

# Environmental-Social-Governance Framework.

## LOGBOOK

### Summary

#### 14.05.2025 - Lecture by Rabindra Goenka

- Weather: Current air conditions including temperature, humidity, rain, wind, and cloud.
- Factors affecting weather: Duration of Sunlight, Temperature, Topography, Water Bodies, Vegetation Cover.
- Process of Thunderstorm Formation: Frontal Formation → Cell Development → Impact Advancement.
- Sectors affected by rain & storm: Agriculture, Tourism, Infrastructure, Transport, Education, Defence.
- Target sectors: Education (Scholars, Students), Common (Adventure, Nature Lovers), Industry (Sports, Reality).
- Apps/Websites for weather knowledge: Apps - Windy, WindAlert, Windfinder; Website - IMD Office.

#### 14.05.2025 - Lecture by Somnath Dutta

- Key Concepts: ESG (Environmental Social Governance), SDG (Sustainable Development Goal), CSR (Corporate Social Responsibilities).
- Environment Segments: Atmosphere, Hydrosphere, Lithosphere, Biosphere.
- Social factors in ESG: Labour practices, human rights, diversity, inclusion, stakeholder relations.
- Core of ESG: 'E' - Environment impact; 'G' - Governance & management.
- Steps towards SDG: PM Surya Ghar Project (solar for households), Kusum Project (solar for agriculture).

#### 15.05.2025 - Lecture

- Technology & climate change: Efficient but harmful to nature & biodiversity.
- Internship: Temporary work in a field of academic interest.
- Apprentice: Working under skilled person to learn a skill.
- Tasks:
  - Identify weather service start-ups, services, data dimensions & accuracy claims.
  - Provide weather info to local businesses.
  - Identify sectors for local weather services.

## **16.05.2025 - Weather Observatory Visit, Ramsaday College**

- Single Stevenson Screen parameters: Maximum (up), Minimum (down), Wet Bulb (right), Dry Bulb (left).
- Rain gauge: Measures rainfall (mm).
- Anemometer & Wind Vane: Measures wind speed & direction (km).

## **07.05.2025 - Aim to Sustainable Future**

- Objectives: Local weather data, people participation, awareness.
- Method: Data collection, eco-friendly incense ingredients, social participation, local administration support.

## **18.05.2025 - Lecture by Somenath Dutta**

- Atmosphere layers: Troposphere, Stratosphere, Mesosphere, Thermosphere, Exosphere.
- Seasons & weather events: Winter (cold wave, fog), Pre-monsoon (cyclone, heat wave), Monsoon (flood, drought), Post-monsoon (cyclone).
- Weather instruments: Barometer, Wind Vane, Thermometer, Rain Gauge, Sunshine Recorder, Ceilometer.
- Lightning: Giant spark between cloud & air/ground.
- SW Monsoon: June-Sept; arrives West Bengal ~10th June.
- Climate: Long-term weather average; components - Atmosphere, Hydrosphere, Cryosphere, Land, Biosphere.
- Forecasting methods: Synoptic, Statistical, Dynamical, Ensemble.

## **20.05.2025 - IMD Alipore Visit**

- Introduced to weather instruments & local weather station operations.
- Project report tasks divided among group members.

## **21.05.2025 - Business Model Canvas Preparation**

- Collected information from websites & apps.

## **22.05.2025 - Business Model Canvas Submission**

- Submitted task & canvas to mentor.

## **24.05.2025 - Lecture by Anand Sharma**

- Temperature & altitude: Higher altitude = lower temperature.

- Wind: Faster at high altitude due to less friction.
- Air: Warm air lighter, cold air heavier.
- Rain: Vapour rises → cools → condenses → rain.
- Forecast importance: Early warnings, planning, safety.

## **25.05.2025 - PPT Presentation Created**

- Group created and presented PPT.

## **27.05.2025 - Lecture by Abhishek Bhattacharya**

- Social media strategy: Build brand, audience interaction, measurable objectives.
- Market & competitor analysis: Study strengths, weaknesses, opportunities.
- Rules for monetization: Facebook & YouTube subscriber/view count, content standards.
- Campaign objectives: Awareness, traffic, leads, engagement, product launch.
- Budget: Paid promotions, content creation.
- Channel selection: Facebook/Instagram, LinkedIn, Twitter.
- Team: Creator, designer, manager, analyst.
- Performance analysis: Metrics to refine strategy.
- Promoting weather services: Updates, tips, location forecasts.

## **28.05.2025 - Visit to Prabhu Jagatbandhu College & Closing Ceremony**

- Closing speeches on ESG & SDG.
- Group presentations & logbook submission.
- Certificates distributed.