

A STUDY ON "THE FIRST OF IT'S KIND EMERGENCY - CORPORATE SOCIAL RESPONSIBILITY (CSR) INTERVENTION IN CNG (EMV, HYDROGEN ETC..) SECTOR FOR MAINTAINING COUNTRIES SOCIAL RESILIENCE (CSR) FROM CLIMATE CHANGE CONSEQUENCES

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ABSTRACT

Global Climate change pressure on natural resources (Five elements) with species population exploitation at one side and technology for bulk production at another side, were uprooting "sustainability of organizations and governments". The indirect impact with "meteorological changes and Inflation" are challenging organization (industry) functions and sales volumes in several ways. Many industries are closing their units or organization or bankrupt. This is injecting several economical troubles in governments like unemployment, poor household savings / purchasing capacities, undernourishment's, subsidies, welfare schemes etc. If neglect in this decade, world can witness more crime rate including India (on this planet). This paper elevates "The best options to Corporate Sales Restoration (CSR) with Corporate Social Responsibility (CSR) funds in all industries to safe guard Government / Ruling activities (i.e ease pressure on political parties). Also, The scope of Corporate Social Responsibility (CSR) in Compressed Natural Gas (CNG) and Electric Motor Vehicle (EMV) industry to keep long term benefits.

KEYWORDS: CSR, Climate Change Consequences, Monsoon, Inflation, Industry

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INTRODUCTION

The biggest challenge before Global (International / National / Local) political parties in this century is "Climate Change" because it's consequences turns poor or zero life / productivity in any area without our concern. Several countries / states / geographical areas climate is/are going to disappear in coming Decades or century including species index. Especially, North pole connected region, Himalayan region and islands, are origin of several kinds of rare species including plants, culture, special kind of business volumes etc are going to burry with changing "five elements" manifested by Climate Change consequences (Gales, Flash Floods, Drought, High Temperatures or Heat-waves, Hailstorms, avalanches, Hill sliding etc.). Alternate Fuel (Electric, CNG, Hydrogen etc) systems will safeguard the people from two Issues.

BALANCING FIVE ELEMENTS FOR CONTROLLING CLIMATE CHANGE

Pollutions are transporting from one corner to other corner on this planet because of "Air is a migrating Element". Air (quality) is plays a vital role in organizing other four elements because

Table 1

Element	Changes	Impact	Result
Air	Polluted with vehicles, Industries, human activities etc	Hydrological cycle changes	➤ Respiratory problems ➤ Photosynthesis problems ➤ Density / revolutionize of monsoons
Temperature	Humid and D vitamin problems will climb	Disturbed all species activities	➤ Working hours reduced ➤ sharp rise in temperatures in monsoon ➤ separate investment required for safety
Water	Water Scarcity and pollution will collapse manufacture Growth	Shutdown of units / deaths / unhealthy	➤ Water Trading or costing mandate ➤ small players will disappear ➤ Agriculture, Horticulture, Aquaculture, Manufacturing will see deep crisis
Land	Soil / ground water / Food web quality degrade	High Inflation / Risk	➤ Radioactivity with waste fertilizers ➤ Contamination of food web ➤ Costs / mortgage life
Sky	Weakens the planet shield i.e Ozone layer	Earth is next Mars	➤ Ozone degradation ➤ Cloud Pollution ➤ Meteorological Problems

India tagged as subcontinent because of with equalizing planet (Earth) climate conditions. Himalayas (Third Pole) (*Reference 01*), which are maintaining more or equal "North pole ice" quantity and defending million kind of species in all seasons in Asia. One third of India itself sustaining with Ganga River, Which is getting water from Himalayas in summer. Now, they are anguish (drying up) with "Air pollution (high temperatures with long summer)". Major city's citizens are breathing "polluted air" in maximum days in a year and inviting severe health problems. Another side, Rural communities are facing "Economic Sustainability / farming" disorders with Hydrological Cycle consequences manifested by "Climate Change". The maximum loss is saddle to Insurance companies.

Hydrological Disorder

Clouds (H₂O) reacting with various hazardous gases and particulates in air and humiliating "Cloud and Raining Quality", which is biggest curse to "Industry and Governance". It require more attention for "Sustainable Development" in India. Several states largest household income providing sectors agriculture and associate industries (Seed, Fertilizer and chemicals, Equipments, Poultry, Dairy, Flesh, Hydropower Generation, Pharma, Hotel, Tourism etc) sustainability is uprooting with Consequences and scarcity only.

**Figure 1**

As shown in the above diagram, our cumulative air pollutions (Carbon dioxide (CO₂) Carbon monoxide (CO), nitrogen oxides (NO_x), particulate matter (PM); volatile organic compounds (VOC), etc) (Reference: 02) contaminating water resources at it's origin i.e in clouds, then falling (reaching) as rains to pollute water (surface and ground) resources and soil (Lands). Rain-fed agriculture and barred lands are exporting toxic elements through food (grains, milk, flesh etc...) and increase "unhealthy India". Also, Increased "food Inflation" is a biggest challenge to Indian Government (Ruling Parties) to maintain internal peace or conflicts by answering Climate Change and Inflation. Increase injustice with Inflation and not-abide on laws. Also, Judiciary challenges in economy (bankrupts / defaulters / lay-offs etc.) are escalating Including Government ministerial divisions.

Inflation Manifested by Climate Change:

In any country / state, The largest employment (household income providing - it may be tourism or fishing / marine activities, other etc) sector is back bone in connecting other trade practices like finance (banking), educational institutes, transport, hotels, tourism, software etc.. Around 80% of Indian households are revolving around agriculture and associated industries like Seed, Fertilizer and Chemicals (bio or organic or any other), Dairy, Sheep and Goat, equipments, poultry, grain mills, sugar cane, food processing units etc are going to shutdown. But the these worst agriculture results of Food inflation (High Food Prices) (Reference: 03) or scarcity are going to stress the middle and lower middle class (poor and poorest countries) families. As we aware that Food Inflation directs cost of living (investment and operational cost in business) in any area.

As we aware that livelihood (Household Socioeconomic) crisis are increasing with four elements, **1. Food inflation:** Increased food commodities cost is increasing everything every by year **2. Social cost:** House rents, health problems, education, basic needs - providing of required quantity / quality of food family members) **3. Business cost:** interest rates on loans, raw material, salaries & wages, production, Government services / tariffs - power, taxes, transport etc, **4. Government or economy:** charges (electric / transport services / gas etc), Bank EMIs, high taxation policies / hidden charges / taxes, value of currency, sovereign, borrowings etc **5. Political cost:** Social welfare schemes, loan wavering, free schemes, etc A bitter true is more than 60% of Indian households are running their life under credit-crunch (loan systems). As inflation mounts, The consuming, purchasing and repayment capacities will depart.

CSR URGENCY AND OPPORTUNITIES IN CLIMATE CHANGE

The biggest challenge before entrepreneurs (farm - producers) is climate activities discrepancy, water / soil quality and Temperature costing. It is increasing risk / operational cost at one side and weaken you customer strength. Now, Industries had a great opportunity to protect your organization customers and profits with CSR as below

- **Education:** Farming community income and their low cost production (Food inflation) plays a vital role in Agriculture (rural associated) companies, especially fertilizer and chemicals, seed, grain mills, sugar cane, equipment and poultry can educate / awareness farming communities. to safeguard (keep) young farmers in cultivation to increase your sales volumes. Also, will reduce pressure on urban migration (urbanization), Employment and scarcity of natural resources.
- **Employee Welfare:** Most of employees are working in open places and breathing polluted air, wasting quality of time in traffic, Health issues etc. So, Alternate fuel may save money and wellbeing of your employees. Please allow the discounts / subsidies to your employees through CSR funds.

- **Industrial - Public Transport Service:** Transport trucks plays a vital role in controlling manufacturing companies Inflation, where industries investing more money in transportation of raw-material, employees and finished goods (Poultry / Cement / Fertilizer & Chemical, Pipes, Feed, Ambulances etc Vehicles). Also most important fact is "A customer / third standard employees from our society" is using Government busses regularly, where cost should be control with Electronic or CNG or Other technologies.
- **Waste Collecting Process:** India is having 222 municipal corporations, 1282 municipalities and 1268 municipal councils (boards) (reference: 04) are approximately generating 1,70,339 Solid Waste Tons Per Day (TPD) out of which 1,56,449 TPD is collecting (Reference: 05) and the most of rest is reaching water bodies, manholes (drainages), dams etc as silt, which challenging Ground water recharges / levels. So, corporate CSR support is most urgent to municipalities in installing CNG kits & purchasing Electric Vehicles (EVs) to collect maximum waste from households. This will support industry / citizens in several ways.

IMPACT OF CLIMATE CHANGE ON INDUSTRY

Several Industries are closing their units with few factors like scarcity / high investment / Risk etc. increasing as below

Table 2

Investment	Every industry/individual business / individual (Customer) is taking borrowings from Financial Institutions and paying EMI. RBI is increasing rate of interest based on "Food Inflation" and increasing EMI cost.
Human Resources	Government employees are having pay commission to decide wage structure based on "Food Inflation", but private and independent employed persons are depending in cost of living, which is vulnerable with Food Inflation.
Production and transportation	Raw material cost and production cost (electrical, machines, inventory etc.) are increasing with an origin of food inflation. Also transportation cost is increasing with fuel charges. High temperature increasing infrastructure (estate, boilers, sheds, ACs etc) maintenance cost.
Market expenses	Distributors (distributors & Dealer margins) are expecting high margins to meet their expenses (including profits).
Taxes	Governments are imposing different kind of taxes for maintaining many social welfare schemes and collecting violation charges on common man.
Customer	Customer saving position is worsening day by day with mounted food inflation cost. (Please check above table for clarity)
Margins & Risks	Investors are bearing hidden risk and getting fewer profits. Especially in agriculture related industries (dairy, poultry, seed, fertilizer etc), Manufacturing industries, water required industries with floods, heat waves, drought etc

Apart from the above Finance companies are getting their products (vehicles) back. So, CNG will a key role to restore sales volumes, Especially Private Four wheeler, truck and busses financing (banks) sectors like Sri Ram finance, Mahindra Finance, Cholamandalam, ICICI, IDFC etc are under pressure with poor "customer repayment track". CNG will save more to them.

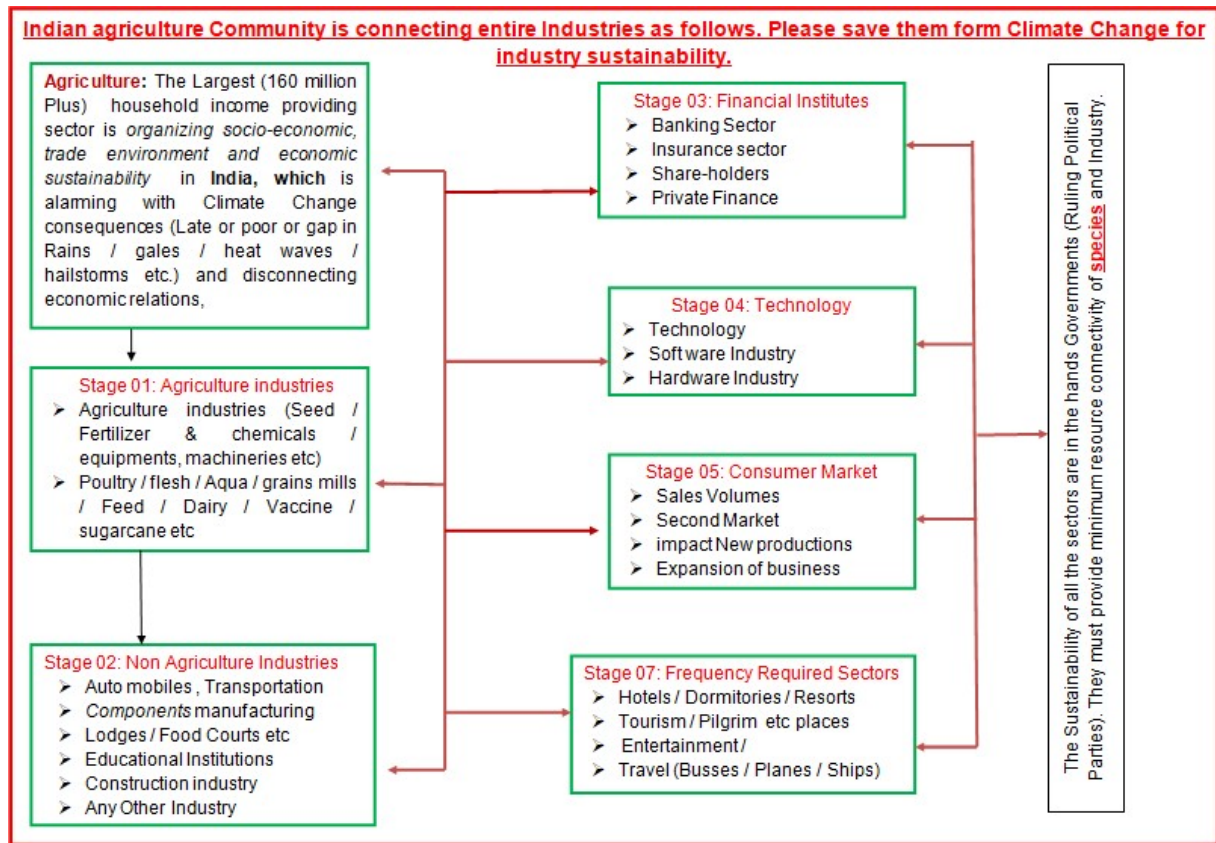


Figure 2

CLIMATE RESILIENCE URGENCY IN ANDHRA PRADESH

This State is planet level multi Climate region because Lampasingi snowfalls in winter, Largest coastal zone with more cities (seismic Pressure) on banks & fishing opportunities, more rain-fed / Horticulture cultivation zones - required daily temperature support, Controlling of pollutions for reducing acid on ocean surface for better cyclone system, Demand of water / fodder (Prey) for wild life to control nearby crop damage etc are very urgent factors. All it happen with quality of "AIR". Mega Gas, Indian Oil Corporation (IOC), Bhagyanagar Gas Limited (BGL), Think Gas (Formally known as AG&P Pratham) should come forward to keep sustainability in million livelihood by investing 2 to 4% of your CSR funds for CNG installers under CSR-Climate Change Clause, which will come back in the form of your business returns.

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CONCLUSION

"If you judge a fish by its ability to climb a tree, it will live its whole life believing that it is stupid.- Albert Einstein". It is a bitter truth for present political leaders. and Industry. several companies (entrepreneurs) are closing their units with poor (scarcity) "water, Raw material, Climate (especially long summer with high temperatures), fewer sales volumes / margins etc", which is uprooting investors money. Apart from above, industry need quality of water, 30 - 38⁰ C Temperature range, Low damage, Avoid food inflation to control consumer inflation. Also, Reduce government disaster reimbursement packages (Road Damages, rock / hills sliding, silting in dams, banks erosion etc.) else India household, Industry and governments will see long recession.

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