department has allowed the team to strengthen its purpose and work closer with business units to achieve measurable objectives and drive financial growth.

Patsy Doerr is the Global Head of Corporate Responsibility and Inclusion for Thomson Reuters. She is responsible for overseeing the company's corporate social responsibility, diversity & inclusion and sustainability functions. She has held a number of global leadership roles at JPMorgan, Deutsche Bank and Credit Suisse, in New York, London and most recently, Hong Kong.

## Q How does Thomson Reuters approach diversity and inclusion?

**A** We're very passionate about this space. We believe strongly in the business case. As a business exercise, we've taken into consideration both the external perspectives and internal pressures.

Thomson Reuters empowers sustainable growth through the diversity of our people,

our markets, and our world. Our goal is to build an inclusive culture that drives productivity, innovation, and ultimately bottom line growth and performance.

With our three part approach, we start first by focusing on our people. Employee education and engagement is a big part of program, along with an emphasis on hiring for the future. Next we concentrate on our markets and how we engage with customers, with a particular emphasis on creating transparency and awareness of best practices in the marketplace. Third is to pay attention to our impact on the environment and communities in which we operate, with a focus on measurable outcomes, such as our ongoing greenhouse gas reduction target.

We also believe heavily in the power of partnerships. CSR, sustainability, diversity, and inclusion are a collective effort where we collaborate with other companies to move the needle, helping us all to make a difference. Because of our access to unique data and analytics, we are a thought leader in this space and aim to help our customers and partners with their own programs or initiatives.

Last quarter, we launched a multi-feature report, Seven Reasons the World will be Sustainable which examines the global

conflux of drivers that can lead to a more sustainable future. Using Thomson Reuters data, research and analytics, and working with partners across various markets, we determined that there are at least seven pathways which individually and combined can help achieve global sustainability.

## Q With such a large list of global drivers, how did Thomson Reuters choose seven drivers that would make the world more sustainable?

**A** In order to build a strategy that would be useful in implementing a broader CSR program, we had to analyze all the drivers that were material to us. This started with a stakeholder engagement exercise to narrow down the most relevant concerns. We analyzed from the perspective of investors, regulators, and employees, along with outside constituents. This was a massive undertaking but proved useful for determining the drivers. It was important that we not only captured external factors but gave deep thought to the internal ones as well. We talked with employees to find out what issues they cared most about and discussed ways that we could engage the whole internal organization.

# This Small Island Offers Big Lessons On Clean Power

*Through an initiative known as the Iconic Island Sumba project, international donors working with the local government plan to bring electricity to all of the island's residents using only renewable sources in the next 10 years* BY ALEX CREED AND CLEO WARNER

As the sun sets on the small Indonesian island of Sumba, Danga Beru Haba begins weaving under the glow of a single incandescent lightbulb, the only one in her home. Although she is tired from working dawn to dusk in the fields surrounding her village of Kampung Kalihi, the sarong she is weaving to sell locally will provide extra income for her family.

Being able to weave at night is still a novelty for Haba. Her village has had electricity for two years, thanks to a small wind farm on a hill overlooking the village. Access to electricity means women can weave and children can study long after the sun goes down.

"I started weaving after we got electricity. Before that I couldn't do it," Haba said through a translator. "Now I can weave until midnight." She has saved close to \$200 as a result, which she said she'll spend on her children's education.

Sumba is a largely rural, sparsely populated island, one of thousands in the archipelagic nation of Indonesia. Due to rugged, hilly terrain and scattered villages, only 25 percent of its inhabitants had ac-

cess to electricity before 2010. Nevertheless, this island of around 650,000 people, accounting for just 0.2 percent of the country's population, is aiming to set an energy example for all of Indonesia, the world's fourth most populous country and Southeast Asia's largest economy.



Through an initiative known as the Iconic Island Sumba project, international donors working with the local government plan to bring electricity to all of the island's residents using only renewable sources in the next 10 years.

It's an ambitious goal, one that is especially timely in light of the recent climate change talks in Paris, where renewable energy was on display as a potential strategy for

combating climate change and as a development tool that may allow poorer nations to leapfrog prior roads to wealth dependent on dirty energy sources.

Africa has announced plans to provide universal electricity access across the continent, aiming to produce 300 gigawatts of electricity by 2030 using only renewable sources, and France has pledged \$2 billion to the cause.

A report published by the International Renewable Energy Agency says that increasing renewable energy's share of the global energy mix to 36 percent by 2030 – double what it was in 2010 – would boost global GDP by 1.1 percent and global human welfare – defined by such factors as health, education and environmental quality – by 3.7 percent.

## A blessed island

Sumba, like much of Indonesia, is blessed with an abundance of natural wind, solar and flowing water. In 2009 the Dutch non-governmental organization Hivos realized the potential these resources offered and conceived of a plan to fully electrify the island using only renewable sources by 2025.

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resumes added every day, it offer one of the largest database of active jobseekers in India today.

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**Company:** Client of Talent Leads Hr Solutions Pvt Ltd.

**Job ID:** 56404938

**Designation:** Corporate Social Responsibility Manager

Experience: 4 to 9 yrs

- **Salary:** As per Industry Standards
- **Location:** Mumbai
- **Key Skills:** Corporate Relationship Finance Financial Services
- **Job Function:** Top Management / Business Development
- **Specialization:** Accounting / Financial Products, Channel Sales, Client Servicing, Corporate Sales
- **Qualification:** MBA / PGDM (Finance), B.com. (Commerce ) (Commerce Honours)

### Job Description

- Help build a leadership in corporate responsibility and innovative philanthropy, cause and social innovation in the Financial Services Sector. This will be achieved through Planning, Implementation and Execution of CSR policy in alignment with the co Key Skills: Corporate Relationship Executive, Corporate Relationship Manager, Corporate Relationship

**Company:** Suryoday Micro Finance Pvt Ltd

**Job ID:** 56525227

**Designation:** Head Corporate Social Responsibility

- **Experience:** 10 to 15 yrs
- **Salary:** As per Industry Standards
- **Location:** Navi Mumbai
- **Key Skills:** Excellent Oral, Written communications skills, Strong Organization, Analytical, Problem solving skills
- **Job Function:** Top Management
- **Specialization:** Operations / Customer Care
- **Qualification:** Any Graduate

### Job description

- Corporate Social Responsibility activities & sustainability plans
- Conceptualizing the CSR program (Community Outreach)
- Heading the team and responsible for team recruitment



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