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Issue 47 March 2017 ₹50 sustainabilitynext.in

Make Basic Healthcare a Fundamental Right

Dr. H Sudarshan Ballal, Chairman, Manipal Health Enterprises, wants access to basic healthcare to be made a fundamental right. He believes India desperately needs a holistic care system that is universally accessible and one that effectively reduces out-of-pocket expenditure of the underserved. Dr. Ballal was addressing a conclave on 'Affordable Healthcare -- Building India's Future Health Economy', jointly organized by SustainabilityNext, IIM Bangalore's Centre for Corporate Governance and Citizenship (CCGC) and Centre for Public Policy at IIM Bangalore, on 18 February 2017.

"Even though, India is a developing nation we have diseases of both the developed and developing countries. We have not yet conquered communicable diseases like malaria, TB, H1N1, among others, and we are also hit by lifestyle diseases like diabetes, hypertension and heart diseases in a big way," Dr. Ballal said, emphasizing that **India's challenge was not bringing modern healthcare to the country, but in making it affordable and accessible to the majority of its citizens.** "Just as our economic reforms have not touched the common man the healthcare boom has also failed to touch the common man and this is a dangerous social trend that needs to be addressed," he remarked.

Dr. Ballal said: "We must invest in preventive and primary healthcare, we must have policies that promote wellness rather than treat illness, we must incentivize rural healthcare and bring in universal insurance

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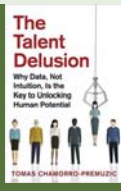

CII
Confederation of Indian Industry
Knowledge Partner

Purpose: To excite Indian businesses, SMEs, executives and students about the immense business opportunity in not only adopting Sustainability as Strategy in their companies but also inspire them to the possibilities of a big market for innovative sustainability products and services.

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Information in this publication is drawn from a variety of sources, including published reports, interviews with practicing managers, academia and consultants. While doing so utmost importance is given to authenticity.

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coverage, we must reduce the cost of healthcare by innovation and local technology by levying less duty, we must use the PPP model especially in tertiary and quaternary care and we must promote CSR in healthcare."

Dr. Sujatha Rao signs her book for
Dr. H Sudarshan Ballal at the conclave

Dr. Ballal's keynote was followed by the book launch of **'Do we Care?'** authored by Dr. K Sujatha Rao, Former Union Secretary, Ministry of Health and Family Welfare, Govt. of India.

Dr. Sujatha Rao called for a civil society movement to force political leadership to significantly enhance investment, regulation and governance of basic healthcare system in India. She wants people to push the healthcare agenda in the elections of the states and the centre. See review of 'Do We Care' here. http://sustainabilitynext.in/book-review/is-there-a-vision-for-a-healthy-india/

"Relying only on the private sector for healthcare will not work - just look at the fragmented nature of healthcare in the US," she observed. "Education for doctors is free in Europe, they give stipends. Here, we rely heavily on private colleges, some of whom are fraudulent," Rao said. Even the quality of education in India is lacking – many graduates still need training after they join the hospitals.

The conclave facilitated conversations among various stakeholders so that the pain points of affordable healthcare are addressed and better linkages built, thereby offering immense opportunities for meeting the healthcare demands of the poor. **The experts who**

addressed the participants opined that the affordable healthcare segment offered vast prospects for investors and start-ups while offering career opportunities to professionals.

"We have launched affordable products based on Indian medicine, such as Liv52," said Vijendra Prakash, In Charge - Regulatory Affairs, Himalaya Drug Company. He advocated more usage of Indian medicine in rural areas, as well as an integrative approach with Allopathy, Ayurveda, yoga, and so on.

Healthcare reforms tend to be more of a 'stepping stone' nature than 'big bang,' observed Somil Nagpal, Senior Health Specialist, World Bank. Trends to watch out for include group purchase of benefits, digital IDs, performance-based payment, accreditation systems, and better data collection.

"We need to focus beyond trivial problems or rich people's problems. We need more entrepreneurs to solve India's really hard problems, such as affordable healthcare," said Naga Prakasam, Mentor at NSRCE, IIMB. He is also an investor in Acumen Fund, and an active member at Indian Angel Network and Native Angels Network.

"Healthcare has lots of intermediaries, there is a need to improve efficiencies of these resources," said Karuna Jain, Associate Director and Global Health Lead, Acumen Fund. The company is focussed more on primary healthcare in India, and less on secondary and tertiary health.

"Simple well-designed products can have significant impact in healthcare," said Paul Belknap, Investment Manager at Villgro Innovations Foundation. The company looks for hardware tech validation as well as evidence that the product fits in the doctor's workflow, is accepted, and can reduce costs or increase access.

The traditional healthcare model of standalone, Internet-based, reactive, and single type of service is now morphing into the transformative healthcare model, said Guruprasad S, Senior General Manager for Engineering Healthcare at Robert Bosch Engineering and Business Solutions. The new model is connected, powered by IoT, customised, and focussed on preventive healthcare and wellness.

To succeed in this space, startups should go beyond 'happy engineering,' he advised. "Startups should develop perseverance beyond the prototype, where the real world hits you," said Guruprasad. The healthcare spectrum now spans prevention, diagnostics, therapeutic, and rehabilitation.

"Mental healthcare is largely unaddressed worldwide, particularly in developing countries. Depression is ranked only next to heart disease as the leading healthcare challenge in most countries, including India," explains Sushil Eapen, CEO of Silver Oak Health. Founded in 2015, the Bengaluru company specialises in behavioural challenges like anxiety and depression.

There were also pitches from four startups: Stasis Labs, 1Bridge, Dozee and MedYog. They offer solutions in areas like hospital patient tracking, sleep quality indicators, home diagnostics, and rural healthcare Other presentations were by FirstLife, Business Domain Healthcare of Robert Bosch Engineering and Business Solutions Pvt. Ltd. and Silver Oak Health.

To read more about the conclave: https://yourstory.com/2017/02/affordable-healthcare-conclave/
https://yourstory.com/2017/02/affordable-healthcare-emerging-opportunities/
https://yourstory.com/2017/02/healthcare-hardware-healthcare-opportunity/

Dr. Sujatha Rao makes a point on healthcare being unaffordable for the marginalized in India at the panel discussion on India's Future Policy Direction on Affordable Healthcare. (L-R) Prof. Arnab Mukherji, Chairperson, Centre for Public Policy, IIMB; Dr. Vijendra Prakash, GM, The Himalaya Drug Company Bangalore; Dr. M. Govinda Rao, Emeritus Professor, National Institute of Public Finance and Policy and Advisor to Deloitte Touche Tohmatsu, and Dr. Sujatha Rao.

Prof. Arnab Mukherji moderates the panel discussion on 'Affordability through Smart Health Financing and Health Systems'. (L-R) Prof. Arnab Mukherji, Somil Nagpal, Senior Health Specialist, World Bank, Phnom Penh, Cambodia and Dr. Sujatha Rao.

Anil Misquith, Executive Director – Strategic Initiatives, Samhita Social ventures & Senior Advisor – Villgro moderates the panel discussion on 'Impact Funding in Affordable Healthcare'. (L-R) Anil Misquith; Naga Prakasam, Angel Invester; Karuna Jain, Associate Director and Global Health Lead, Acumen; Paul Belknap, Head, Healthcare initiative, Villgro, and Sameer Sawarkar, CEO, Neurosynaptic Communications Pvt. Ltd.

(L-R) Madanmohan Rao, Research Director, YourStory.com; Sushil Eapen, CEO, Silver Oak Health; Guruprasad S, Business Domain Healthcare, Robert Bosch Engineering and Business Solutions Pvt. Ltd. and Subramanya Basavanahalli, Co-Founder & COO, FIRSTLIFE at the Open House on 'Healthcare Start-ups - Technology Trends, Innovative Solutions; at the day-long conclave.

"Why India Needs Fewer Cattle Than Cars" (SN January 2017)

http://sustainabilitynext.in/cover-story/why-india-needs-fewer-cattle-than-cars/

Roshni Rajendra, Bengaluru

98% of the world's biomass is comprised of humans and the animals that humans domesticate (this is excluding all micro-organisms). This means that humans have driven almost all other species to extinction. The beauty of nature is in its diversity and it is this diversity that helps biological systems clean themselves. Something that human intervention is impeding.

Milk, by the way, is not something that humans can inherently digest. I do agree that milk is an easily accessible and cheap source of nourishment for children, but inspite of India accounting for 18.5% of the world's milk production, 30% of Indian children under the age of 3 are underweight and a lot more are wasted and stunted.

Like the article said, we need more efficient cattle management systems in place and I am curious to know about the distribution of milk in India.

But I digress. Yes, there is a western demand, but there is an increasing demand for beef in India as well and I am curious as to how this issue has been under wraps for so long. I am sure environmental watchdogs and research organizations must have known this for a while.

There is a very poignant documentary on this secrecy called Cowspiracy: The Sustainability Secret that I would recommend.

Ashwini Saxena

What a preposterous assumption that reduce cattle and increase cars per person, by corollary. What then happens to the food security, milk availability for the impoverished children of the country? Any international convention cannot be above the fulfillment of the basic needs of a 130 crore strong population where malnutrition still is a significant challenge. Can the developed countries reduce some of their excessive consumption to be more responsible global citizens please?

Aravind Sitaraman, Bengaluru

This sort of bullshit analysis have been published before and have been massively discredited. Previously, another study said that Indian cows' farts were environmentally debilitating. Indian cows, like Indian citizens, hardly contribute to global warming as we hardly use inorganic matter (the numbers are rising however) especially when compared to their Western counterparts.

The issue is that we constantly look at everything through the eyes of the Western "researcher" or "scientist" who is essentially funded by some corporation. They use the veneer of science and

the eloquence of a brand university to add weight to their so-called research. The present Federal Government is doing well on so many fronts but is doing a terrible job on the environment.

In the interest of achieving "development" at all costs, they are sacrificing the environment and culture. The idea of looking at cattle as a subservient entity existing to serve humanity with its production of milk is not only immoral but also against the Constitution of India. The Indian Constitution is the only one in the world that guarantees equal living rights to all beings including animals and plants. Such a departure from our traditional values following the advice of selfish people will definitely erode us as human beings.

We threw out coconut oil because Harvard "researchers" told us that coconut oil is bad for you. Now that Hawaii is producing a lot of coconuts, coconut oil is all of a sudden very good for you. Similarly, for sesame oil and many of our traditional dietary items.

Also remember the argument of how useless A2 milk is and how superior A1 milk is. We immediately devalued our cows and started importing Jersey cows and impregnating them with imported semen. Now that American companies own the patents for A2 milk production, reproduction, and breeding, all of a sudden A2 milk is better.

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http://www.magzter.com/IN/ManagementNext-Media-/Sustainability-Next/Business/

5 Secrets Global NGOs Can Learn from Indian NGOs

While Indian nonprofits have a lot to learn from their counterparts operating in developed markets, a recent study of 20 large Indian NGOs, published in the March 2017 issue of Stanford Social Innovation Research (SSIR)'s magazine *Impact India* reveals that the world has a lot to learn from Indian NGOs – especially about how to scale with scarcity.

"India is an ideal country for studying the challenges that growing nonprofits must overcome," said **Soumitra Pandey,** a partner in Bridgespan. "As India's nonprofits strive to help meet the needs of more than 250 million people who live on less than $2 daily, many push themselves to find the most effective ways of scaling their organizations with extremely limited resources."

Soumitra Pandey

Bridgespan studied 20 Indian nonprofit organizations that have deftly managed the tension between scale and scarcity. Some of the NGOs studied include Akshaya Patra, Aravind Eye Hospital, Agasthya International Foundation, Self Employed Women Association (SEWA), Goonj, Kaivalya Education Foundation. In researching this issue, Bridgespan identified five recurring mind-sets that India's nonprofit leaders use to maximize their outreach, and assist millions of people in need:

The Denominator Mind-Set

Stay focused on the size of the need, while remaining flexible in confronting it. Out of the 20 nonprofits that were studied, two-thirds of the founders said they started without full-blown plans and funding commitments. Driven to solve a chronic social problem at scale, denominator thinkers are biased toward action.

The Dignity Mind-Set

To serve many, elevate the humanity of each participant. They exhibit a "people over program" philosophy by prioritizing each individual's dignity.

Bellary School Children Pray Before Having Akshaya Patra Mid-day Meals

The Radical Frugality Mind-Set

When scarcity abounds, reduce costs while stretching impact.

The Innovative Hiring Mind-Set

Tap hidden talent from unexpected sources.

The Collaborative Mind-Set

Make government a partner, not an adversary.

Rohit Menezes, a partner at Bridgespan and co-author of the article, commented on areas where India can learn from the rest of the world: **"Even as India can offer global lessons in how a nonprofit can extend its reach, Indian nonprofits can look to nonprofits elsewhere to better define and measure what success looks like. We would all benefit if nonprofits in both India and around the world developed systems and processes to more effectively measure their total impact."**

The Bridgespan Group (www.bridgespan.org), a consulting firm in the development space, collaborates with mission-driven leaders, organizations, and philanthropists to break cycles of poverty and dramatically improve the quality of life.

Impact India is a magazine collaboration between *Stanford Social Innovation Review*, The Bridgespan Group and Dasra, which publishes on philanthropic trends, management methods and social sector fields related to India's rise as a laboratory of social innovation.

Think of India, Think of Scale

More than 250 million of India's 1.3 billion people live on a daily income of less than $2. For any nonprofit to make a dent in lifting people out of poverty, it needs to reach many millions of people in need. At the same time, the Indian government spends just 1.4 percent of the nation's GDP on health care, less than half of what China (3.1 percent) and Brazil (3.8 percent) spend. Government spending on schools similarly trails spending rates in other fast-emerging economies.

Add to that mix India's swirling diversity of 150 languages, more than 2,000 ethnic groups, and every major religion, all of which multiply the challenges of reaching marginalized people. There might be no better lab than India for studying the challenges that nonprofits face in trying to grow while stretched for resources.

https://ssir.org/articles/entry/why_indian_nonprofits_are_experts_at_scaling_up

Wipro Earthian Award Winners 2016.

Lessons Learnt from Six Years of Organising Wipro Earthian

Wipro Earthian is India's largest effort in imbibing sustainability mindset among students in schools and colleges. In a conversation with Benedict Paramanand, Editor of SustainabilityNext, P S Narayan, a spearhead of this initiative, shares his learnings and the way forward to make a bigger impact. Mr. Narayan is VP, and Head, Sustainability and Social Initiatives, Wipro Limited. He is the visiting faculty at the Azim Premji University and Xavier University, Bhubaneswar

Key learnings from Earthian initiatives so far

Wipro-earthian was started in 2011 and has seen six editions till now. During this period, it has evolved in its scope. One of our directional shifts was to focus on rural schools much more. For this, outreach and constant engagement with the schools is important. Therefore, partnering with the right organizations is important to meet this objective. We have adopted a multi-pronged strategy in this regard and have forged multiple partnerships with both civil society organizations and government institutions. The response from these rural schools has surpassed our expectations. **We have observed the children from such schools to be not only enthusiastic but they also demonstrate an innate understanding of sustainability issues.** This probably stems from being more directly in touch with nature.

On the other hand, in the college category, our key learning right from year one has been that a 'one size fits all' approach does not work. Because there are so many different disciplines, we have had to customize our approach accordingly. We now have a full fledged program for the B-Schools category and are actively considering something appropriate for Engineering / Technology institutes.

Good sustainability education engages the head, heart and hand in equal measure. This is a slow and gradual process. The differentiating factor is not much the creation of content as much as the presence of change agents amongst the faculty.

P.S.Narayan, VP and
Head of Sustainability, Wipro Ltd.

How will they be helping in shaping your future initiatives?

Since inception, our outreach has been to more than **6000 schools and colleges, 7000 + teachers and faculty and more than 55,000 students across 72 districts in 29 states and union territories.** This has been largely possible through our outreach partners in various states and geographies. Going forward, our plan is to continue the two pronged approach of (a) expanding outreach to and participation of schools in rural and semi-rural India while (b) ensuring depth and quality of participation in the college category. We currently have strategic partnerships with IIM Bangalore and Xavier University, Bhubaneswar - we will continue to build partnerships with various leading institutes in different streams.

How can technology be used in the future to amplify these initiatives since you have now tested the model?

Over the past several years, we have learnt that real change in education happens only slowly and requires continuous engagement at multiple levels. It is no different for sustainability in education where the challenges have an added dimension of complexity due to its multi-disciplinary nature. **The role of technology therefore is very limited.** We use technology for outreach to schools and colleges and we have a rich portal for Wipro-earthian but beyond that, our **focus will be on how to nudge changes in the right direction** by working closely with teachers, faculty and students of both, schools and colleges.

What curriculum improvements would you suggest to inculcate sustainability mindset among the young students in India?

Sustainability in education has to be integrated with the subjects and disciplines that are already part of the curriculum. For example, the conventional teaching of Economics doesn't touch sufficiently on ecological economics and valuation of externalities. Similarly, engineering education should bring in the angle of appropriate technology for India in a much more cogent manner.

Good sustainability education engages the head, heart and hand in equal measure. This is a slow and gradual process. The differentiating factor is not much the creation of content as much as the presence of change agents amongst the faculty. Progressive and committed faculty members who are ready to walk the less travelled path in their respective disciplines are the ones who can bring about this change.

Bangaram Island, Lakshadweep

In Eco-Tourism Customer Is NOT the King

The debate about whether the customer is the king or an ass goes on. Steve Jobs was one of the early disruptors of the 'customer is the king' belief – he gave customers something they didn't know they wanted. Today, Apple is the most valuable company on Planet Earth. Jose Dominic stumbled upon this idea in 1988, even before Steve Jobs did, and has become wildly successful since then.

"Why do we load him (customer) with kingship? It's like holding a tiger by its tail. Neither he nor us, will know where to go," Jose says. Instead, he believes in the villagers' approach – 'give what they have, not give what the customer wants.'

This learning has made Jose Dominic India's pioneer in authentic and eco-friendly luxury resort business. He learnt his way up without forgetting lessons each of his projects taught him. In fact, he is happy to share it with everyone so that it has a multiplier effect. That's what he did at an eco-tourism conclave he participated in Bangalore late February 2017. The conclave was put together by NGO Dharthi, IIM Bangalore Centre for Corporate Governance & Citizenship (CCGC) and SustainabilityNext.

Jose's firm CGH Earth (formerly known as Casino Group of Hotels) has been in the hospitality business since 1954. It began as a small hotel catering to Cochin Port's visitors. Today, it has grown into a large experiment in immersive tourism. The group's hotels include Spice Village in Thekkady, Coconut Lagoon in Kumarakom, Spice Coast Cruises on the Vembanad Lake, Marari Beach in Mararikulam, Brunton Boatyard and Chittoor Kottaram in Cochin, Maison Perumal in Pondicherry, Visalam in Chettinad, SwaSwara in Gokarna and Kalari Kovilakom in Kollengode. His first project in Bangaram Island 25 year lease expired recently.

Writer Joan Erickson has said "Vital lives are about action. You can't feel warmth unless you create it, can't feel delight until you play, can't know serendipity unless you risk." Jose Dominic's serendipity moment happened when his little known Casino Hotel was awarded the contract to develop India's first island resort on Bangaram Island in Lakshadweep.

Jose Dominic didn't have the funds to develop the island into a luxury resort the way it is done globally. That forced him to reflect on what true luxury could be for customers who are used to the best of modern comfort. He stumbled upon the idea that experiencing nature in its purest and unadulterated form can be the new definition of luxury. It was the risk he was willing to take and it worked brilliantly.

He has applied this principle to all his properties where there are no television, air conditioners and newspapers. They were replaced by nature related activities like making paper from elephant grass, bullock cart ride, vermi-composting, learning about local cuisine, treks to discover flora and fauna.

Pricing innovation

Jose says, "Our discovery was – luxury is not ostentation, but experience of nature. That was the disruptive innovation we stumbled upon. This strategy guided us in all our future projects. It is offering as authentic, as genuine and as unspoiled as possible for the customer who has been there and done that."

Jose Dominic, MD & CEO, CGH Earth

How to price experience of nature was perhaps the biggest question that Jose has asked himself and resolved in his long career in this business. His logic was – if the customer is fine with paying $180 a night on a five-star transit hotel, how much would he be willing to pay for a destination hotel? He decided to charge the same price the five-star hotel charged in 1990. His friends were aghast. He stuck to his logic and it has paid him huge dividends since then. Jose said most customers advised him not to change anything in his island resort, even if he had to double the price. At US 500 a night in 2010, his resort was full most days and was the most expensive island resort in India.

CGH has worked with many other concepts that have given his properties an authentic experience tag. For example, he says, "We would serve only what would grow within the 50 mile radius. It gave the customer more value than if we gave them all the usual luxury like variety of cheese they are used to." He started using solar power and recently launched a solar boat as well.

Since Jose's first burst into eco-tourism in 1990, the percentage of the Alert Independent Traveler (AIT) has gone up, even if it's less than one fifth of the size of the tourism industry. AIT's are discovery oriented and seek exceptional and pure experience. The majority still belongs to the sun, sand and surf (SSS) segment. They demand similar comforts in different locations.

Jose's mantra today is –luxury as an experience, not a product – where consumers' interest is subjugated to that of the environment and the interests of the local community.

His winning formula is Luxury = ECC (Environment, Community & Customer in that order.) "Harmony of the three makes it luxurious – that's our discovery."

Eco-tourism Beyond Tigers?

Tadoba Andhari Tiger Reserve, one of the oldest tiger reserves in Maharashtra

India's eco-tourism policies are too heavily tilted towards managing tiger reserves. This has clearly affected the development and growth of eco-tourism as a complete experience. In fact, it has been affecting tigers too as people disturb them while trying to get a glimpse. "There's too much stress on large mammals (like elephants, rhinos & tigers). The challenge for us is how to move away from this focus," Vinay Luthra, chairman of the Karnataka Tourism Board observed.

What a robust eco-tourism policy should look like – was the topic of the workshop at IIM Bangalore in February 2017. It was put together by Dharthi and SustainabilityNext in collaboration with IIMB (Centre for Corporate Governance & Citizenship.) The participants represented different stakeholders – forest department officials, tourism board members, resort owners, community-run resorts, NGOs and academia.

It's surprising that India and most of its state governments, with the exceptions of Kerala, Himachal Pradesh and Madhya Pradesh, are yet to announce a comprehensive eco-tourism policy. Karnataka was a pioneer when it announced its 'Wilderness Tourism Policy' a decade ago. The state is known to have drafted an eco-tourism policy as well recently, but a few contentious issues and vested interests are said to holding back from announcing it.

It's ironical that India has an eco-tourism policy only for 0.7% of the forest area which are tiger habitats. There's no policy for rest of the forest. Fortunately, Myecotrip (www.myecotrip.com) offers a variety of activities around nature across the state. The government is planning to launch an app soon to ensure the process of travel smoother.

Dr. A K Bhattacharya, former CEO, MP Eco-tourism Development Board said all tourism is 'eco-tourism' and care has to be taken to protect and nurture ecology around all tourist destinations. He called for a 10-year vision or a road map for eco-tourism, for it to have any lasting impact. Eco-tourism should be repositioned as a pilgrimage to forest.

The draft of The Karnataka Tourism Policy 2014-19 does mention eco-tourism in passing. It states, "Eco Tourism will be promoted as a core tourism activity in close collaboration with the Forest Department. An eco-tourism zone stretching from Coorg to Karwar will be identified and a chain of nature camps will be encouraged and promoted as Jungle Trails in the zone."

The stakeholders at the workshop want much more from the state's eco-tourism policy. Some suggestions include:

- A clear policy which includes certification and ratings for home-stays and resorts
- A governance structure that penalizes service providers and officials for laxity and connivance
- Address the issue of monopoly of state-owned Jungle Lodges over safaris
- Eco-tourism has become an elite activity and that affordable services should be widely built
- Incentives for training naturalists and for community-run home-stays or resorts

The language of the state's draft tourism policy appears to be in sync with the times and has used the stake-holder friendly language. It states: "We acknowledge that the tourism sector is strongly supported by micro-enterprise activities and hence the policy encourages creating an enabling environment for local tourism industry (SME) to operate in an ecologically and environmentally sustainable manner."

"The Policy encourages shift in attitudes - from regulation and control to empowerment, from patronage to partnership, and from linear government-lead structures to alliances with diverse stakeholders in the sector."

Responsible Tourism

Jose Dominic, MD & CEO, CGH Earth, one of the most successful ventures in eco-tourism in India believes 'responsible tourism' concept is better than 'eco-tourism' if the larger interest is to protect the ecology, the communities at the same time provide rich experience to customers. His success mantras are:

- Profit and eco-tourism are not contradictory
- 'Show what there is'. Even mud and thatch can be luxury
- Customer interest is only next to that of the environment and community

Clearly there's a huge mismatch between potential revenue earning capability of tourism, particularly eco-tourism in Karnataka, to the earnings today. The ecological diversity in Karnataka is one of the best in India. But what is needed, George Ramapuram of Orange County, said, is a big picture approach.

Read draft tourism policy : http://www.bcic.in/wp-content/uploads/2014/04/Draft-Karnataka-Tourism-Policy-2014-19.pdf

Pollution to Plastic

The idea appears preposterous but it seems for science nothing is impossible.

In May 2014, Sprint had announced it will be one of the first companies to use AirCarbon™, a new carbon-negative material made from greenhouse gas, instead of petroleum, to create plastic products. The material has been used in black and pink cell phone cases for the iPhone® 5 and iPhone® 5s that was sold online for $29.99. Sprint is the first telecommunications company in the world to launch a carbon-negative product using AirCarbon.

In the past few months, Newlight has signed £74 billion of AirCarbon in off-take purchase or licensed production agreements: global scale agreements that will create significant value by reducing cost for consumers, moving oil out of our products, and reducing the amount of carbon in the air.

The material, AirCarbon™, is manufactured by California-based Newlight Technologies. The company uses a proprietary carbon capture process to convert air and greenhouse gases (GHGs) into a plastic that has similar durability and performance characteristics to petroleum-based plastics. The conversion technology can synthesize high-performance thermoplastics from a wide range of sources, including methane and/or carbon dioxide from agricultural operations, water treatment plants, landfills, anaerobic digesters, or energy facilities. The material has wide applications, as it can then be formed and molded into almost any given design.

Newlight Technologies has been working on this breakthrough technology since 2003. It seems to be at an inflection point with the likes of IKEA and DELL signing up big deals. The company is making efforts to make global impact in a big way. Its 15-year technology license agreement that with Paques to manufacture, process, and sell bioplastics based on Newlight's proprietary greenhouse gas to AirCarbon™ conversion technology, at a rate of up to 1.3 million metric tons per year is considered a breakthrough. Under the agreement, Paques and Newlight will work together both commercially and technically to accelerate the expansion of AirCarbon production capacity globally.

Mark Herrema shows off a chair that's made from AirCarbon (Photo: Dan MacMedan, USA TODAY)

What is AirCarbon?

AirCarbon is a special material. It is produced in most known living organisms, from cattle, humans and trees; an evolutionary ancient molecule that is used to store carbon. It is biodegradable, as strong as plastic, and it can be melted and formed into shapes. First out of a garage, then dorm rooms, and then for many years out of a quiet facility in Southern California. Finally, seven years later, in 2010, they had a breakthrough, and discovered how to pull carbon out of greenhouse gas to make AirCarbon at a yield that had never been achieved previously: nine times higher than previous.

IKEA and Paques have taken out production licenses to AirCarbon technology to produce AirCarbon material themselves, Vinmar has signed a take-or-pay contract with Newlight for large scale supply of AirCarbon, and Dell, KI, Hewlett-Packard, L'Oreal's The Body Shop, and others have created commercialization partnerships with Newlight to replace plastic and reduce the amount of carbon in the air on a market-driven basis.

"But it is not enough. We are not satisfied. We need to go bigger, move faster. We need the entire world to be participating in this effort, moving together, as one. Because only then will we make the impact we need to make," a senior company executives said.

https://www.youtube.com/watch?v=HJgKk4N25wg

Centum Foundation to Train 1000 Deaf

Centum Foundation, the CSR arm of Centum Learning, an ISO 9001:2015 - certified skilling MNC, announced the launch of **Centum GRO** to train deaf youth in India. The initiative is in collaboration with US-based Global Reach Out (GRO) a non-profit organization run by hearing-impaired individuals, which has already imparted leadership skills and entrepreneurial training to over 1,000 deaf youth across India.

Dr. Alim Chandani

Dr. Alim Chandani heads the first center located at Hauz Khas, Delhi. The pilot batch has already commenced with training underway of nearly 40 students who are graduates from various streams. Besides skills training to the hearing-impaired candidates, the program will also include workplace sensitivity training sessions to potential employers to help companies assimilate people with disabilities more effectively at their workplaces.

In the second year of operation, Centum GRO plans to develop and create the first entrepreneurial training program for the deaf community to nurture future entrepreneurs.

There are approximately 12 million deaf people in India, 80% of who have no access to any formal education. But for those who receive formal education, there is a lull after that. “We are aiming to provide that last mile connect through soft skills training and entrepreneurship skills empowering young deaf adults. It is indeed a memorable day for us,” a company spokesman said.

The training, vary from one to three months, is being offered under four segments: Multimedia, Accounting, BPO/DEO, and IT. The minimum eligibility criterion is a Bachelors degree (B.A., BFA, B. Com, etc.).

The program is being funded by Bharti Airtel.

Centum Learning is a leading organization in the global skills development and vocational training landscape. An ISO 9001:2015 certified company, its mission is to improve business productivity and enhance youth employability. It has 1400 learning and development specialists and their domain expertise in 21 industry verticals. It has skilled more than 1.2 million people. It operates out of over 100 centres and close to 1000 schools in rural and urban locations across 17 countries including India, Nepal and 15 countries in Africa.

Minor Flight Route Changes Can Cut Eco-Impact by 10%

Making small changes to some flight routes could help airlines reduce their climate impact by up to 10%, according to a new study. The study by researchers from University of Reading in the UK shows airlines could make a large positive impact on climate change by altering flight routes to avoid areas where emissions have the largest impact.

Professor Volker Grewe

"Climate-friendly routing of aircraft has an exciting potential to decrease the climate impact of aviation, without the need for costly redesign of aircraft, their engines, and airports," said Professor Keith Shine from Reading's Meteorology Department. "With more targeted research, it could become a reality in the next 10 years," said Shine.

"Around 5% of man-made climate change is caused by global aviation, and this number is expected to rise. However, this impact could be reduced if flights were routed to avoid regions where emissions have the largest impact," said Volker Grewe, Professor at the Delft University of Technology in The Netherlands.

"Aviation is different from many other sectors, since its climate impact is largely caused by non-CO_2 effects, such as contrails and ozone formation. These non-CO_2 effects vary regionally, and, by taking advantage of that, a reduction of aviation's climate impact is feasible.

"Our study looked at how feasible of such a routing strategy is. We took into account a representative set of weather situations for winter and summer, as well as safety issues, and optimized all trans-Atlantic air traffic on those days," said Grewe.

Using calculations of emissions, climate change functions, and air traffic simulations, the research team evaluated 85 alternative routes (17 horizontal and five vertical) for each of the roughly 400 flights crossing the North Atlantic in either direction each day.

"Our results show that under appropriate framework conditions and regulations, cost-effective climate-optimized routing has the potential to significantly reduce the climate impact from aviation," Grewe said.

"We adopted a detailed modeling framework to estimate the benefits and costs of air traffic routing options over the North Atlantic. The results for five representative winter and three representative summer situations show the potential to reduce the climate impact of aviation by roughly 10 % at relatively low costs of 1 %," said Grewe.

The study showed that, in all-weather situations, routes could be found that reduced the climate impact at low costs, though the intensity in climate impact reduction varied.

The research was published in the journal Environmental Research Letters

ArthImpact Offers On-tap Affordable Loans

ArthImpact has announced the launch of on-tap loans to bring the benefits of India Stack and Jan Dhan to crores of families and small businesses in India. ArthImpact's mission is to provide digital financial services, with credit as a first product, to the underserved mass market. Loans are now being selectively rolled out via partners.

Manish Khera

ArthImpact was founded by **Manish Khera** and **Gautam Ivatury,** recognized pioneers with decades of experience in digital finance. ArthImpact's model leverages technology to create a new-age, fairer way of banking – fun, accessible by all, and available anytime and anywhere. **The company's loans for small merchants are less costly and more reliable than informal borrowing.** *With its very first product, ArthImpact is increasing the financial strength of small and micro-entrepreneurs, the heart of Indian commerce.*

ArthImpact's Proposition

1. On tap affordable loans from ₹2,000.00 to ₹1,00,000.00
2. A paperless application process with instant approval and disbursement within seconds
3. New 'fairer' way of banking compared to informal lenders
4. Benefits of India Stack and Jan Dhan
5. Tied up with aggregators serving over 6 lakh small entrepreneurs

Gautam Ivatury

Manish Khera is a financial inclusion pioneer in India with over 20 years of banking experience and has also helped shape policies in this space. He has held roles such as CEO of Airtel Payments Bank, Co-Founder of YTS Solutions and founder and CEO of FINO Paytech - India's largest provider of Business Correspondent based banking services with over 70 million clients. Manish also spent many years at ICICI Bank across corporate and retail portfolios.

Gautam Ivatury has started, advised and funded mobile ventures and Fortune 500 players globally as head of the CGAP / World Bank digital finance program (backed by the Gates Foundation), as Co-Founder of Signal Point Partners (an advisory firm and incubator), and via Board and investor roles at fintech startups.

Announcing the launch, **Manish Khera** commented, "Today, banks and new-age lenders have introduced online loans to a narrow set of professionals and medium-sized enterprises. Our mobile platform and analytics-rich solution enables on-tap access for customers needing a few thousand to one lakh rupees at short notice. This will help fill gaps in family finances or small business cash-flow. We want to provide digital financial services to customers at economical rates so as to make positive **impact** on customer's life."

Good bye to Money Lenders?

ArthImpact's primary research revealed a dire need for easy cash management among customers in the INR 1 lakh to 5 lakh per annum income bracket – including shopkeepers, traders, and semi-skilled workers in urban and semi-urban areas. Until now, only moneylenders have offered these segments what they need – ease of application, instantly available funds, and flexibility – which is why informal loans are the biggest form of household borrowing pan-India (according to the 2016 ICE 360° survey).

Piyush Goyal wants India to Manufacture Solar Panels and Batteries

India has been doing well with meeting its aggressive target on generating renewable energy. But the big question is - will it continue to import everything – from solar panels, storage batteries, wind turbines and blades? This will not only apply enormous strain on foreign exchange, it is akin to forsaking massive potential to make them locally – which will help employment and investment. There are no strong signs of a solar energy product manufacturing although some talk about it takes place in public forum. Edited excerpts of talk by Piyush Goyal, Minister of State for Power, Coal, New and Renewable Energy and Mines, at an energy conference in Abu Dhabi recently

Although India remains dependent on coal to fuel its energy needs, it aims to scale up its solar power capacity to 100GW by 2022. It is targeting 60GW from wind energy and plans to bring in hydro power, from which it generates 40GW, into the category of renewable energy. By 2022, the country plans to generate around 225GW from clean and renewable sources. When other global industry experts said renewable energy needs private funding to be successful, Goyal said he does not see any challenge in getting finance for renewable energy in India.

The minster was of the view that India should manufacture in India for India and should assess what it would take for the country to be an end-to-end solution provider for solar energy.

"Gone are the days when government had to bring in subsidies. We don't need to convince the industry anymore. We just need to make sure that there are no roadblocks. The 100 gigawatt target for solar should not be a constraint. India won't stop at 100 GW," Goyal said.

"We can manufacture at scale. A subsidy regime is not the best way to move forward. We need to draw up a regime where government can be an enabler for manufacturing to compete at good quality and prices," Goyal said.

We need to foster partnerships with high quality technology suppliers. We will provide large tracts of land to manufacture at scale. Indian developers should also promote Indian manufacturing."

India has positioned itself as a leader in the renewable energy space by spearheading the creation of the International Solar Alliance (ISA). ISA, through the principle of demand aggregation, could potentially lead to significant further decline in solar technology costs, as multiple countries come together for scaling global solar power production. This is what India did domestically with the hugely successful LED procurement and distribution program.

It is only through market interventions like these that the costs of mitigation technologies could be lowered globally, making mitigation actions relatively easier, as well as lowering the need for supporting finance.

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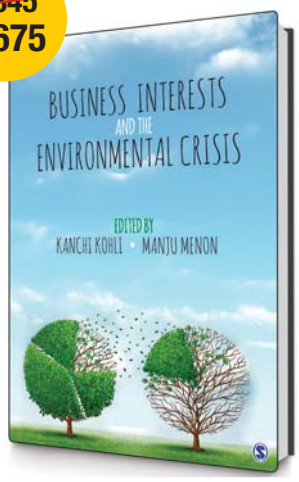

This book highlights the manner in which key aspects in policy discourse—commodity, pricing, ownership, and regulation—have borrowed economic and trade principles to address the environmental crisis and to what effect. It addresses a fundamental issue in environment: if nature is no longer available as a limitless resource, how has the policy discourse on the environmental crisis come to view it, value it, and live with it?

2016 • 284 pages
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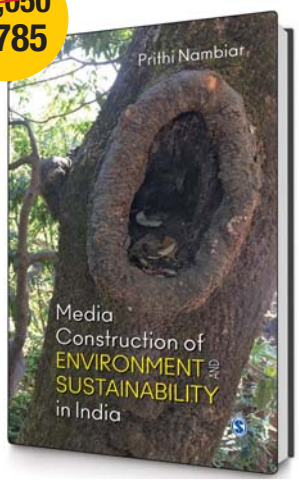

The book presents a theoretical framework against which the role of media and communication in enabling this meaning negotiation is explored and illustrated through textual analysis and examination of interview data. The uniquely theoretical and practical perspective on the discursive construction of these concepts will be of immense value for policy makers, development and media practitioners, scholars, and students of media and communication.

2014 • 312 pages
HB 978-81-321-1741-4

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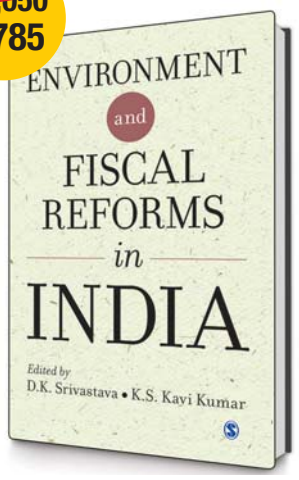

The current structure of taxation in India, the book underlines, is characterized by inadequacies such as cascading, multiple tax rates and inter-state sales tax, fragmenting the all-India market. The book argues in favour of integrating environmental considerations in the GST regime. It emphasizes the importance of eco-taxes on polluting inputs and outputs.

2014 • 364 pages
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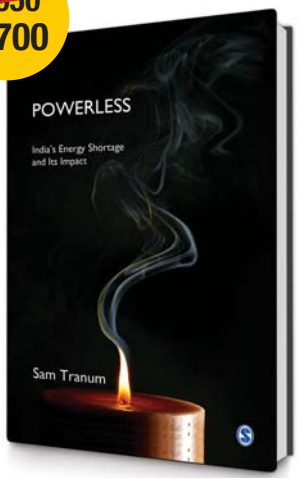

Explains India's energy shortage, how much coal, oil, gas, uranium, and power the country uses, and for what purposes. It discusses how the shortages and resulting imports affect the country's economy, businesses, and residents. It also looks at the environmental and health effects of India's growing energy use and how efforts to mitigate these are likely to affect demand for coal, oil, gas, and uranium.

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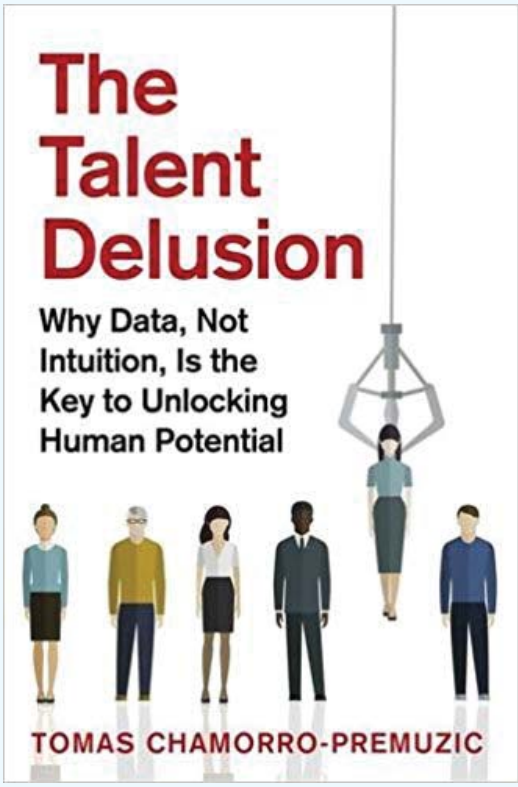
By Benedict Paramanand

It's War ON Talent, not FOR Talent



It's no longer a war for talent rather it's going to be war ON talent. That's the billion dollar give-away by the author, who is an authority in psychological profiling, talent management and people analytics. He teaches at University College London and Columbia University and has taught at London School of Economics.

The author emphases that psychology, instead of the current methods, has to be the science for understanding people. It should be a pivotal tool for solving people problems, he adds. The book hopes to educate leaders on how to measure, predict and manage talent. It provides data-driven solutions to the common problems encountered with employee selection, development and engagement.

The interesting part of the book is the chapter on 'The dark side of talent'. It examines why very talented people resort to the counter-productive work behaviors.

Source: Qualigence International

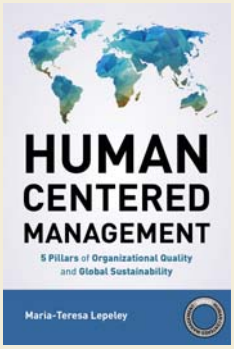
Despite the central importance of talent management in the real world of business, there is a huge scientific-practitioner gap in talent management. The author believes that "Leadership development and talent management industries have largely been corrupted by wishy-washy advice from self-proclaimed experts and unqualified gurus. Thinking around talent has been hijacked by the self-help movement, and the result is a proliferation of populist and toxic advice, ungrounded in science yet highly effective at misleading HR practitioners and decision-makers in their talent-related activities."

This disconnect, the author believes has resulted in the ubiquitous trends of – passive job-seeking, appeal of self-employment, and the rise of entrepreneurship. "Almost 20 years after the concept of war for talent was first introduced, we have made no visible progress on winning this war. A substantial amount of money and resources have been devoted to this war, and much like the wars on drugs or terror, without results."

The author has offered 'future talent identification tools such as gamification, digital interviews/voice profiling, professional social networks and crowd-sourced reputation/ peer rating.

But no one will be able to, at any time, prevent people from thinking that they are more talented than they actually are.

BOOKSHELF

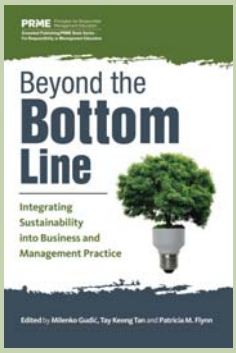


Human Centered Management - 5 Pillars of Organizational Quality and Global Sustainability

By Maria-Teresa Lepeley, Greenleaf Publishing, March 2017

We have never had more freedom to acquire information to make decisions, and organizations have never been so pressed to demonstrate accountability as they communicate with better informed customers and users. People who work IN an organization must also work FOR the organization to accomplish its mission. In this environment, humans are no longer just a resource; they are the reason an organization exists. New constructs are needed to ensure this human-centered paradigm shift.

This book sets out the rationale for this shift and stimulates the discussion and the discovery of effective approaches and solutions to innovate for social and environmental good. Written by an expert in quality standards, the book offers a coherent model which synchronizes the organizational structure with the talent required to develop resilient and agile work environments. New strategies to develop talent will be critical, and multidisciplinary approaches from scholars and practitioners from around the world will be required to effectively collaborate and articulate the solutions. The proposition in the book focuses on continuous improvement and interdisciplinary collaboration between scholars and practitioners across different industries, sectors, and national borders in order to address the unavoidable disruptions in the global VUCA environment.

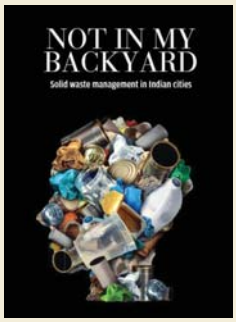


Beyond the Bottom Line - Integrating Sustainability into Business and Management Practice

Edited by Milenko Gudic, Tay Keong Tan and Patricia M. Flynn, Greenleaf Publishing, March 2017

Beyond the Bottom Line: Integrating the UN Global Compact into Management Practice is the first book to look at how the Ten UN Global Compact Principles and the sustainability agenda can be incorporated into business practice. The UN Global Compact is the largest corporate sustainability initiative and, with over 12,000 participating organizations, provides a major influence on global business sustainability practices. Its mission is to guide organizations in how to (1) do business responsibly by aligning their strategies and operations with Ten Principles on human rights, labour, environment and anti-corruption; and (2) take strategic actions to advance broader societal goals, such as the UN Sustainable Development Goals, with an emphasis on collaboration and innovation.

This book addresses head-on some of the most persistent managerial challenges faced by businesses and organizations today. To what extent are businesses able to practice responsible management with regard to the Ten Principles of the UN Global Compact? How can managers of organizations comprehensively and pragmatically address the risks and responsibilities concerning complex and changing issues in their policies and practice? It also offers a platform for academics to confront some of the most intriguing intellectual challenges on this topic.

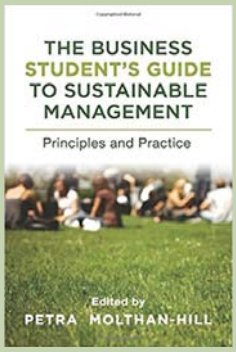


Not in My Backyard – Solid Waste Management in Indian Cities

Published by Centre for Science & Environment,

The book is an attempt to highlight the present status of solid waste management in the country and what should be the way ahead. It is clear that cities are producing more and more waste and solid waste generation in our country is increasing. In such a scenario, we need to re-invent waste management in our country.

The book highlights solutions to this growing problem and shares case studies from cities that have been able to resolve the issue of solid waste management.



The Business Student's Guide to Sustainable Management (Second Edition) - Principles and Practice

Edited by Petra Molthan-Hill, Greenleaf Publishing, March 2017

The Business Student's Guide to Sustainable Management has become a core textbook for business undergraduates. With a full introduction to sustainable management, the textbook covers all subject areas relevant to business students.

This second edition features fully updated chapters on how to integrate the Sustainable Development Goals into accounting, marketing, HR and other subjects in management and business studies. Furthermore, this second edition offers brand new chapters on how to teach the Principles for Responsible Management Education (PRME) in any business discipline, how to explore new business models designed to support sustainable development and how to crowd-source for sustainable solutions.

The book contains nearly 45 ready-made seminars/short workshops which enable teachers and students to integrate the Sustainable Development Goals (SDGs) into every discipline in business, including economics, operations, marketing, HR, and financial reporting. Each chapter follows the same easy-to-use format.

The Business Student's Guide to Sustainable Management provides a true treasure chest of materials to support staff wanting to integrate sustainability into their teaching and provides support to effectively embed sustainability in the curriculum. The chapters also offer a starting point in developing teaching units for Masters and MBA students. The material is not just useful to people in business schools, but to those involved in wider scale curriculum change, and those looking to make links between different disciplines (for example, how to teach system thinking, corporate peace-making and the crowd-sourcing of sustainable solutions).

(Online Teaching Notes to accompany each chapter are available with the purchase of the book.)

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reachus@cloudxlab.com

OSSANewEvent210217
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https://www.eventbrite.com/e/ossanewevent210217-tickets-32252075827?aff=es2

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https://www.eventbrite.sg/e/3-day-introductory-bayesialab-course-in-bangalore-india-tickets-30463218306?aff=es2

Science Summer Camp
4 Apr 2017, Bengaluru
https://www.eventbrite.com/e/science-summer-camp-tickets-32646428346?aff=es2

Let the scientist in your id evolve this Summer - Jakkur
20 Apr 2017, Bengaluru
http://scienceutsav.com/wp-content/uploads/2017/03/ScienceUtsavs-fun-summercamp_2017_Blr.pdf

VLSI Workshop for Working Professionals
22 Apr 2017, Bengaluru
https://docs.google.com/a/aceic.com/forms/d/e/1FAIpQLSfzBg_1zGQVG4pVCPbgVYmDLMV-D1E6QfBO39zWiTNDd4XxBQ/viewform

CIID: Service Design through Experience Prototyping
24 Apr 2017, Bengaluru
education@ciid.dk

2 Hours to Business Analytics
25 Apr 2017, Bengaluru
https://docs.google.com/a/theaims.ac.in/forms/d/16lFk4L3BIonaSXD1YeNanEdCchC8CBbUnwy0QLIztFs

Call for Papers: Immiserizing Growth – A Conference
May 26-27, 2017, Toronto, Canada
https://hd-ca.org/events/call-for-papers-immiserizing-growth-a-conference

Sustainability 4.0 Awards 2017
May 26, 2017, Mumbai
http://ww2.frost.com/event/calendar/sustainability-40-awards-2017

QS World MBA Tour
28 May 2017, Bangalore, India
http://bit.ly/2lmrCT8

AngelHack Global Hackathon Series
03 June 2017, Bangalore, India
info@angelhack.com

Challenging Inequalities: Human Development and Social Change
6-8 September, 2017, Cape Town, South Africa
https://hd-ca.org/

Send Your Events Plan to - ganesh.keerthi@gmail.com