

CSR TODAY

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Are our biomedical scientists getting their due?

Several findings and reports, including those of the parliament's standing committee and NITI Aayog, have consistently found fault with the way Medical Council of India handled medical education in India. MCI was tasked with "maintenance of uniform standards of medical education", in which it had failed miserably. Barring few exceptions, the current standards of medical education are abysmal. No wonder despite having 460 medical colleges, not one features in the global top 100 ranking. With the possible replacement of MCI with the National Medical Commission (NMC) is set to change the way India conducts its medical education.

According to National M.Sc Medical Teachers' Association (NMMTA) President Dr. Sridhar Rao, "Healthcare is not only about medical education or the creation of doctors; there are other components to it, which also needs the government's attention and focus. Like the council for medical education, there are separate councils for dentistry, nursing, pharmacy and traditional Indian medicines. There are several other branches associated with the healthcare, whose professionals include physiotherapists, optometrists, laboratory technicians, imaging technologists etc, who have no such councils. Some states have their own councils but the center hasn't framed one yet. The bill "Allied and Healthcare Professionals' Central Council" drafted in 2015 is in the cold storage. Health is a state subject, it is the responsibility of the government to ensure high standards and good quality in all aspects of the healthcare. The central government has passed the Clinical Establishments Act (CEA) to regulate all institutions that offer healthcare; however, it is subjected to the adoption by the states."

Lost in the conundrum and din of medical education and the clinical establishments, a vital component of healthcare- the biomedical scientists have been largely ignored. Not much is known about them or there are misconceptions floating around. These are the persons with Medical Master of Science (M.Sc) degree



Rajesh Tiwari
Publisher
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obtained in the medical colleges and awarded by the health universities under the faculty of medicine. Along with all the medical courses, Medical M.Sc courses also feature in the first schedule of the Indian Medical Council Act, 1956. Many of these biomedical scientists hold Ph.D as well.

Owing to the critical shortage of teachers in the non-clinical subjects of the MBBS course, medical M.Sc postgraduate courses were thrown open to the non-doctors. Graduates with B.Sc in any branch of life sciences could enroll in these three-year courses. At some point in time, more than 90 medical colleges in India conducted these courses, many of which have stopped now. The MCI, which used to sanction permission to run these courses in the medical colleges, stopped this practice. The process of enrolling persons with these degrees in the medical council's register too stopped. Essentially, MCI washed its hands off completely from this course. With none to regulate them, the onus was on the respective universities, which resulted in variations in the conduct of these courses. However, in principle, the curriculum and syllabus of the Medical M.Sc course in the pre-clinical subjects (Anatomy, Biochemistry & Physiology) and para-clinical subjects (Pharmacology & Microbiology) are mostly similar to those of M.D degree in these specialties.

The two courses often run parallel to each other in the same department using the same set of teachers, laboratories, and resources. Like their counterparts pursuing MD courses, students of the medical M.Sc courses too undertake seminars, journal presentations, dissertations, case discussions, etc during their training period. The first year of these courses is similar to the syllabus of the first year MBBS, so that people from non-medical background understand the basic structure and functioning of the human body. Depending on the policies of the individual institution, they are also exposed to the central diagnostic laboratory, hospitals, and the teaching modalities. In the diagnostic specialties of Biochemistry and Microbiology, the principles of diseases processes, methods of diagnosing them with laboratory tests, principles and procedures, quality control and interpretation of laboratory reports are an integral part of the syllabus.

All these years, persons with medical M.Sc in Biochemistry and Microbiology have been working as consultants in the clinical diagnostic laboratories. In the medical colleges, where they are working as Professors, they have trained the MD students in the principle and practices of laboratory diagnostics. These biomedical scientists have been working as biochemists or microbiologists in government laboratories. National Accreditation Board for Testing and Calibration Laboratories (NABL), a premier agency dealing with the accreditation of laboratories has recognized these courses for their role in diagnostics, including signatory roles. Although MCI had accepted the recommendation of its own ethics committee in 2005 recognizing medical M.Sc as a qualifying degree to sign laboratory reports, it took a U-turn in 2017. The competition of jobs in the diagnostics has led to massive lobbying with the government and the MCI. In the guidelines on diagnostic laboratories under the CEA, medical M.Sc qualification finds no place. The MCI and the health ministry connived to exclude medical M.Sc holders as consultants. Aggrieved over the injustice, the biomedical scientists have approached the court.

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CSR NEWS

BSE Institute signs an MOU with Sasha Infrastructure

BSE Institute Ltd is joining hands with Sasha Infrastructure Pvt. Ltd leading water and infrastructure Services Company that is pioneering the use of Water and Infrastructural best practices and technologies from Israel in India. The objective of the collaboration is to promote startups in the domain of sustainable water-related infrastructure and services. The MOU was signed by Shri Ambarish Datta, MD & CEO – BSE Institute and Shri Romiel Samuel, MD, Sasha Infrastructure, Israel.

The purpose and nature of the water infrastructure investments needs have significantly expanded to Water Supply and Sanitation, flood protection, drought management, and water quality management. Innovative startups can reduce overall investment needs and improve capital efficiency through improving the operational efficiency and effectiveness of existing water infrastructure. This collaboration will focus on driving this innovation in India with the involvement of organizations from Israel who are world leaders in this domain. The initial startups shall be in the field of water well refurbishment, ground water recharge, waste water treatment, etc. which shall create sustainable impact in water tech.

Israel is the leader in water technology in the world. It has perfected the modern-day version of the innovative process of drip irrigation, and since 1959, has taken it to the next level, so much so that other countries, both developed and developing, want a piece of the action. Israel recycles about

87% of its water. The country that has dedicated the greatest resources, innovation, and cultural attention to the problem of water scarcity. Today, it leads the way in solving problems of water supply, spearheading efforts to deal with water leakage, farming efficiency, recycling waste, desalination, pricing policy, and education.

Speaking on this occasion Ashish Chauhan Managing Director and CEO of BSE Ltd said “The human right to water and sanitation has yet to become

technologies and I’m very excited about the impact that this can make at the ground level.”

The Consul General of Israel in Mumbai, Yaakov Finkelstein said “It’s delighting to see India & Israel cooperating once again on this strategic field of water. Water is the most basic and vital resource and we’re using the most advanced technologies to find solutions to water problems. Water-innovation combines the most simple element (-water) with the most advanced technology



a reality for one-third of the global population. 2.1 billion people still do not have access to safe drinking water and 4.5 billion people still lack access to safe water. Poor sanitation, water, and hygiene lead to about 675,000 premature deaths annually. In India as we all know, this is a very critical issue. We believe that startups have a critical role to play in this domain by evolving innovative solutions to address this issue. Israel is a world leader in water related

(-innovation). Similarly, India and Israel represent two ancient civilizations and at the same time maintain a very high standard of science and state-of-the-art technology. So in a way this cooperation is very symbolic, yet very natural and becoming. I’m humbled by the fact that the BSE has chosen Israel as its partner for this important initiative and I’m confident that the fruits of this cooperation will benefit many people in India, Israel and world-wide.”

Vkaao breaks theatrical release stereotypes in Indian Film Industry

With the evolution of the Indian cinema, the industry has also seen the rise of many stories and storytellers. And many times not all these stories reach the audiences through a traditional theatrical release. This is what BookMyShow and PVR Pictures backed Vkaao is now changing.

With its crowd sourced theatre on demand model, Vkaao continues to be successful in giving a platform to a new league of film makers who are increasingly using the platform to get limited releases across PVR cinemas in the country and reach out to the right audience which is tapped using BookMyShow's analytic capabilities. Vkaao's model allows film-makers to create a specific film release plan that ensures focused marketing efforts and better planning of marketing budgets. The platform also allows a long tail theatrical revenue model through which a film stays in the Vkaao library so that one can keep creating incremental shows. Through this model, only the shows where enough people book advance tickets are made live. This is in sheer contrast with a traditional

theatrical release where the shows are made available before any guarantee of box office collection is established.

Some of the notable instances where film makers adopted this unconventional approach include Abhimanyu Chauhan's social drama "Daddy's Daughter" which he decided to first release only in his hometown of Lucknow where close to 15 special screenings were arranged through Vkaao. Another success story is that of 'S Durga', a highly acclaimed movie of this year which adopted a hybrid approach, where movie was traditionally released across Kerala, while outside Kerala, a very well-planned release across select theatres was executed through Vkaao. Similarly, last year's best foreign language film at Oscars, "The Salesmen" was released using a hybrid approach through Vkaao.

Further, VKAAO allows film-makers to be very precise in planning their shows depending on probability of meeting advance thresholds. "Play This" is being released on a Monday and would continue for the first week up till Thursday. The reason to ditch the

traditional Friday release and choosing a Monday is to control the minimum guarantee required for the movie to be screened. The whole idea is to ensure that the movie is screened on the theatres in the first week, and if the movie has enough potential, it can be continued traditionally throughout the week from the 2nd week.

Marzdi Kalianiwala, SVP-Marketing and Business Intelligence, BookMyShow, said "Each year our film industry produces hundreds of films that never see the light of the day and it's been our endeavour to address this. Now with Vkaao's unconventional platform, we are proud to support and promote the work of talented and independent film-makers and help them take their stories to the right audience."

Kamal Gianchandani, CEO, PVR Pictures, said "PVR has always supported the independent film-makers in India. VKAAO also shares the same ethos. With VKAAO, we are hoping for more and more film-makers are able to showcase their movies on a big-screen and provide true cinematic experience to discerning audience."

Indywood Talent Club invites entries for global CSR video contest

In an effort to create awareness about the importance of CSR (Corporate Social Responsibility) activities, Indywood Talent Club, a worldwide network of student clubs aimed at promoting art and culture and managed by Indywood Talent Hunt, has invited entries for international-level video contest based on CSR related themes.

Hyderabad-headquartered Indywood Talent Hunt (ITH) is an ambitious initiative promoted by 10 billion US dollar Project Indywood. ITH is a premier national-level platform to discover creative talents in various artistic and cultural domains.

A team comprising of 3 to 25 people can participate. The entries must be submitted on or before 30 th September 2018. The videos can be made in any language but proper subtitles must be given. The submission fee is Rs 1,000. To register, log on to www.indywoodtalenthunt.com.

The participants should make a CSR video on any one of the below mentioned subjects;

Make in India, Swachh Bharat, Prevention of child trafficking, Prevention of beggary, Environmental Sustainability, One day earning for charity, Rural health, Education/Career, Women empowerment, Religious harmony,

Human resource/skill/efficiency development, Reducing child mortality, Hunger and poverty, Combating immune deficiency virus, Disaster relief activities and Socio-economic-infrastructure development.

The winners will be rewarded with a cash prize of Rs 1 lakh and a plethora of opportunities to work in the global film industry including Hollywood. The selected entries will be screened during the fourth edition of Indywood Film Carnival (IFC 2018), to be held at HITEC Convention Centre from 1 st to 4 th December 2018.

Prevention is the best migration cure

With newspapers full of stories about the challenges migrant families face, it might be tempting to assume that the causes of displacement are also being addressed. In most cases, however, such an assumption would be wrong. Today, solutions to forced migration focus almost exclusively on aiding refugees after they flee, rather than targeting the reasons for their flight. To resolve the world's refugee crises, the causes require as much attention as the effects.

Why would parents risk their lives, or the lives of their children, to leave home and journey into the unknown? And what can be done to keep families from being forced to migrate in the first place? These are among the key questions that colleagues and I have attempted to answer in a new OECD study, *States of Fragility 2018*. The findings are as illuminating as they are troubling.

By 2030, more than 80 per cent of the world's poor will live in an area defined as "fragile"—a status that may reflect any number of political, social, security, economic, or environmental causes. Unfortunately, if current trends hold, far too little development aid will be allocated to address the factors contributing to fragility. In 2016, for example, just 2 per cent of the \$68.2 billion in official development assistance (ODA) that went to places affected by fragility was used for conflict-prevention activities, and only 10 per cent went to peace-building initiatives. There is no other conclusion to draw: we must change how ODA is allocated.

According to the United Nations Refugee Agency, a record 68.5 million people were forcibly displaced in 2017.

To solve the global refugee crisis, it's time to begin allocating more funding to peace-keeping and building stronger societies, writes OECD's **Jorge Moreira da Silva**.



Migrants await help on top of a capsized vessel. To resolve the world's refugee crises, the causes require as much attention as the effects

Many of these people hailed from just five countries—Afghanistan, Myanmar, Somalia, South Sudan, and Syria. But, while countries hosting refugees have an urgent need for money to support long-term relocation efforts, most ODA is still channeled to short-term solutions. Humanitarian initiatives—like food and shelter—accounted for roughly a third of all ODA last year, and that share has been climbing for nearly a decade.

By contrast, funding for construction of schools, hospitals, and other

infrastructure continues to lag. While it's understandable that donors would gravitate toward solutions that offer immediate assistance to the displaced, neglecting refugees' long-term needs is short-sighted. Simply put, the international community's ambition for aid must evolve beyond keeping people alive; it must also offer migrants a future.

If allocated properly, ODA can be a powerful tool in preventing conflict and reversing the trends that contribute to fragility. Moreover, this type of spend-



HELP REBUILDING KERALA

For the next two to three years, the top 100 companies need to ensure that a major chunk of their Corporate Social Responsibility (CSR) initiatives need to be focussed towards Kerala



Kerala, the God's Own Country, has seen one of the worst floods that India has witnessed in a century's time. From 8-18 August, 2018, the southern state faced severe rainfall - and more than 350 persons have died in the devastating floods that affected nearly all the 14 districts.

After the review with Governor P Sathasivam and Chief Minister Pinarayi Vijayan, Prime Minister Narendra Modi announced a financial assistance of Rs 500 crore to the State. This is in addition to Rs. 100 crore announced by the Home Minister Rajnath Singh.

He also assured the Kerala Government that relief materials including foodgrains, medicines would be provided, as requested.

PM also announced ex-gratia of Rs. 2 lakh per person to the next kin of the deceased and Rs. 50,000 to those seriously injured from PM's National Relief Funds (PMNRF).

PM has directed insurance companies to hold special camps for assessment & timely release of compensation to the affected families/beneficiaries under Social Security Schemes. The directions have also been issued for early clearance of claims under Fasal BimaYojna to agriculturists.

The Prime Minister has directed National Highways Authority of India (NHAI) to repair main national highways damaged due to floods on priority. The Central Public Sector like NTPC and PGCIL have also been directed to be available to render all possible assistance to the State Government in restoring power lines.

Villagers, whose kutcha houses have been destroyed in the devastating floods, would be provided Pradhan Mantri AwasYojana-Gramin houses on priority irrespective of their priority in the Permanent Wait List of PMAY-G.

Under Mahatma Gandhi National Rural Employment Guarantee Scheme 5.5 crore person days have been sanctioned in the labour budget 2018-19. Any further request for incurring the person days would be considered as per the requirement projected by the State.

Under the Mission for Integrated Development of Horticulture, farmers would be provided assistance for replantation of damaged horticulture crops.

The Kerala government has sought a special package of Rs 2,600 crore from the Centre to mitigate the crisis.

Vijayan said Kerala would also ask the Centre to hike the limit of loan it can secure from the open market for the massive rebuilding exercise after 13 of the state's 14 districts were savaged by floods, traumatising people and devastating its infrastructure.

"Under the present arrangement, Kerala can obtain three percent of its gross state domestic product (GSDP) as loans and wants it to be raised to 4.5 percent so the state can mobilise an additional Rs 10,500 crore from the open market," he said.

As the massive humanitarian tragedy unfolded in the picturesque state, relief poured in. Governments of other states, corporate entities and individuals, including small children, have loosened their purse strings.

The state-level bankers committee has also decided to declare a moratorium on repayment of agricultural loan for a year.

Over 10.78 lakh people, including 2.12 lakh women and 1 lakh children below 12 years of age, are taking shelter in as many as 3,200 relief camps a fortnight after a murderous monsoon rampaged through the state in its second spell that began on 8 August.

Vast swathes of land remained under a seemingly endless sheet of water for several days.

Though most of those marooned have been evacuated, the state government and defence forces said rescue efforts will continue till the last person was brought to safety. Over two lakh people were rescued.

The Indian Army, Indian Navy, Indian Air Force, National Disaster Response Force, Kerala Police, Kerala Rescue and Fire Services, and other state and private rescue teams became the heroes of the rescue operations carried in the state. Another set of unsung heroes who have been battling floods in Kerala since 1924 were the local fishermen from different parts of the state. During the rescue operations they rescued about tens of thousands of lives from the high-risk disaster zone.

"The government alone will not be able to rebuild the lives of the people displaced by the

Beyond colour, how are paints creating sustainable cities

Paints have been used for centuries to beautify spaces, lift spirits and keep cities cool in hot weather. Dutch paints and coatings specialist **AkzoNobel** is proving that paints can help build greener cities too.

Twenty years ago, the city of Tirana in Albania was dull and bleak, with drab, dilapidated buildings and streets menaced by crime.

But today, residents are proud to call the city home and its streets are no longer the same desolate sight.

The change came when Edi Rama, the mayor of Tirana between 2000 and 2011, implemented a series of reforms to paint the city's buildings in bright, vivid colours, which helped Tirana turn a corner to see a drop in crime and littering.

According to theories in sociology and criminology, people take cues from their physical environment about how to behave. Graffiti and litter can encourage more anti-social behaviour. On the other hand, the neater, more beautiful and well-maintained a city, the better its people behave.



While traditionally used for protecting and decorating building facades, paints and coatings are used today as a tool for social change as well as a solution for environmental sustainability.

“Colour changes your mood, your emotion and it makes you feel different. Imagine if the whole city is grey rather than colourful—that will have a very different effect on your personality,” says Jeremy Rowe, managing director of decorative paints for South East Asia, South Asia and Middle East at paints and coatings firm AkzoNobel.

The Dutch multinational would know; as part of its Let's Colour programme, AkzoNobel turned underused urban spaces in Rio de Janeiro into sport courts with the help of paint, breathing life into favelas and creating room for Brazilian youths to enjoy basketball, table tennis and volleyball.

But paints can do more.

Painting the town green

Traditionally, cities have used blue paints and coatings to keep cool during the summer months, such as in the Moroccan city of Chefchaouen and the Blue City of Jodhpur, India.

Today, building developers use modern paints with enhanced heat-reflecting capabilities to reduce indoor temperatures, reducing the need for air conditioning and generating energy savings for tenants and facility managers alike, says Rowe.

For instance, AkzoNobel's Weather-shield KeepCool coating is able to make



THIS IDEA HELPED RESCUE A CITY OF 3.8 MILLION FROM A WATER CRISIS

When water shortages loomed in Chennai, India, one man's campaign to conserve rainwater saved the day.

By **Yasaswini Sampathkumar**,
Ensia.com

Twenty-five years ago, Chennai, a city on the southeastern coast of India, could barely supply enough water to its 3.8 million citizens. Many of its families depended on water drawn into plastic pots from public stand pipes and pumps. There was not enough water to go around, and municipal supply was unpredictable, with the taps running only intermittently.

People who could afford to do so began to hire private water tankers. Others drilled deep boreholes that tapped discontinu-



Apeejay Tea and WWF announce outcomes of 3-year collaboration on Human-Elephant Conflict management in Sonitpur

A positive change in attitude of residents of Apeejay Tea estates towards elephants has been noted by the Assam Forest Department officials. Apeejay Tea and WWF-India have documented the successful strategies in Apeejay Tea Estates into a 15- minute educational film 'Hamara Ghar' which can be used to address human-elephant conflict by other tea gardens.

Apeejay Tea and WWF India announced the outcomes of their successful partnership to prevent and manage Human-Elephant Conflict (HEC) at select areas in Assam. The three-year partnership, from 2015-

2018, between Apeejay Tea and WWF-India was a first of its kind with a tea company to support HEC management measures in Assam's Sonitpur district, particularly in the tea plantations.

The result of this partnership has long term significance for both WWF-In-

dia and for Apeejay Tea, both important stakeholders in human-elephant conflict management in the state. As part of the partnership, WWF-India worked closely with the Apeejay Tea Management and the local residents to manage HEC in the Apeejay Group Tea Estates

RB join forces with 'Mr. Toilet', Jack Sim to set up India's first World Toilet College for sanitation workers

RB (erstwhile Reckitt Benckiser), world's leading consumer Health and Hygiene Company, in association with the World Toilet Organization (Singapore) and Jagran Pehel, has laid the foundation of India's first World Toilet College for sanitation workers in Aurangabad, Maharashtra.

Through an effective curriculum, the World Toilet College aims to introduce an enabling program for sanitation workers. The program will help in their skill development and improvement of their socio-economic standard by providing better employment opportunities.

The event was attended by eminent dignitaries including; Jack Sim, Founder of World Toilet Organization; Pujya Swami Chidanand Saraswati Ji President of Parmarth Niketan Ashram and Co-Founder Global Interfaith Wash Alliance; Sadhavi Bhagwati Saraswati Ji, Secretary General, Global Interfaith Wash Alliance; Nipun Vinayak – Commissioner, Aurangabad; Dr. Rekha Bahanwal, General Secretary, All India Walmiki Mahasabha; Narasimhan Eswar, Senior Vice President, South Asia-RB Home Hygiene; S.M Sharma,

- Aims to Empower, Upskill, Elevate 5,000 sanitation workers over a period of two years
- Provide dignity and better employment opportunities to Sanitation workers

Founder Chairman and Chief Advisor, Pehel & Group Advisor to the Board of Dainik Jagran among others and Senior Members of partner agencies like BVG, Kamshala, IL&FS and Dalberg.

The workers involved in manual cleaning and handling of sewerage often face critical health issues, however are bound to continue working under these circumstances due to financial constraints and socio-psychological barriers. Public rebuke of being seen as 'non-dignified workers' and lack of technological substitutes add to their wretched working conditions. With this alliance, Harpic Dettol Banega Swachh

India, the flagship initiative under RB, aims to provide sanitation workers with a dignified livelihood, access to basic rights and improve their self-esteem.

At the event, Pujya Swami Chidanand Saraswati ji, President of Parmarth Niketan Ashram and Co-Founder Global Interfaith Wash Alliance said, "Sanitation is the very foundation upon which one builds a healthy life however; unfortunately it is also one of the biggest struggles in our country. Furthermore, it is quite sad to see the condition of the sanitation worker community and the lives they live. Launch of the World Toilet College will set an important example of an institution that will help provide the right knowledge sharing platform leading to the upliftment of one of the most important sections of the society."

On the occasion, Jack Sim, Founder, World Toilet Organization said, "Cleanliness and sanitation are India's pertinent issues and it requires a massive mind-shift to improve the condition. Hygiene and Cleanliness should be seen as a basic need. The average person uses a toilet 2,200 times per year, approximately six times daily leading to

IS VERTICAL FARMING

THE FUTURE FOR AGRICULTURE OR A DISTRACTION FROM OTHER CLIMATE PROBLEMS?

Unlike crops exposed to the elements outside, vertical farms aren't subservient to the seasons, thus promising year-round production with little risk of crop failure, **Michael Holder**, BusinessGreen

Vertical farming: eco-friendly or foe? Well, the first thing to say — to invoke Jez from “Peep Show” — is that it is not pyramid selling.

No, whatever the name might imply to the suspicious and unacquainted, “vertical farming” isn’t, to its proponents at least, an obtuse money-grabbing scam. What it actually refers to is the growing of fruit, vegetables and medicinal ingredients on stacks of shelves indoors using artificial light and nutrient solutions, negating the need for sunshine and soil.

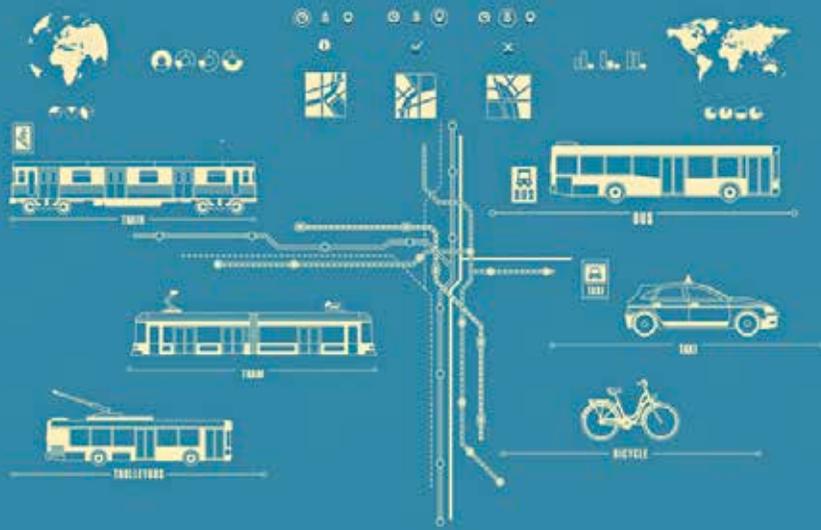
To some cannabis dealers in high-rise buildings, the general concept may not seem particularly novel. But the idea that large numbers of humans actually can be fed from indoor cultivation has risen to much wider prominence over the past decade, thanks in



An indoor vertical farm growing organic strawberries.

part to huge advances in hydroponics — aka growing plants using nutrient solutions instead of soil — and sunlight-mimicking LED technology.

At first glance, the concept sounds a potential game-changer for action on climate change and world hunger. After all, the planet is already rapidly



10 OBJECTIVES FOR ASSESSING MOBILITY AS A SERVICE

It's time we recognize that Mobility as a Service can be a truly transformative concept when thinking about the future of transportation and how the integration of different forms and modes of transport, customer experience, payment and back office functions can inspire the creation of new transit models, writes **Matt Cole**, President, Cubic Transportation Systems

The concept of Mobility as a Service (or MaaS) is well known in the transit industry. Generally understood as a vision of transportation that involves the integration of various forms and modes of transit, MaaS has been the subject of a heated debate for the last few years. Some industry leaders see it as a fad — a fancy name for the collection of concepts and ideas about the future of transportation that does little to further actual implementation of pragmatic solutions and technologies. Others think of MaaS as an umbrella term for the proliferation of alternative transit services such as Zipcar, Lyft or BlaBlaCar that have dominated the transportation market in recent years. Some see genuine potential in the ideas embodied by MaaS and its technologies. But with so many points of view, it is very much the case that where you stand on MaaS depends largely on where you sit.

The situation begs the question: What do we really know about MaaS? With so many points of view, how can we objectively assess the potential of the concept? Is it possible to once and for all decide on its place in the making or breaking the future of transportation? I believe it is — and it can be achieved through an exercise in conceptualization.

Maas: ground zero

In order to accurately assess the potential of MaaS, it's necessary to first establish a proper definition of the concept. From the perspective of the wider transportation network, MaaS that's dictated by the commercial interests of private mobility providers doesn't offer much value over the direct monetary gain of the private operator. On the other hand, MaaS that relates only to public transit and excludes other forms of transportation is too limiting. Finally, MaaS understood without considering the context in which it ultimately will operate seems impulsive and unconsidered. For those reasons, I propose a new definition of MaaS — one that looks at the transpor-

HOW CHANGING THE WORLD'S FOOD SYSTEMS CAN HELP TO PROTECT THE PLANET

This Earth Overshoot Day, it's time to start fixing the world's food systems. CGIAR's Elwyn Grainger-Jones introduces five strategies to do so.

Going into debt with nature is a dangerous thing. When our stocks of water, land and clean air are spent—we don't have a second planet to borrow from. But that's exactly the way that Earth is heading. 1 August 2018 marks an annual event, "Earth Overshoot Day": the day on which the natural resources the planet can regenerate within one year are exhausted. This is the earliest date on which Earth Overshoot Day has ever been reached.

One of the greatest pressure points pushing the planet to its limits is our food system. This is the way that humans grow, produce, transport and consume food.



As these systems currently operate, they're contributing negatively to climate change and deforestation; they're compromising freshwater stocks and rapidly reducing biodiversity.

Food systems must be transformed to produce more nutritious food with a lower environmental footprint. There

are a number of initiatives around the world working towards this end. Here are just five that use different kinds of science—from smart approaches to breeding livestock and crops to recycling wastewater—that could help humans settle their growing debt to the planet.

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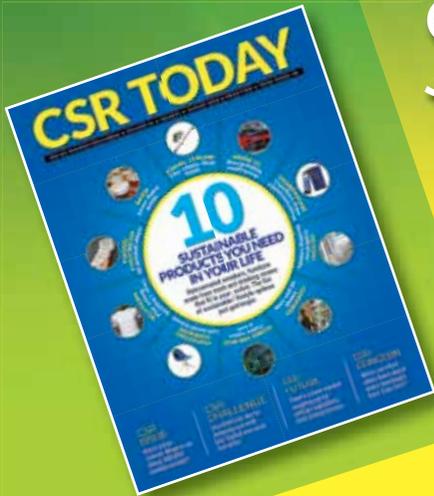
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- **INDUSTRY:** Consumer Durables/ FMCG , Manufacturing/ Industrial.
- **Location:** Gurgaon(Haryana)
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