



If you do what you've always done,
you'll get what you've always
gotten.

-- Tony Robbins

POWERED BY
Google™

Go

FINANCIAL
Chronicle
ePaper

11:40PM Friday December 20, 2013

[Home](#) [My Money](#) [My Stocks](#) [My Brands](#) [My World](#) [My Space](#) [My Mind](#) [None of My Business](#) [Community](#) [Interviews](#) [Gallery](#) [Mobile App](#)

[Login](#) [Register](#)

You are here » [Home](#) » [FC Know](#)

Fringe benefits

By Kumar Kakumanu Nov 18 2013

Tags: Knowledge

Empowering the fringe people, for whom the forest is their only home, is the key to wildlife conservation



India's forests are not only home to a rich variety of flora and fauna, but are also oxygen factories, carbon sinks, water aquifers and climate regulators. Areas bordering these incredibly scenic forests, referred to as fringe areas, are home to people with centuries old traditions and extraordinary cultures. About a quarter of India's 1.2 billion people and one-third of the country's 600,000 villages are located in forest fringes. Despite these big numbers, the fringes areas, have somehow slipped through the cracks of the system, and are now home to about 40 per cent of the country's poor who are living outside the edges of development and, perhaps more appropriately, out of coverage, both in the literal and physical sense.

As it turns out, these 'fringe people' are also the key to forest conservation because fringe areas are very critical to the survival of the forest and wildlife. Most of the conservation problems such as deforestation and poaching are related to social issues, poverty, livelihoods and deep rooted practices of people to depend on forests, and to a smaller extent, related to law enforcement. Fringe areas around India's forests are huge and do not have good accessibility. They are difficult to monitor and consequently most of the activities go unnoticed. This makes them vulnerable to being used as gateways for entry into the forest by poachers and other criminals.

Also, shrinking forests have resulted in livelihood difficulties besides posing serious wildlife conservation issues. Most human-animal conflict issues happen in and around the farmlands bordering the forests, resulting in crop losses and damages to wildlife, causing a decline in agriculture productivity and increase in pressures on the forest. The farms in the fringe areas of the biodiversity-rich forests are also intense battlegrounds between genetically modified plant varieties and native plants, and between capitalist and conservationist interests. From the environment damages perspective, fringe areas are the places where the rubber meets the road, where the action really is, so to speak.

Given this scenario, there is an immediate necessity for funding the people development works as well as forest conservation efforts in these areas. The rules applicable from the next financial year means close to 9,000-10,000 companies will spend about Rs 15,000 to Rs 20,000 crore every year in CSR activities. This amount is about 10 times the annual budget for the country's environment and forests. In a country which is one of the last remaining homes of the wild tigers along with many other endangered wildlife, these figures also indicate the enormous potential of even a small slice of the overall CSR pie for doing 'good' to the forest, the wildlife and the people.

A healthy buffer area around the forest directly contributes to the health of the core forest, much like protective skin is beneficial to the human body.

Hence, any activities by corporates for the local socio-economic

MORE FROM FC KNOW

Stay ahead of the game

Creation of value across the

supply

Best of worlds

Don't be happy

How is that!

RELATED VIDEO



Y C DeveshwarITC Group
Sep 22, 2012



Sanjay, Fincorp
Aug 06, 2012



Ganesh, Dell India
Jul 31, 2012



Ajoyendra, TCS
Jul 31, 2012



Matangi, BP Singapore Pte Ltd
Jul 31, 2012

FC SUPPLEMENTS



The pull of wool

To ward off the chill, eat nutritiously
this season

Warm up in winter

[FC Invest](#) | [FC Know](#) | [FC Build](#)

4G Dongle



₹1500

enjoy superfast 4G speeds at 3G prices!

get it now

airtel

- 23:37 A Need for speed
- 22:32 Industry can ill-afford new capacity
- 22:58 Get hold of your finances before a divorce
- 22:58 DECODED: Sundaram Select Micro Cap Series 1
- 22:58 CPI-indexed bonds to go on sale from Monday
- 23:02 Telcos ask for clarification on annual fee of spectrum
- 22:26 Sebi asks India Inc to improve corp governance
- 10:26 Sensex surges 371 pts to cross 21,000-mark; RIL shines
- 13:21 Foreign investors buy shares day after Fed tapering
- 10:25 No apology or withdrawal of charges against diplomat: US
- 11:06 Gold drops to 6 month low on taper sell-off, could fall further
- 11:08 Carlyle Group invests in India's Global Health

- 22:28 Top bankers hail work of outgoing RBI chief
- 20:23 China steals the show at BRICS summit
- 23:14 Beware of the nameless citizen
- 23:50 Farewell, friends
- 23:43 A Lifetime's Achievement
- 23:35 Maker of Modern India

EDITORIAL OF THE DAY

End this entitlement

Let not the public pay for bureaucrats' personal perks
In the ongoing India-US diplomatic face-off, procedural mistreatment does appear to have been meted out to an Indian consular official in the US by Am more...

[PREVIOUS EDITORIALS](#)

FC NEWSLETTER

Stay informed on our latest news!



development in the forest fringe areas provide bang for buck, the greatest CSR benefits, as well as helping in the conservation of the local forests. In addition, the increased investor interest in corporate sustainability ratings, another key driver of CSR activity, makes any forest conservation efforts naturally aligned with CSR goals. Compared to the traditional CSR focus on urban population, the same CSR efforts in the forest fringe areas would have the added benefit of helping the environment as well. Since the new regulations give great flexibility to companies in deciding which CSR activity to pursue, it is always better to have two birds in one shot by focussing on activities such as fringe area development. Aside from these drivers, it is after all, in the best interest of firms to address the ESG (environment, social and governance) aspects of company operations and to protect, for a sustainable future, the long-term availability of the natural and people resources on which they depend.

When pursuing CSR activities in forest fringes, here are a few approaches companies can adopt.

Strategic CSR, wherein the business mission and objectives are closely aligned with the CSR activities, has a great role in the fringe area development as well as forest conservation. Companies in sectors such as technology, agriculture, financial services and healthcare can use their core products and services to increase the effectiveness of economic development and forest conservation programs in the fringe areas. For instance, companies in the telecom, network and wireless sectors, using their core competencies can contribute to efficient forest protection via automated monitoring and surveillance of key high value areas such as Red Sanders forests.

Alternatively, companies can use the philanthropic CSR route by working with high quality field level NGOs either as donors or as partners and can contribute towards improving the education, health or skills of the people in the fringe areas.

Developing programmes to benefit the forest and wildlife is a complex affair because of the inextricable links with a host of interdependent issues related to socio-economic development of the people living in the forest fringe areas which is a pre-requisite to bringing any level of sustainability to forest conservation solutions.

In addition, long-term sustainability solutions need to be knowledge based, multi-pronged and simultaneous so as to plug all the different ecosystem leaks. This requires addressing the root causes of forest degradation which are livelihoods and awareness issues while simultaneously engaging in afforestation and forest protection measures. A collaborative CSR is one possible approach to deal with the scale and complexity of such efforts. Strategic and multi-lateral CSR partnerships that integrate diverse knowledge and funding sources across the business world to address the capability gaps in the execution can be more productive compared to the traditional CSR wherein the corporates act in solo.

'Fringe is the new core' is a people centric forest conservation mantra where the focus is on empowering and enabling the fringe area people so that they can save the forest and its wildlife. Companies, by adopting this new age concept, can not only comply with the recent regulatory CSR requirements, but also improve their sustainability ratings and brand equity while better managing their reputation risks and stake holder expectations.

(The writer is director of

TigerFirst, Hyderabad)

[BOOKMARK](#) [EMAIL](#) [PRINT](#)

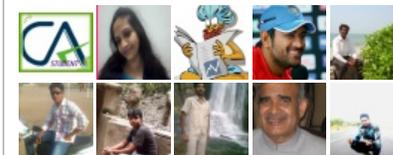
0 comments [Post your Comment](#)

E-mail: * [Sign Up](#)

Find us on Facebook



4,511 people like Financial Chronicle.



Facebook social plugin

Financial Chronicle on Facebook





15% off



Imported Kitchen Appliances

INTERVIEWS



GV Nageswara Rao
MD & CEO, IDBI Federal Life



Timothy Moe
Goldman Sachs



Chander Mohan Sethi
CMD, Reckitt Benckiser India

COLUMNIST

Urs Schöttli
The emergence of Asia's own Gulag
North Korea is arguably the world's most secluded country. There ...



Parvez Imam
Hope is an interesting invention by humans
Why do the poor remain poor while the rich get ...



Bubbles Sabharwal
Style is a statement not a dress code
Today's world has more designers than we can keep count ...



INTERVIEWS



William D. Green
Chairman & CEO, Accenture

Post new comment

Your name: *

E-mail ID: *

E-mail ID will not be published

Comment: *

CAPTCHA

This question is for testing whether you are a human visitor and to prevent automated spam submissions.



ATTITUDE
Is a little thing that makes a big difference

Type the **yellow** word from above

Post comment

affinity

Home

- About us
- Ethics Code
- Contact us

My Money

- Mutual Funds
- Insurance
- Banking
- Real Estate
- Currency

My Stocks

- Stock Market
- Sectoral Watch
- Technical Analysis
- Derivatives
- Commodities

My Brands

- Companies
- Retail
- Advertising
- Products
- Consumer

My World

- Economy
- Policy
- Politics
- Governance
- Society

My Space

- Careers
- Opportunities
- Know ledge
- Technology
- Enterprises

My Mind

- Opinion
- New s Analysis
- Editorial
- Leisure Writing
- Debate

None of My Business

- Art and Culture
- Fashion and Style
- Sports
- Food
- Travel

Community

- Blog
- Forum

Interviews

- GV Nagesw ara Rao
- Timothy Moe
- Chander Mohan Sethi

Video Gallery

- My Money
- My Stocks
- My Brands
- My World
- My Space
- My Mind
- None of My Business

News letter

- Subscribe