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Dear Reader,

It's that time of year when the Muslim world congregates for The Hajj and the celebration of sacrifice on Eid-ul-Azha. Sacrifice is the operative word in this day and age of global warming induced turmoil and turbulence that requires a drastic cut back on consumption and stepping up of intelligent application in the conduct of our daily lives that optimizes efficiency and eliminates waste.

In our lead story **Tristan Bove** reports on the imminent threat of 'stagflation' in the global economy, a phenomenon that combines a slowdown in growth with a rise in prices; Music to the ears of environmentalists, no doubt, increasingly resorting to subversive action to disrupt the flow of fossil fuel.


The rate of global growth is expected to slow from 5.7% in 2021 to 2.9% this year, according to the World Bank's latest global economic forecast report, and for many countries, recession will be hard to avoid in the words of World Bank president **David Malpass**. It's time to shed the fat and turn ourselves into 'lean, mean fighting machines' increasingly driven by AI (Artificial Intelligence) in our quest for competitive advantage.

AI continues to make strong inroads into corporate operations, and it's no longer just about reducing costs but about growing revenue, and we carry a report that highlights new research from Accenture that suggests early adopters are reaping substantial dividends.

We also carry **Christine Alemany's** report on the Deloitte Global 2022 Gen Z and Millennial Survey that finds both cohorts are tired of being resilient and want support as they strive for balance and advocate for change. More power to the world's youth bulge.

In an accompanying piece Christine Alemany outlines three ways that marketers can employ to earn and keep customer trust. The yawning trust deficit has to be bridged going forward. "It is no big secret that our world has a trust problem," she writes. "Amid a global pandemic, economic crisis, and political instability set against a backdrop of deep cultural malaise, people no longer know where (or whom) to turn to for dependable information amid widespread disinformation and propaganda."

In another piece which we carry, **Rob Litterst** reports on the woes of pizza chains amidst a delivery driver shortage that's compelling the likes of Dominos, Papa Johns, and Pizza Hut to get their thinking out-of-the-box and up their game. In Nature Calling for Action Stations we visit the deforestation of the Amazon and the Congo, and report on the sorry plight of the once mighty Indus.

In the back-of-the-book we have some interesting Snippets and very pertinent Lifelong Learning Tips amongst which is one on how to address disagreement by saying "We have a different interpretation of the facts," rather than "We have a difference in opinion." It's easier to forge an agreement by identifying clashing facts or evidence and accepting a middle ground than trying to change someone's opinion. True that. The advice on offer this Eid-ul-Azha is to go easy on the meat intake 

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The World Bank says most countries are headed for a recession, and warns of a possible return to 1970s 'stagflation'

By Tristan Bove



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Nature Calling for ACTION STATIONS!

Adil Ahmad



SNIPPETS



Lifelong Learning Tips

JJ's Selection

The World Bank says most countries are headed for a recession, and warns of a possible return to 1970s 'stagflation'



By Tristan Bove | June 8, 2022

[Investors](#), [bankers](#), and [entrepreneurs](#) have been discussing the chances of a coming recession for months. Now the world's premier international credit institution is joining the chorus that a recession is likely, and warns that something even worse might be on the horizon.

Global economic growth is expected to slow down before the end of the year, and most countries should begin preparing for a recession, according to the World Bank's [latest global economic forecast](#) released on Tuesday.

"For many countries, recession will be hard to avoid," wrote World Bank president David Malpass.

Growth takes a hit

The rate of global growth is expected to slow from 5.7% in 2021 to 2.9% this year, according to the report. The World Bank, which acts as an international lending body for developing economies,

had forecasted 4.1% growth for 2022 last January.

The global economy had already been impaired by the aftereffects of the COVID-19 pandemic, which left [international supply chains in tatters](#) and significantly hampered income growth and poverty reduction efforts in developing countries, according to the report.

This led the World Bank to predict a [slower yet robust next few years of global growth](#) starting from 2022, but after the outbreak of the war in Ukraine, the institution was forced to significantly downgrade its expectations to account for soaring food and fuel prices and disrupted international trade networks.

"Just over two years after COVID-19 caused the deepest global recession since World War II, the world economy is again in danger," Malpass wrote.

In the U.S., Russia's invasion of Ukraine and a rapid rise in prices have pushed the Federal Reserve into a strategy of [aggressive interest rate hikes](#) to tame inflation, but this is making investors increasingly skittish. If interest rates go too high, [as more and more economists believe might be inevitable](#), the economy could risk backsliding into a contraction and a recession.

The word "recession" might evoke scary images of the 2008 market crash, but most economists think that if there is a recession, a [downturn of that magnitude is unlikely](#), with most assuring people that the outcome will likely be a mild recession, as is normal at the [end of business cycles](#). But the World Bank is warning that even a mild recession could leave lasting scars on the global economy, as the combination of today's economic forces could lead to "stagflation," a mixture of low growth and high prices that is toxic to economies in developing countries.

The return of stagflation?

Malpass mentioned the threat of stagflation multiple times in the World Bank report, noting similarities in monetary policy environments between now and the last time stagflation hit.

"Several years of above-average inflation and below-average growth are now likely, with potentially destabilizing consequences for low- and middle-income economies. It's a phenomenon—stagflation—that the world has not seen since the 1970s," he wrote.

[Stagflation](#) occurs when economic growth goes through a significant slowdown, but inflation and high prices persist. The last time the world went through a stagflationary period was during the 1970s oil shocks, when high oil prices caused high inflation worldwide and a recession in countries that imported large oil volumes from the Middle East.

Stagflation can be considered the worst of all worlds, as inflation usually tends to counteract a shrinking economy. But the same conditions that kick-started 1970s stagflation appear to be making a return.

"The interest rate increases that were required to control inflation at the end of the 1970s were so steep that they touched off a global recession, along with a string of debt crises in developing economies, ushering in a 'lost decade' in some of them," Malpass wrote, adding that the same patterns of subdued growth, high interest rates, and escalating public debt in many countries are playing out today.

Resuming normal supply-chain operations and increasing production around the world are key to avoiding stagflation, Malpass said, but it won't be easy. COVID-19 lockdowns in China's production hubs over the past few months [dealt a blow](#) to global manufacturing, and energy constraints as a result of the war are standing in the way of [supply chains returning to full normalcy](#).

Source:

https://fortune.com/2022/06/07/world-bank-global-recession-inflation-stagflation/?utm_source=email&utm_medium=newsletter&utm_campaign=ceo-daily&utm_content=2022060811am

THE DELOITTE GLOBAL 2022 GEN Z AND MILLENNIAL SURVEY

Now in its 11th year, the survey finds Gen Zs and millennials are striving for balance and advocating for change.



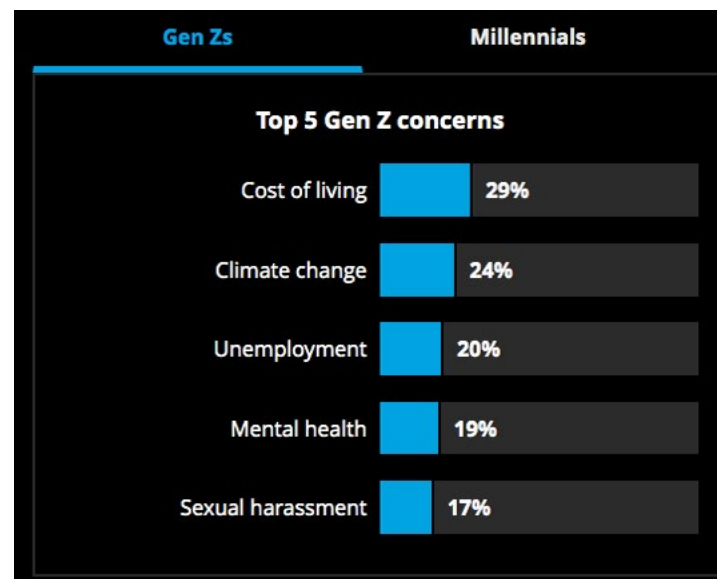
GEN ZS AND MILLENNIALS ARE TIRED OF BEING RESILIENT, THEY WANT SUPPORT AND GENUINE CHANGE.

By Christine Alemany | June 03, 2022

Top concerns among Gen Zs and millennials

This year's survey finds Gen Zs and millennials deeply concerned about the state of the world, and actively trying to balance the challenges of their everyday lives with their desire to drive societal change.

They are struggling with financial concerns, while trying to invest in environmentally sustainable choices. They feel burned out, but many are taking on second jobs, while pushing for more purposeful—and more flexible—work. They press their employers to tackle climate change, particularly when it comes to efforts they can get directly involved in, but businesses may still be missing opportunities to drive deeper and broader climate action. And they



have inspired organizations to take action to address workplace mental health challenges, but many don't feel this is resulting in any tangible change for employees.

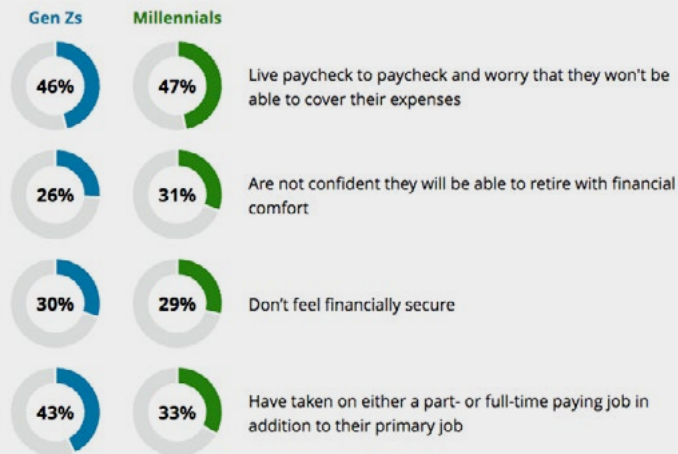
Striving for balance and advocating for change

Grappling with the impact of the last few years, the youngest generations in the workforce are seeking balance and sustained change.

In these uncertain times, they are reassessing their priorities and expecting more from business leaders. To attract and retain talent, business leaders should act urgently to shape work models that meet the expectations of their people. Prioritizing

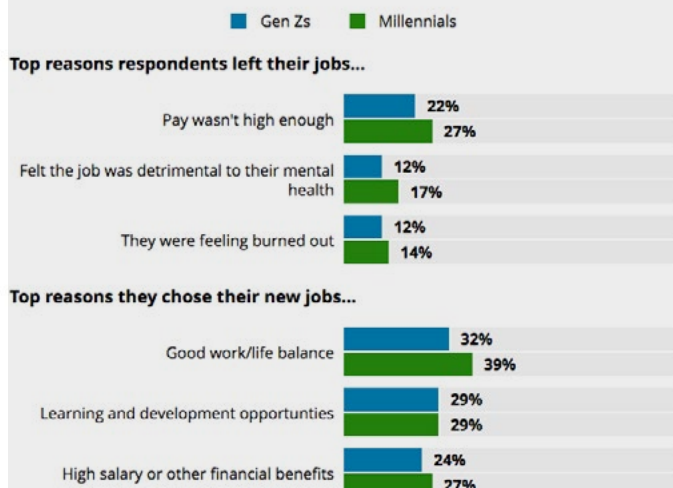
Financial concerns are top of mind

Many worry about their day-to-day finances, and fear that they won't be able to retire comfortably.



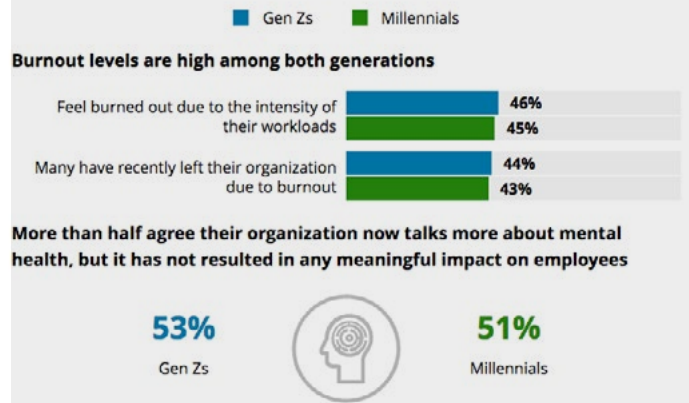
Gen Zs and millennials are seeking balance and opportunities to grow

Pay is the No. 1 reason they left their employers over the last two years. But when it comes to what makes them choose a new organization to work for, good work/life balance and learning and development opportunities are their top priorities.



Stress and burnout levels are high, signalling a retention issue for employers

While many organizations are more focused on workplace mental health since the start of the pandemic, there are mixed reviews on the impact.



Read the whitepaper: [The Mental Health of Gen Zs and Millennials in the New World of Work](#)

Pushing for climate action

The vast majority (90%) of Gen Zs and millennials are making an effort to reduce their personal impact on the environment. They don't believe business and governments are as strongly committed, and many are pushing their own employers to take action.



work/life balance, learning and development, and well-being will be critical, as will having a clear purpose and giving employees the opportunity to address societal issues through their work.

Source:

<https://www2.deloitte.com/global/en/pages/about-deloitte/articles/genzmillennialsurvey.html?id=us:2em:3na:myiftnceo:eng:abt:greendot:060622>

3 Ways Marketers Can Earn — and Keep — Customer Trust

By Christine Alemany | June 03, 2022

It is no big secret that our world has a trust problem. Amid a global pandemic, economic crisis, and political instability set against a backdrop of deep cultural malaise, people no longer know where (or whom) to turn to for dependable information amid widespread disinformation and propaganda.

Similarly, government leaders, briefly seen as the most trusted institutions at the beginning of the pandemic per the 2021 Edelman Trust Barometer, squandered that goodwill when they could not halt the virus or restore economic stability. And per the 2021 Edelman Trust Barometer, trust in U.S. CEOs is at 47%, and credibility has basically hit rock bottom in Japan (18%) and France (22%) as consumers wake up to the indignities and absurdities of unfettered capitalism.

Yes, trust is in short supply, yet it remains a vital currency in sustainable customer relationships. A 2021 survey of 1,000 consumers concluded that more than 80% consider trust a deciding factor in their buying decisions, despite the fact that only 34% trust the brands they use. Consumers, of course, are not a monolith. And as it so happens, age is a key differentiator in understanding the intricacies of the public's confidence in and perception of the news media, in particular.

Per a Gallup/Knight Foundation survey, older Americans tend to rely on maybe one or two sources for all their information, and they prioritize brand reputation and political slant when evaluating an outlet's credibility. Conversely, younger adults (18- to 34-year-olds) are more likely to gather information from numerous sources and place more of a premium on how open that outlet is with its facts, research, and processes.



Younger consumers also view national news outlets with more skepticism, with just 29% saying they trust them compared to 41% of adults over 55. A credible media landscape is always critical, but with the line between marketing and media blurring each day, news organizations' morale fiber can sometimes be linked to that of a brand.

To summarize, older adults are more brand-conscious, while younger adults are more process-conscious. As marketing experts, we can apply these findings to our brand messaging to develop credibility with our intended audiences as they age and evolve. Here is how.

1. Do not overspin.

Though Edelman found that trust in CEOs hit an all-time low in 2021, the same study revealed that businesses are still considered more trustworthy than governments, NGOs, and the news media. With such power comes great responsibility. CEOs and other business leaders must address today's most pressing challenges and focus on societal engagement with great fervor. According to the 2021 Edelman Trust Barometer, 53% of respondents believe that business leaders have a duty to fill the information void left by the news media.

This is not the time for corporate platitudes.

People are smarter than you think. If you attempt to fool them, they will find out — and the hit to your credibility will outweigh any short-term gains that you made.

Think back to summer 2020, when PR teams across industries jumped to distribute public denouncements of systemic racism. People were quick to call out the performative allyship of companies such as Glossier, whose public anti-racism pledge was at odds with former employees' recounts of on-the-job discrimination and toxicity. So make sure you back up any announcements with actual steps. For example, Ben & Jerry's is not one for empty promises, and its statement on racial injustice held a lot more weight because company leaders have a track record of on-the-ground activism.

Keeping your message free of excessive spin goes a long way with the public and protects you from potential PR gaffes down the line.

2. Avoid half-truths.

Pfizer has been in the news a lot this past year — mostly for good reasons. CEO Albert Bourla and his team cleared myriad hurdles to develop an innovative, effective Covid-19 vaccine in record time. But back in 2006, Pfizer was in the news for less-than-glowing reasons after launching a \$258 million ad campaign for a cholesterol drug with Robert Jarvik, inventor of the first permanent artificial heart, as the face of it.

The tagline — “Just because I'm a doctor doesn't mean I don't worry about my cholesterol” — was catchy, but there was one problem: Jarvik was not licensed to practice medicine and, in fact, had never practiced medicine. The ads drew swift criticism that resulted in a congressional investigation and millions in monetary losses for Pfizer.

In the court of public opinion, omission is akin to lying. If a claim requires omission, then do not use it; and if you do make a mistake, own up to it. In fact, you may find consumers more forgiving if you show any semblance of

contrition. Being vulnerable about where you have fallen short in the past suggests honesty, which sits at the foundation of consumer trust, brand affinity, and long-term engagement.

3. Read the room and adjust.

When was the last time you checked the pulse of your customer base? You should be continually evaluating the effectiveness of your marketing efforts by asking yourself these key questions:

What is our customer sentiment? Negative? Positive?

What are our favorability ratings? Are they rising? Dropping?

Is our audience engaging with our content?

And did we follow through on our promises?

By regularly checking whether consumers are picking up what you are putting down, you will find that you can more easily meet and even exceed their ever-evolving preferences. For example, Bryanna Evans, the social media manager at home fragrance brand SECC, told Buffer that her team's social media-powered strategy focuses on in-feed customer engagement. Not only does the social team respond whenever someone leaves a comment, but it also nurtures consumer interest by regularly posting quizzes, contests, and giveaways. As a result, SECC has built an army of loyalists and grown its monthly revenue from \$20,000-\$30,000 to more than \$100,000.

The fight for consumer trust is ongoing — and it will not be going away anytime soon. But savvy marketers can use authentic brand messaging to engender stronger customer relationships that stand the test of time. Implement these three steps to begin building a reputation as a reliable information source that people depend on.

Source:

<file:///Volumes/Data%20HD/OCTARA.COM/60%20Octara.com%20Jul%202022/THREE%20WAYS%20MARKETERS/3%20Ways%20Marketers%20Can%20Earn%20%E2%80%94%20and%20Keep%20%E2%80%94%20Customer%20Trust.html>



ARTIFICIAL INTELLIGENCE

A.I. continues to make strong inroads into corporate operations, as yesterday's conversation among executives at Fortune's Brainstorm AI virtual event demonstrated. And it's no longer just about reducing costs, it's about growing revenue. New research from Accenture, which sponsored yesterday's event, suggest early adopters are reaping substantial dividends:

"The companies who are building comprehensive artificial intelligence capabilities, who have the foundation of building a platform but also the right level of organization support and sponsorship... These companies are already experiencing 50% higher revenue growth than their peers."

—Sanjeev Vohra, senior managing director and global lead, Accenture Applied Intelligence

But it was also clear from the conversation that A.I. remains far from delivering on some of its more-ballyhooed promises. Some excerpts from the conversation:

"What people really want—and this is my vision for our company—is to recreate the human travel agent that those of us who are older can remember... They would know what you could afford and know what you like...and god forbid anything went wrong, you made one call and it all got fixed. What we want is to recreate that human being into technology. And we are so far from that."

—Glenn Fogel, CEO, Booking Holdings

"Healthcare has been later in the cycle than other industries [in adopting A.I.] and a large reason for that is the conservative nature of physicians, the conservative nature of hospitals, and the regulatory framework which acts as a deterrent to fast adoption of new technology."

—Kevin Lobo, CEO, Stryker

"Visa using A.I. helps prevent about \$26 billion in fraud. So those are big numbers."

—Michael Nunes, senior director and head of government advisory, Visa

"Where we are now is going on a journey, where you put A.I. in every pillar of the company. You talk about audit, you talk about HR, you talk about supply chain. And what we are seeing is that we are now kind of moving into higher level use cases. Initially they were all testing the water. There was a lot of anxiety. But now we are seeing people with much meatier use cases surfacing."

—Rohit Chauhan, EVP, A.I., Mastercard

"I would say machine learning today is almost everywhere. I know company deep learning is probably the next step,"

—Alexis Garcin, CEO, Michelin North America

"My background is in building social and emotional intelligence into our machines. I'm seeing a lot more interest in a number of areas such as the future of work. We can now quantify a Zoom meeting like this and basically break it down by air time and give you a lot of metrics that didn't exist before."

—Rana el Kaliouby, deputy CEO, Smart Eye

"If there is a recession, I don't think it's going to change anyone's A.I. agenda. It is a must have, it's not a nice to have."

—Will Breetz, SVP of product management, Salesforce

"We're measuring vibration, we're measuring atmospheric pressure, and we're using that information to predict when a potential failure may happen and how do we send our mechanics to the job site with the appropriate tools, with the appropriate parts."

—Neil Green, EVP and chief digital officer, Otis Elevator Co.

Source:

https://thehustle.co/06102022-pizza-deliver-drivers/?utm_campaign=Savannah%20Bananas%20Baseball&utm_content=06102022-pizza-deliver-drivers&utm_medium=email&utm_source=daily&utm_term=4ABCD

Where are all the pizza delivery drivers?

A delivery driver shortage is forcing pizza chains to make some big changes.



Rob Litterst | June 10, 2022

In 2019, Domino's CEO Ritch Allison said he'd "have a tough time sleeping at night" if the company had to use a third-party delivery service.

It's a good thing he retired earlier this year.

A [driver shortage](#) is forcing Domino's and other pizza chains to embrace delivery alternatives and make other structural changes to their operations, per QSR magazine.

The shortage:

... is due to a combination of factors, including:

- Delivery drivers seeking more flexible hours and schedules
- Food delivery drivers getting paid less than ride-share drivers
- High gas prices preventing workers from taking food delivery jobs

The absence of drivers is impacting the bottom line of some of pizza's biggest players.

In Q1, Domino's same-store sales were down 3.5% YoY, with delivery sales down 10.7%.

So, what's the solution?

While pizza's "Big Three" — Domino's, Papa John's, and Pizza Hut — will all likely embrace third-party delivery partners to some extent, that's just one part of the equation.

Peter Saleh, an analyst at BTIG, believes the solution will also require:

- **Tech improvements** like AI and automation to help streamline operations
- **Better benefits** for drivers, including higher pay and flexible hours

Unfortunately, higher wages for delivery drivers will likely mean higher prices for consumers — meaning we may be looking at pricier pies going forward.

Source:

https://thehustle.co/06102022-pizza-deliver-drivers/?utm_campaign=Savannah%20Bananas%20Baseball&utm_content=06102022-pizza-deliver-drivers&utm_medium=email&utm_source=daily&utm_term=4ABCD

COP27

NATURE Calling For ACTION STATIONS!



The Tale Terrible of Three Giants

The “mighties” of our Planet are in acute distress. From the mighty Indus to the mighty Congo and mighty Amazon, we humans have succeeded in making dysfunctional the cradles of ancient civilizations. Unadulterated, pure greed in the garb of ‘progress and prosperity’ has caused us to hack away at our own feet that now bleed and wobble, and may the Almighty have mercy upon us, amen.

Deforestation in Brazil’s Amazon rainforest

Sixty percent of the world’s largest tropical forest lies within Brazil’s borders, writes Chris Feliciano Arnold (NYT October 3-4, 2020). “For a few weeks last year, record setting fire in the region focused the world’s attention with an intensity reminiscent of the Save the Rainforest campaigns of the 1980s, but this year the land is burning during a pandemic that has interrupted travel, stymied environmental protection efforts, and emboldened miners, loggers and ranchers to encroach on Indigenous land with impunity.”

“Captain Chain Saw”

Deforestation in Brazil’s Amazon rainforest hit 15-year high as per data in a very recent report published by Brazil’s National Institute for Space Research (INPE) that estimated that 13,235 square kilometers (8,224 square miles) of forest was lost between August 2020 and July 2021. The world’s largest rainforest continued to come under pressure in 2021, due largely to the policies of

Brazilian President Jair Bolsonaro. Fires flared up again, combining to turn Brazil’s portion of the Amazon into a net carbon source for the first time ever. Jair Bolsonaro, who spent his formative years as an Army paratrooper, has smugly nicknamed himself “Captain Chain Saw”, and embodies the brutal history of the Amazon.

The smoke is visible from space, and the future of the Amazon has rarely been so hazy, laments Chris Feliciano Arnold. “Environmentalists see a vanishing rainforest of global consequence. Indigenous leaders see an ancestral home still being exploited by settlers after 500 years of genocidal violence. Brazil’s president, Jair

Bolsonaro, sees valuable acreage wasted by ‘cave men’ and Marxists.”

Illegal logging in the Congo Basin

From South America to the heart of Africa, a forest is floating away, with illegal logging in the Congo Basin breaching a climate change defense, writes Dionne Searcey (NYT June 18-19, 2022). “The vast rainforest of the Congo Basin, one of the most important in the world, has long been protected by its remoteness with roads being rare in many places. But there is a river. The mighty Congo River has become a highway for floating flotillas of logs – African teak, wenge and bomanga in colors of licorice, candy bars and carrot sticks.”

Riches in the rainforest

For months at a time crews in the Democratic Republic of Congo (DRC) live aboard these



perilous rafts, piloting the timber in pursuit of a sliver of profit from the dismantling of a crucial forest. The biggest rafts are industrial scale serving mostly international companies that see riches in the rainforest. But puny versions also make their way downriver, tended by men and their families who work and sleep atop the floating logs.

“Forests like these pull huge amounts of carbon dioxide out of the air, making them essential to slow global warming. The expanded scale of illegal logging imperils their role in protecting humanity’s future.”

Lawless trade

The Congo Basin rainforest, second in size only to the Amazon’s, is becoming increasingly vital as a defense against climate change as the Amazon is felled. In this lawless trade the river is the artery to the world. In some places, where once towering trees are prepared for the journey, the water itself is stained caramel from the bleeding sap of felled trees. Research has shown that the DRC has for several years in a row been losing more old-growth rainforest than any country except for Brazil. Every day along the forested Congo River banks rafts held together by little more than roping and optimism set out on the arduous voyage to the sprawling riverside lumber ports of the capital city Kinshasa, hundreds of miles downriver.

Laden with corruption

“I heard on the radio that trees help to give us oxygen that we breathe and for us to survive,” said Alphonse Molosa, who counts himself as a lover of trees. “But here there is no other way to survive without cutting trees.” In an all too familiar story around the world, industrial logging

“Sixty percent of the world’s largest tropical forest lies within Brazil’s borders”

in Congo is laden with corruption according to a recent government audit, with lucrative licenses handed out as political favors. In fact, the past six environment ministers, the very people in charge of protecting the rain forest, have been accused of illegally selling off huge swaths of it according to the audit which reviewed Congo’s industrial logging as of 2020.

Eva Bazaiba Masudi

“Fraud upon fraud,” said Eva Bazaiba Masudi, Congo’s environment minister who was appointed in April 2021, and who says her own signatures have been forged on logging licenses. “Can you imagine, we have been exporting our timber but we import toothpicks from China,” she said. “It makes no sense at all.”

Neighboring countries such as Gabon have put tight controls on logging in recent years and Ms. Bazaiba, who is also deputy prime minister, has begun an effort to rein in corruption. In 2021 she secured pledges of \$500 million from international donors to fight deforestation.

Rumble in the Jungle

Kinshasa is best remembered perhaps for The Rumble in the Jungle, the heavyweight championship boxing match on October 30, 1974 wherein the undefeated and undisputed heavyweight champion George Foreman faced off with “the greatest of all times” Muhammad Ali on the comeback trail, and what a glorious return to

“Brazil’s National Institute for Space Research (INPE) estimated that 13,235 square kilometers (8,224 square miles) of forest was lost between August 2020 and July 2021”

glory that was at the at the 20th May Stadium now renamed the Tata Raphael Stadium in Kinshasa, Zaire (now renamed DRC). The event had an attendance of 60,000 people and had General Mobutu Sese Seko presiding over the proceedings.

“We were all scared for Muhammad Ali that night,” says Andy Kershaw in his piece for BBC News. “At 32, he was too old. His younger, fearsome opponent, George Foreman - the champion - was too strong. We wanted a miracle. We expected catastrophe. Ali was in danger of wrecking his own legend. For more than seven shocking rounds, Ali - against the ropes - soaked up Foreman’s punches, all the while taunting his opponent.”

“Is that the best ya got, George?” Ali yelled through his gloves. “Harder, sucker, swing harder. You the champion. They told me you could punch.” Routinely, in training, Foreman’s blows had split open the heavy bag. Early in the eighth, with a lightning bolt of a right, Ali flattened



Big George to become - against all predictions - Heavyweight Champion for the second time. “And the world went nuts.”

Ominous rumble in the jungle

This time it’s the heat that’s driving the world nuts, with the world in the clutches of unprecedented searing sizzles from Asia through Europe and North America to Down Under. There is an ominous rumble in the jungle this time around and a clarion call has gone out to the capitalists of the world caught up in a feeding frenzy with no end in sight. In the name of Muhammad Ali, cease and desist this wanton destruction of the Creator’s gift to Mankind. It’s better that the bees sting rather than the chain saws rattle; It’s better that the butterflies float rather than the profiteers gloat.

Indus, perennial pressure of plastic waste

In our own once magnificent backyard, the land of the mighty Indus and the towering Karakorum, the cradle of ancient civilizations that served as food baskets for the world, it is estimated by a recent World Bank survey that the River Indus delivers around 10,000 tons of macro-plastics to

the Arabian Sea each year, writes Amin Ahmed (Dawn June 5, 2022).

The survey titled “Plastic Waste: A Journey Down the Indus River Basin in Pakistan”, warns that the perennial pressure of plastic waste in the Indus and its tributaries is a recent addition to the already extensive list of threats to water quality, ecological health, and environmental sustainability in Pakistan. The survey spanned nine locations along 2032 kilometers of the Indus, and flagged textile waste as the third most significant waste type accounting for 13 percent of plastic waste generated in the country.

Meanwhile, filmmaker Wajahat Malik has traversed the once might Indus on a raft with his crew of five friends, covering an estimated 2300 kilometers from Hamzigond in Gilgit-Baltistan’s Kharmang district to Kharo Chan in the delta where the Indus meets the Arabian Sea. Their verdict is that the Indus is dying downstream Sukkur.

Manchhar Lake and the disappearing Mohannas

In her column titled “Health of the Indus” (Dawn

June 5, 2022), Zofeen T. Ebrahim, try as she might to soften the blow of the bad news, manages to send a chill down the spine of the reader. One bit in particular that caught my eye was where she talked about the poverty-stricken Mohannas, indigenous fisher folk living on boats from Taunsa in the Punjab to Manchhar Lake in Sindh, all but disappearing as observed by the rafters. “Without fish in the water they were forced to give up their ancestral occupation and move to the cities and work as laborers.”

Polluted & contaminated, or not?

This Mohanna tragedy took me to an earlier report on the Manchhar Lake that I had read in the Express Tribune (May 31, 2022) filed by their correspondent regarding the Sindh High Court’s (SHC) order to have the Manchhar Lake

“Illegal logging in the Congo Basin is breaching a climate change defense - the mighty Congo River has become a highway for floating flotillas of logs”

water analyzed in response to a petition filed by Muhammad Shareef Mallah against the Sindh Livestock and Fisheries Department, challenging its plans for developing a hatchery in polluted waters.

In the crosshairs is Director-General Fisheries Mir Allahdad Talpur who, on November 11, 2021, had issued a bidding evaluation report for the purpose of buying fish seeds of different fish species for the Lake like Labeo Rohita (Rahu), Cirrhinus Mirgala (Morakhi), Cyprinus Carpio (Gulfam), Catla (Thaila) and Hypophthalmichthys molitrix (Silver Carp).

Main Nara Valley (MNV) drain culprit

Muhammad Shareef Mallah and his counsel advocate Nouman Sahito are well and truly on the warpath and had previously taken Manchhar lake’s contamination issue to the Supreme Court, alleging that billions of rupees were being spent on procuring the fish seeds when the grass fish could not grow in the contaminated water whose Total Dissolved Solids (TDS) level is beyond permissible levels and whose soil has been polluted. Manchhar Lake is being contaminated by the Main Nara

“Brazil’s portion of the Amazon has turned into a net carbon source for the first time ever”

Valley (MNV) drain that empties its highly toxic content in it and makes the Lake’s water highly hazardous.

Director-General Fisheries Mir Allahdad Talpur and the Inland Fisheries Director Habibur Rehman Narejo have argued that they threw seeds in Manchhar Lake every year and claimed that the fish has been growing in the lake and is fit for human consumption.

The SHC bench observed that the pH and TDS determined water quality and its conduciveness for the growth of aquatic life, and said that it was alarming that these tenders could be awarded without water quality assessment, alluding to a ‘financial catch for some individuals.’

Academia to the rescue

The fisheries officials did the only thing they could under the circumstances, and asked the court to order the testing of the water samples taken from different locations of Manchhar lake, expressing the hope that the results will prove that the water is conducive to the natural growth of fish.

In a move that raised a few eyebrows the Director-General Fisheries suggested, and the SHC bench accepted, the nomination for water quality testing of the Department of Freshwater Biology and Fisheries of Sindh University, the Department of Land and Water Management of

“It’s better that the bees sting rather than the chain saws rattle; It’s better that the butterflies float rather than the profiteers gloat”

Sindh Agricultural University Tandojam, and the Karachi University. While these are all prestigious institutions, the nominations should have come from the petitioner Muhammad Shareef Mallah. Concerned citizen activists like him are central to holding the government accountable to the public.



Snippets

4 DWW: Over 3.3k workers across 70 UK companies started piloting a four-day workweek program. The workers will receive 100% of their pay while working 80% of their typical week, but most promise to maintain 100% of their usual productivity.

CNN is reportedly reviewing its partisan talent in an effort to shift toward a more nonpartisan tone. The move comes days after new chief Chris Licht removed the “Breaking News” banner from CNN’s website to ensure the label is only used for truly urgent matters.

Royalty investing 101: Royalties are an attractive alternative revenue stream for steady, passive returns. Read our Trends report to learn about obtaining royalties in entertainment, energy, and startups.

Benevolent sexism. The majority of men say they are committed to combating explicit sexism in the workplace. Yet the majority unintentionally engage in “benevolent sexism,” actions that seem positive but are still harmful to women. These actions include assuming women are naturally suited for certain roles (such as HR over sales) or assuming women only exist to fulfill men’s need for intimacy and affection (like complimenting a woman’s appearance and saying her husband is a lucky man). This implicit form of sexism can have detrimental effects, leading women to feel incompetent in the workplace or lacking career support.

The latest SEO and keyword research tools

You should actually be thankful SEO isn’t fun or sexy.

It’s a big reason why simple adjustments to the writing on your web pages can boost visibility the way they do — because far too many businesses aren’t up on these accessible strategies.

In this seven-minute video, you’ll learn [the seven steps to proper SEO keyword research](#) to improve your search engine ranking and drive organic traffic.

Featured in this keen SEO video tutorial:

- An eloquent breakdown of SEO and keywords
- Brainstorming and vetting the best topics
- Using Google Ads’ Keyword Planner tool
- Finding what’s trending for your competitors
- Why ranking for broader long-tail keywords is killer
- And more tips for small-to-mid-sized businesses

Lifelong Learning Tips

Selection by JJ

▪ Address disagreement

by saying “We have a different interpretation of the facts,” rather than “We have a difference in opinion.” It’s easier to forge an agreement by identifying clashing facts or evidence and accepting a middle ground than trying to change someone’s opinion.

▪ Manage your appointments better

by including preparation time in your day planner. When you set an appointment, write in the number of minutes you’ll need to gather materials and commute. That gives you a more accurate sense of when you need to leave.

▪ Head off contentious meetings

by discussing volatile issues in advance with those people most likely to express concerns. Promise to present their views to the group.

▪ Set a 72-hour deadline

for addressing non urgent problems. When you first detect what’s wrong, summarize the issue in writing and jot the day and time. Commit to finding a solution or at least making progress within three days.

▪ Here’s how to remember

everyone’s name in a large group: Collect business cards in advance and position them in front of you based on where their owners are seated.

▪ Use positive language,

not negative, to measure customer satisfaction. Example: “Can you suggest any ways for us to improve service?” not “Do you have any complaints?”

▪ Prompt employees to conclude for themselves

what they need to do to produce better results by asking these penetrating questions: “How are you going to track your progress?” “What are your main challenges going forward?” “What risks does that entail?”

▪ Limit the number of times

you have to check your e-mail by creating an auto-message that alerts senders when to expect a reply.

▪ When a group discussion goes astray,

use this phrase to refocus people’s attention: “Let’s back-track and see how that relates to the original question.

Extracted from Communication Briefings

Lifelong Learning Tips

■ Prepare your next speech

or report with your audience's needs in mind by thinking OARS: Observe them. Ask them questions. Read about them. Sculpt your communication to meet their needs.

■ Engage your audience

by starting presentations with compelling questions or a quiz. Don't deaden your introduction by lecturing about ground rules or restating facts that appear on slides or handouts.

■ If your employees work all day

in front of the computer or on the telephone, allow short, frequent breaks for them to stretch their legs and clear their minds. You'll find that works better than longer, less frequent breaks.

■ Increase the value of your praise

by giving as much information as possible. Statements such as "This is outstanding work!" may be pleasant, but they don't give enough detail to be helpful. Pinpoint what the person did that was "outstanding." Example: "The way you color-coded the different product lines made my job a lot easier."

■ Keep track of your successes

by creating a "success log." As you complete each step of a big project, jot a sentence or two summarizing what you've achieved. Include compliments, too.

■ If you find yourself attending meetings that drag

on past the allotted time, offer to act as timekeeper. Arrange a signal with the meeting leader—such as holding up one finger or touching your watch—that you can use when the group has spent too much time on an agenda item.

■ Ban the word "bad"

from brainstorming sessions. Help employees understand that no idea or suggestion is too silly or inconsequential to bring up. Encourage them to use words such as "unusual" or "thought-provoking" to describe slightly off-the-wall thinking.

■ When talking to a customer

on the phone, use the caller's name occasionally, if you know it. But be careful not to overdo it. If you use the person's name in every other sentence, you'll sound insincere and scripted.

Extracted from Communication Briefings

Please comment on best article in this issue: info@octara.com