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2020 Environmental Performance Index

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Shangri-la Hotel

TRAVEL

Sustainable & Rural Tourism-INDeco Hotels

LIVING

Sustainable Fashion Ritu Kumar

Consciousness of Soul -Yogi Ashwini

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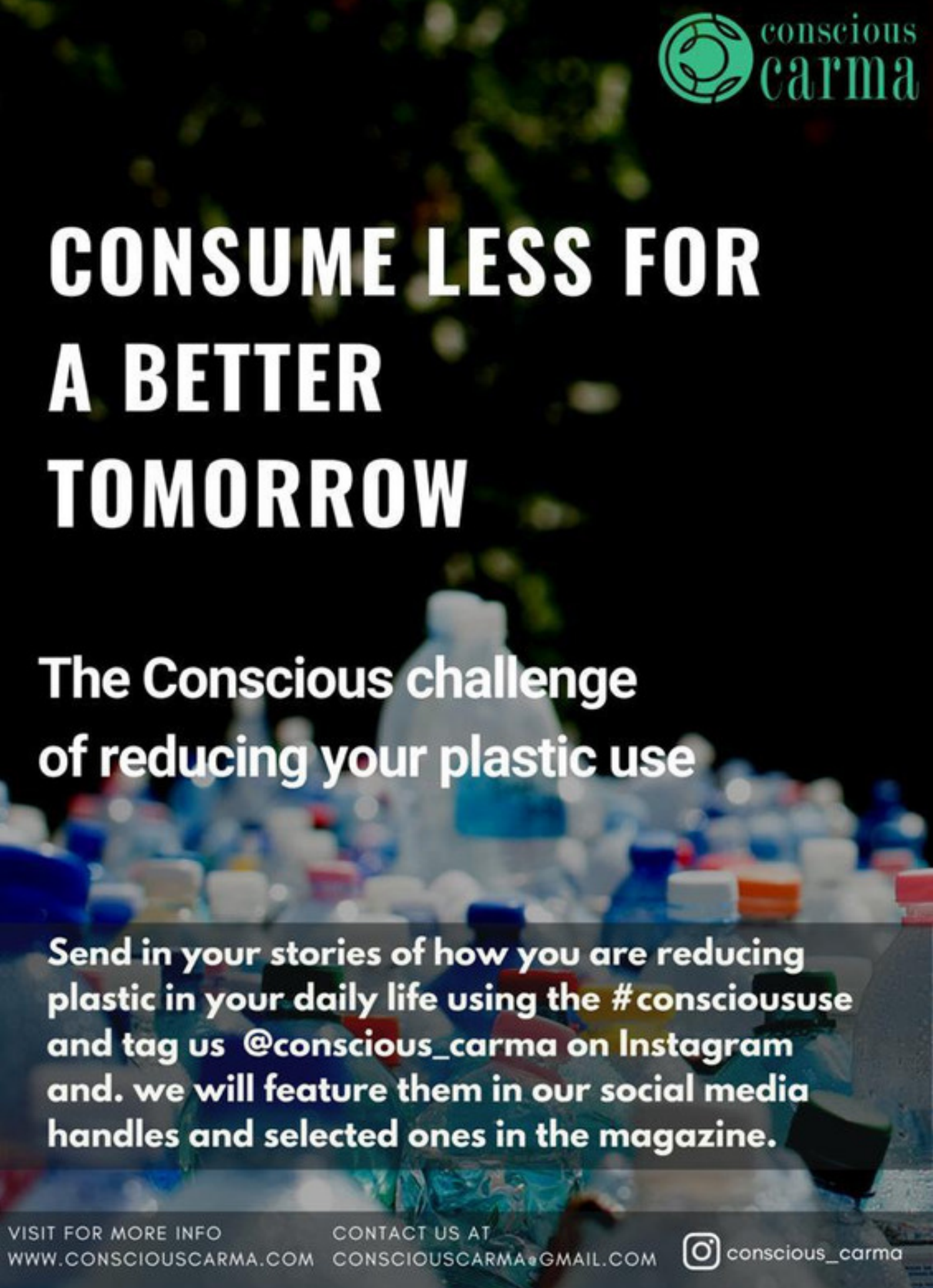
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From the desk of Editor-in-Chief

Covid-19 has brought forward humanity



Poonam K Malhotra

Across the globe, the spread of COVID-19 continues to cause disease, death and disruption. It has pushed even the most advanced health systems to the brink. The crude mortality ratio for COVID-19 is estimated to be upwards of 3%, but can change from country to country, and even within countries.

During this chaos, the silver lining is that we have realized the worthiness of humanity, the implications of our actions and how we all are connected. While we wait for borders to be opened so that we can go back home in the comfort of our bed, we hear the shouts of refugees louder, we 'empathize' with those who have been uprooted from their home. We understand their pain and suffering because we know how it feels.

We all share only religion, that is humanity, and this crisis is bringing humanity out of people. The world is changing, it is healing, there is light at the end of the tunnel. Pollution is being cleared off, the equilibrium is being restored, and at the end of this, the world will heal. There are so many lessons of humanity to take on from there: racism, health, love and how to embrace uncertainty and make something out of it!

Let us all learn from this pandemic and with our awakened consciousness, work towards the betterment of humanity, nature and all things living in the creation. And not to forget, EARTH itself is a living organism.



From the desk of Executive Editor

The Pursuit of Sustainability through Self Transformation



Tashi Narula

Sustainability has always been a core component of our culture. Environmental friendly practices still continue to be part of our lifestyle...All our lives we were taught about it, we were taught to be conscious in how we live, to use the resources carefully, save it for the next generation but now in 2021 sustainability is not merely a suggestion, it is the need of the hour. It's essential. Living a sustainable lifestyle will not only benefit us but our future generations.

Concerns loom everywhere because of our unsustainable lifestyles and patterns of production and consumption. The havoc caused is likely to increase and the effects of it are noticeable and visible every day.

We all should come together to learn from each other, as a global family and village. Let's draw good lessons from both ancient wisdom and scientific facts and then implement those sustainable practices into our daily life. We need to realise that development is more than economic.

Sustainability is not just taking care of the environment, for me, It's much more than that, it's sustaining our heritage, our beautiful colourful culture, it's sustaining those little traditions all families have, and it's living consciously.

I am a person who believes that change can be brought by a single person. Let's make the most sustainable choices. Swap that plastic toothbrush to a bamboo one, start carrying a cloth bag with you, ditch that plastic bottle and try to live more consciously. Be kind to everyone and everything around you.

Let's start treating this earth better!

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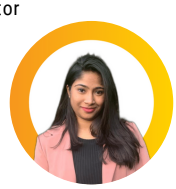
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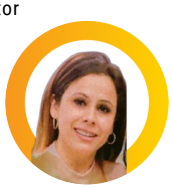
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INDeco Hotels

Pioneer of Sustainable & Rural Tourism in India



Can you believe that a sustainable and responsible hotel project in a remote rural region can change the fate of neighbouring villages and nearby towns?

The per capita income goes up from 5 odd US dollars per family per month to well over 400 US dollars in a period of 10 years, happiness quotient goes up, NIL unemployment, finds a market for all village produce, all children go to school and the list goes on. Works with the local administration to make its town and railway station one of the cleanest, treats 100% of its solid waste and above all has about 50 odd air-conditioned bus stops with ATM's attached, all-girls schools have been provided with a toilet. Again, this list also goes on.

The question is why we have not reproduced this model across the Country.

The story of India's first sustainable and rural tourism dates back to as early as 1992 when a young man set out to revive Indian villages. After having worked globally at the UN, Government of India, Press, Films, Hotels and the Corporate, he bought a sick company in India, revived it and sold it to find the money to create these Rural Hotels. Being the hotelier wasn't his business plan. It was his passion to work for the villages. The rural and urban inequalities causing total damage to the rural economy was his primary concern. This was followed by a chance meeting with the late Hindu pontiff Shankaracharya, who inspired him to follow his passion.

He set out to establish big, responsible, sustainable and regenerative tourism businesses in remote rural and tribal pockets of Tamilnadu to mend their broken backbone. He acquired three abandoned dilapidated historic villages in SWAMIMALAI near Tanjore. He redefined Hospitality from being a mere shelter to development, protection and preservation. All with what the local people know have and do. And in the process preserve their art, heritage, culture, livelihood, antiquities, flora, fauna, lifestyle, ecology, technologies, tradition, skills, traditional cuisine & sustainable practices.

The destiny changed not only for him but also for the villages and the town around. Wherever he established businesses, Per capita income increased from less than USD5 to USD 400 per family per month and the happiness quotient went up and attained high employment, hygiene and sanitization levels. Today, the man STEVE BORGIA is India's pioneer in rural tourism.

Steve is one of the founders of the Ecotourism Society of India (ESOI) which is now the Responsible Tourism Society of India (RTSOI). He's also the Vice President of the Indian Heritage Hotels Association (IHHA). He is the founder chairman of Association of Agri & Rural Tourism Society of India (AARTI) and several smaller travel and tourism organisations.



His unique properties are as follows:

1. INDeco Hotels Swamimalai, in Kumbakonam, Tanjore District, S.India established in 1992. India's unique Heritage Hotel.
2. INDeco Hotels, Mahabalipuram was established in 2003 to create job opportunities for the fisherman communities around.
3. INDeco's Lake Forest Hotel was created in 2007 with 100 rooms amidst coffee plantation without damaging the ecology.

Kumbakonam today is the cleanest town in India. Its Railway station is one of the best kept Railway Station. No beggars in the town, 100% solid waste is treated, the cost of electricity is 10 % less than the rest of the country. All girl schools are provided with toilets; the only town in India which has air-conditioned bus Stops with ATMs attached.

Another very interesting feature of INDeco hotels is that each of these properties houses a Museum. *"The Indian heritage museum is the soul of INDeco Hotels. These museums contain very pristine objects right from the World's smallest gramophone to the first aircraft that landed at the Madras presidency. The Gate of Madras Central prison, the prison cell in which Subhash Chandra Bose was kept overnight before being moved to the cellular jail, very interesting objects which the British brought from*





England and left behind. The museums are very interactive as we encourage some objects being touched and operated by the visitors. We are lucky to be in historical space, therefore it serves the very purpose of the museum", says Steve.

Fortune magazine awarded INDeco Hotels as the 6th best idea to save planet earth minuscule all the other national and international awards bestowed.

Here is what a Former Indian Prime Minister had to say…
"*Steve, the creator of this facility is the Viswakarma in building heavenly resorts. This is what we must expose to the Western World. I like the way INDeco cares for insects, birds& animals, protects heritage, promote culture, work with local people with what they know, have and do. This is a workable model for the nation to develop our villages, It is truly overwhelming to know that this hotel project has had such an impact in the neighbourhood. I feel I am in a village and not in a hotel.*"

Steve is now all set to take sustainable rural tourism to the next level. He is now in the process of creating a world wonder THE LAST RESORT for human wonderment and the ecoVILLE. a sustainable village for earth-loving people in the Kodai foothills near Palani in Tamilnadu.

Thanks to CORONA, the world will now be moving to sustainable, rural and responsible tourism products. And this shift will quickly be on the upward trend as it is across the globe. Today people want to go to natural spaces where there is not much of human intervention.

On being asked, why have we not reproduced this model across the Country, Steve says, "*These things like Museum, ecology are all the end products of very passionate people, govt can support in terms of tax benefits and subsidies. But passionate entrepreneurs need to take charge to reproduce this model. One has to be innocently brave, logically sane, shamefully courageous, dream big and achieve their dreams passionately. I am very hopeful of the younger generation to follow my footsteps as I see a lot of compassion, care for earth and sustainability among youngsters. I strongly believe that more and more young people will do responsible businesses and not polluting businesses. You will not find somebody put up a cement factory in a remote rural area, as my generation did."*

I just have one piece of advice for the Tourists in general who desire to holiday in Rural Areas. *"if you go to villages, you need to be highly responsible, if you cannot give back to the rural community, don't go there. You must offer benefit to the local community otherwise you are not being fair. Also, I request young people from rural areas, who go to urban cities for education to come back to your villages, revive them, regenerate them, and take care of your people. Believe me, you are going to be the winners and not the ones scaling heights in the share market."*

The government on the other hand should create policies that support such activities by entrepreneurs, maybe some tax cuts, electricity subsidies, etc. To build a hotel in a remote area or a hill station is twice as expensive as building it in the city. The government should consider this seriously as this could really give a boost to sustainable and rural tourism and make the villages self-sufficient.

There is no other country in the world that is as rich as India when it comes to Tourism. We have everything, from North to South, East to West, we have so many countries and cultures packed in India. In fact, we are the only country that can sell emotion in the whole world. If India needs to smile longer, we need to act now, the hour is now.



Indian Architects Bearing Flag of Eco-living High

Recently we have seen an increase in the number of “Green buildings” in India. The Jawaharlal Nehru Bhavan in New Delhi is one example of Sustainable architecture in today’s world.

Presently, most architects use sustainability as a concept for their designs. This practice, however, dates back to the ancient times, when our ancestors made sure that the resources available in great abundance were used efficiently without any wastage. They used materials indigenous to their location to keep their habitats cool or warm depending on their climatic zone. The people of early civilizations surely had no idea they were onto something when they built their cities as green as possible; they were just going with the flow, simply prodded and inspired by necessity. They lived in harmony with nature. Their cities were built modestly occupying a limited area and never extending beyond what is necessary, adjusting to the land’s geography and orientation to the sun, making the most out of all its features, offerings, and limitations. In contrast, nature has to be the one to accommodate all the special demands of modern cities. Our ancestors used low-tech yet non-destructive ways. And now we need the architects who elegantly merge our technological know-how with the practical wisdom of early civilizations.

With ‘sustainability’ a war cry against environmental degradation, we feature Architects at the Forefront of India’s Sustainable Design Wave...



BIJOY JAIN

A Mumbai based globe-trotting architect doing projects at various places, from Japan to Europe, from Kerala to Uttarakhand and the founder of Studio Mumbai, Bijoy Jain studied in the United States, worked in London and then returned to Mumbai to create his own architectural practice in 2005. What sets Bijoy Jain apart is a brilliant combination of tradition and modernity. Local resources and Indian craftsmanship form the basis for highly contemporary architectural designs. Bijoy Jain’s architecture is quite thoughtful and uncompromising to the last detail and shows a deep concern for the relationship between man and nature.

Even his installations have gained worldwide recognition in many biennales and museums, but Bijoy takes a collaborative approach to designing within the limitations of an environment, emphasizing local materials, techniques, builders– and the continuous flux. Incorporating the local materials, local artisans and local techniques are the hallmarks of his projects, they reflect and are inspired by the environment within which they are situated. Palmyra House, for example, was constructed with traditional building methods and all materials are locally sourced, from the foundations stone and sand to the joinery made from an Indian hardwood called ain wood and the ever-present palmyra louvres filtering the light and allowing rich air circulation. His work is inherently sustainable, but should be seen as part of his intrinsic artistic sensibility rather than a conscious, trending choice towards “going green.” He has a love for the craftsmanship of the monks who carved the Ajanta-Ellora caves and how it inspires his philosophy of creation and destruction. The studio is currently working on projects in Jaipur, Nice, Zürich and Florence.

DIDI CONTRACTOR



German-American architect is known for her work on sustainable building in India. She is a winner of the Nari Shakti Puraskar, Didi Contractor whose real name is Delia Kinzinger, was born in 1929 in the USA. Both her parents were painters. Delia Kinzinger had grown-up in Texas, USA, and spent some time in Europe also At the age of 11, she started to listen to Frank Lloyd Wright and saw an exhibition of his works along with her parents. This made a lasting impression on her mind and developed her inclination for the profession of architecture.

For the past two decades, Didi Contractor has been passionately implementing her architectural visions in North West of India, the Kangra Valley, at the foothills of the Himalayas combining rural traditions with modern requirements. a Self-taught architect based in Dharamsala in Himachal Pradesh, India. Didi Contractor has specialised in mud, bamboo and stone architecture and she has been actively involved in the so-called 'sustainable architecture' in its true sense for the last about three decades.

She has designed and built more than 15 houses in and around Dharamshala and some institutions like Nishtha Rural Health, Education and Environment Centre at Dharamshala, Dharmalaya Centre for Compassionate Living at Bir, and Sambhaavnaa Institute of Public Policy and Politics at Kandwari.

Her buildings seem to grow from the earth and are in perfect harmony with nature. A perfect yang-and-yin relationship between her buildings and landscape around is thus an important salient feature of her architecture. Moreover, there is the creative use of local materials such as mud, bamboo, river stone and slate. Over the years she has perfected the art of handling these materials in such a way that they create a feeling of belonging, cheerfulness and humbleness. Students from all over the world come to learn traditional building practices and find out how architecture can become a part of the ecosystem.

GOPAL SHANKAR



Gopal Shankar, the founder of Habitat Technology Group, Thiruvananthapuram ,is an architect from Kerala, India. He advocates the use of locally available materials, sustainability, and eco-friendliness and cost effectiveness and has constructed till date over one million mass houses and one lakh green buildings spanning over five different countries. Habitat Technology Group is the biggest non-profit organization in the shelter sector of the country, and it is aimed at delivering cost-effective, eco-friendly, community-driven, and sustainable architecture. He has given a ray of hope to the masses of the country that even they deserve to stay in well-designed homes.The use of materials meet the criterions of eco-sensitivity, energy-efficient, and cost-efficiency and he prefers using bamboo because it not just meets the strength requirements and is also found locally, but also matches up to steel in terms of tensile strength. Shankar has replaced cement with the use of lime, which is found widely n Kerala. The result of this is cooler and more affordable homes than ever before.

G. Shankar's house of mud at Mudavanmugal is a fine example of architecture that is in tune with nature. It is uniquely shaped mud house crafted with a parabolic design idiom. The roof has been designed to look like waves. With creepers and bamboo growing on and out of it, the whole house seems like a piece of art made by the earth on a canvas of mud with strokes of green.

Shankar, designs on value-based and people-centric parameters like energy efficiency, eco-sensitivity, cost-effectiveness, and disaster mitigation. He tries to source his materials locally, so that not only his needs are met, but also the local communities are also benefited. From constructing that small house to building townships today, Architect Gopal Shankar has come a long way.

EUGENE PANDALA



Professor Eugene Pandala crafts beautiful structures that are sensitive to the local conditions with materials that have a precedent in traditional architecture. Though he has been practising individually since 1975, Pandala established his firm Centre for Sustainable Built and Natural Environment (CSBNE), a sustainable development solutions research centre, in 1985, As a nature lover and cultural heritage conservation activist, he has designed buildings with natural materials and landscapes with biodiversity conservation and native vegetation, preferring interesting organic forms

He has a great fascination for mud architecture and it started at a very young age. He often used to play with mud (His father, who was an artist, used to keep clay in his studio) and make miniature anthills and snake holes. Mud began to fascinate him as a medium of construction while he was studying in School of Planning and Architecture, New Delhi. There he met the eminent Egyptian architect Hassan Fathy, and it further cemented his love for it. Also, his own house in Kerala, a beautiful one with lime-plastered walls, and the hostel where he stayed in New Delhi, were both built with mud. They were still standing strong, so that further enhanced his love for mud architecture.

Recipient of Lalit Kala Akademi's first Laurie Baker award in 2011, Pandala has been involved in the Trivandrum East Fort conservation and Fort Cochin renewal and beautification project, both lauded for their initiative in conserving Kerala's heritage; while his designs for the rehabilitation of tsunami victims at Kollam and Alapuzha districts of Kerala, have been widely appreciated for their interwoven complicity with nature.

Banasura Hill Resort in Wayanad, Kerala termed by BBC, as Kerala's mud haven is constructed using mud excavated from the very site that it stands on. A few milestones of his career are Bodhi, his first mud house in Kollam, Owiyum, a work and living space for Indian and German artists at Marayoor and The Raviz Kollam, a five-star hotel on the banks of the Ashtamudi lake in Kollam, with its amalgamation of Kerala's traditional nallukettu with contemporary architecture.

MALAKSINGH GILL



As a student of architecture, Gill always dreamt of creating uncomplicated, budget-friendly sustainable homes perfectly in sync with nature. And Laurie Baker's low-cost building techniques with maximum efficiency, fired Gill's imagination.Known as 'Gandhi of Architecture', and the 'master of minimalism', Baker offered India and the world a unique architectural tradition blending man and nature. While working in Baker's firm, Gill designed Mumbai's first eco-friendly home along with architect Tanya Mahajan.

Gill always eschewed modern architectural techniques like Reinforced Cement Concrete (RCC), steel bars, steel plates, steel mesh as construction material as they cause carbon emissions.For instance, cement generates around 8 per cent of the global carbon dioxide (CO_2) emissions.In the last 17-odd years, the 43-year-old has prevented thousands of tonnes of carbon emissions from entering the atmosphere by using traditional construction materials like mud, bamboo, brick, lime and wood to build structures across India.

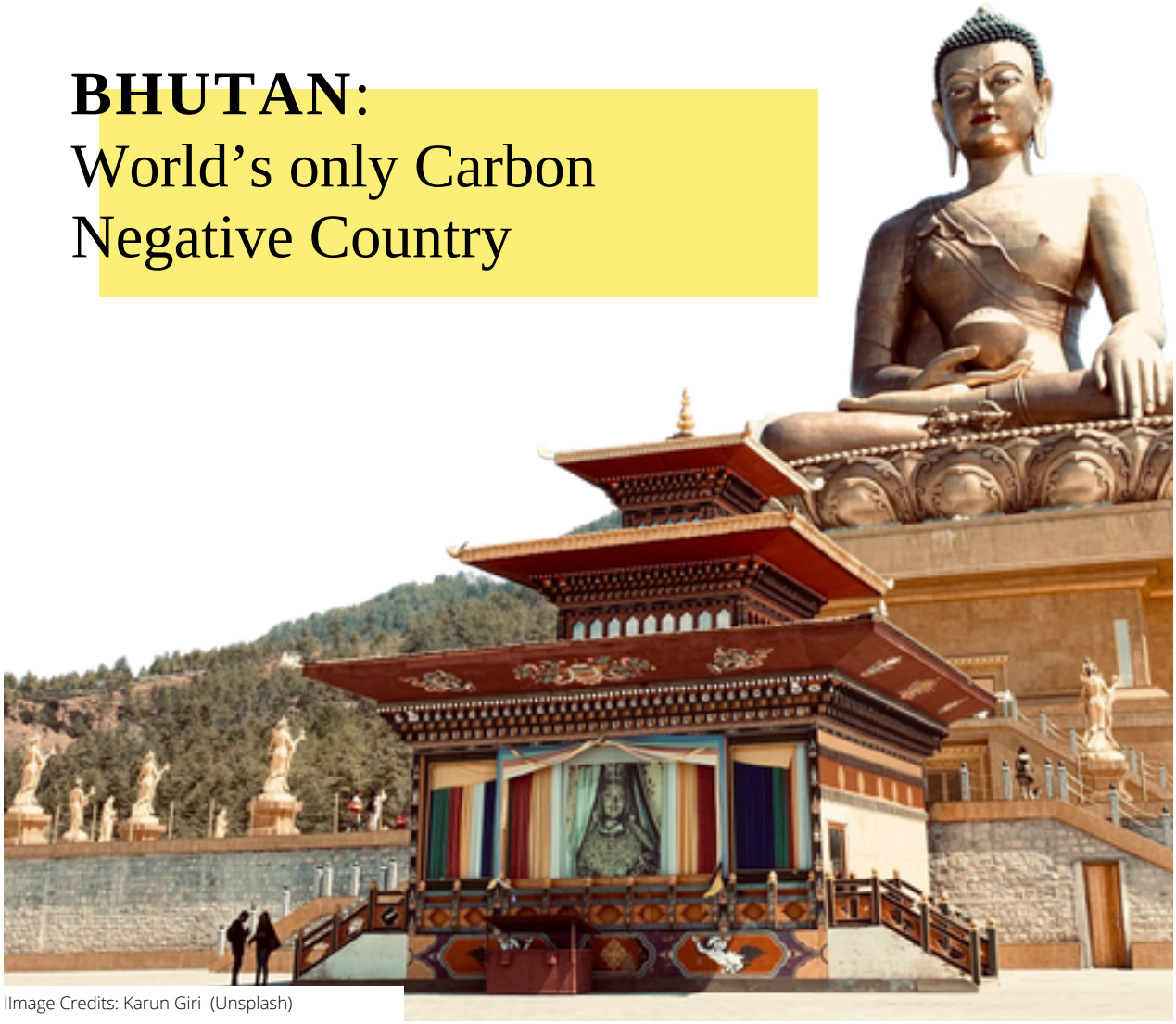
For each project, Gill conscientiously follows four basic principles of construction:

- Construction at minimal cost.
- All materials should be from within 1 KM radius around the site of construction.
- Built by the locals.
- Merges with the landscape.

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BHUTAN: World's only Carbon Negative Country



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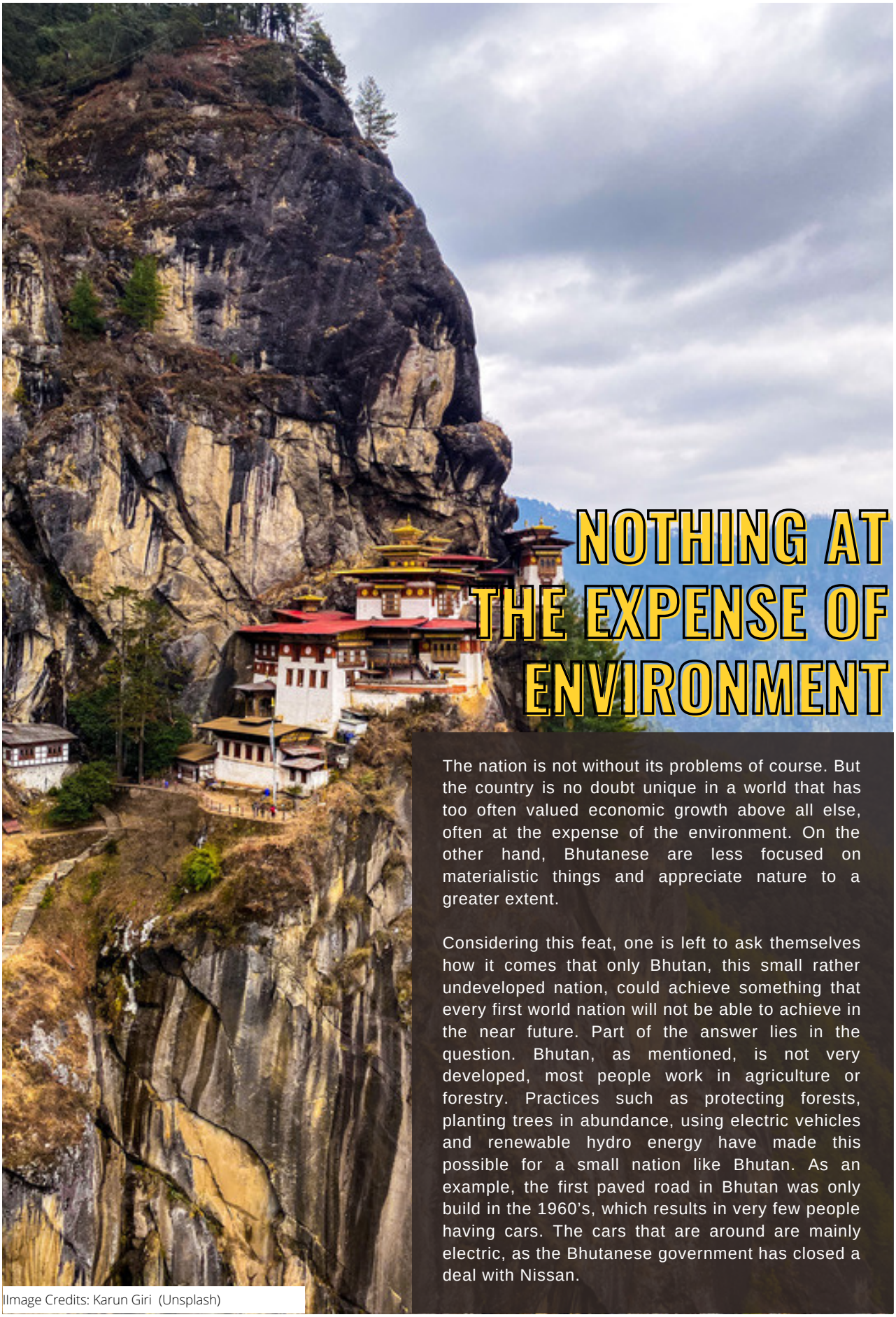
Bhutan, a country spanning approximately 14,800 square miles, is situated between India and China, which are major producers of carbon dioxide and yet, it has managed to achieve complete carbon neutrality in the past years. The World needs to learn from this small country which has its country's mission to put happiness before economic growth and set a world standard for environmental preservation.

With a small population of approximately 8,00,000 people, Bhutan is believed to be one of the greenest countries in the world, removing nearly three times as much CO2 as it produces. Bhutan provides a tangible example of a country seeking to balance care for the environment, preservation of culture and economic growth. Promising to remain carbon neutral into the future is something all nations can strive for.

Bhutan has built Sustainability into its National Identity

"*Our enlightened monarchs have worked tirelessly to develop our country, balancing economic growth carefully with social development, environmental sustainability, and cultural preservation, all within the framework of good governance*," Tshering Tobgay, Bhutan's former Prime Minister said at a 2016 TED talk.

In fact, the Country developed its signature Gross National Happiness index based on four pillars: sustainable development, environmental protection, cultural preservation, and good governance. In a global society obsessed with economic measures, this model provides a revolutionary and holistic understanding of development. It recognises the importance of economic growth but asserts that it must not undermine the nation's distinct culture or pristine environment.



NOTHING AT THE EXPENSE OF ENVIRONMENT

The nation is not without its problems of course. But the country is no doubt unique in a world that has too often valued economic growth above all else, often at the expense of the environment. On the other hand, Bhutanese are less focused on materialistic things and appreciate nature to a greater extent.

Considering this feat, one is left to ask themselves how it comes that only Bhutan, this small rather undeveloped nation, could achieve something that every first world nation will not be able to achieve in the near future. Part of the answer lies in the question. Bhutan, as mentioned, is not very developed, most people work in agriculture or forestry. Practices such as protecting forests, planting trees in abundance, using electric vehicles and renewable hydro energy have made this possible for a small nation like Bhutan. As an example, the first paved road in Bhutan was only build in the 1960's, which results in very few people having cars. The cars that are around are mainly electric, as the Bhutanese government has closed a deal with Nissan.

Image Credits: Karun Giri (Unsplash)



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Bhutan is the only country in the world that by its own constitution protects its forests. Environmental protection is enshrined in their constitution. Not only have they outlawed export logging, but have also an article in their constitution that states that the Himalayan nation needs to have at least 60% of its surface area forested. Currently, the nation has over 70% of the total surface area wooded, including the mountainous terrain on which trees can hardly grow. Another factor that helps to keep the level of forestation and thus the level of carbon dioxide absorption at an elevated level is the fact that as a celebration, for example at the birth of their Monarch's child, Bhutanese people plant trees. At the aforementioned date, for example, over 100,000 trees were planted as each household planted at least one.

Bhutan utilises its extensive river resources to generate large amounts of renewable hydro energy, propelling the nation to carbon negative status. Almost all the country's electricity comes from hydropower. In fact, it produces so much hydroelectricity that it sells it to neighbouring countries, which Bhutan claims offsets another 4.4 million tons of annual CO2 emissions. And Bhutan says that by 2025, increased hydroelectricity exports will let the country offset up to 22.4 million tons of CO2 per year in the region.

Clean Bhutan, Green Bhutan

The Government's commitment to environmental protection is further evident in their provision of free electricity to rural farmers, investment in sustainable transport and national programs Clean Bhutan and Green Bhutan.

"Bhutan is on a "green and low-carbon development pathway" with government initiatives to make the country's agriculture 100% organic by 2020 and waste-free by 2030. The country is also looking at increasing its share of renewables while decreasing its reliance on hydropower and electricity imports in the winter. So, it's currently exploring wind, biogas and solar", Juergen Nagler, of the UN Development Program in Bhutan.

Bhutan even limits the number of visitors entering the country with a daily fee of $250 per person to ensure the environment is not spoiled by mass tourism. The fee covers lodging in 3-star accommodations, all meals, a licensed tour guide, camping and trekking equipment, domestic travel and taxes and fees. A daily sustainable fee of $65 is also included in the package. This goes towards funding education, healthcare and poverty alleviation, along with the building of infrastructure to accommodate growing tourism.



IImage Credits: Amazing Bhutan (Instagram)

"*The health facilities in Bhutan are free and education up to high school is also free. For those who advance, the education is free until the college degree,*" a representative of the Bhutan Tourism Council says.

"*Bhutan (could have said) 'we want to be more connected to our neighbours, we want more industrialization, we want more economic development ... but they didn't.*

"*Leadership is all about deciding what to do and doing it, and the leadership of Bhutan have decided they're going to remain carbon negative ... and they're sticking to their guns.*"

"The country can act as an example to others. "Climate change is human-made - we caused the problems, we can also create the solutions," he says. "And the solutions are there if we can muster the willingness. In Bhutan the willingness comes from its wisdom and enlightened leadership", says Nagler.

Bhutan is carbon negative. This label doesn't sound like it is something worthy, however, it is not only respectable but extremely remarkable. Most countries struggle with trying to be carbon neutral or not too carbon positive, meaning that they try to absorb as much carbon dioxide as they propel into our atmosphere, or at least try to not propel disproportionate amounts in comparison to the carbon dioxide they can filter from the environment.

In conclusion, these measures that Bhutan has taken are not feasible for every country, especially considering the state of development and cultural as well as social mind-set of most nations. However, Bhutan's achievement does demonstrate what can be achieved when environmental sustainability is at the forefront of the political agenda.

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Environmental Performance Index

2020 ENVIRONMENTAL PERFORMANCE INDEX FINDS

Decarbonization propels countries to top sustainability rankings

India ranks near the bottom of all countries with particularly low scores on air quality and climate change mitigation

India ranks 168th out of 180 countries in the 2020 Environmental Performance Index (EPI) according to researchers at Yale and Columbia universities who produce this biennial scorecard of national results on a range of sustainability issues.

Commenting on the rankings, Yale professor Dan Esty, who directs the Yale Center for Environmental Law & Policy that co-produces the EPI, observed that "our analysis suggests that countries with broad-based sustainability efforts and particular emphasis on decarbonizing their economies come out at the top of the pack". India's decarbonization agenda needs to accelerate and the country faces a number of serious environmental health risks, including poor air quality.

Now in its 22nd year, the EPI report has become the premier metrics framework for global environmental policy analysis, ranking 180 countries on 32 performance indicators across 11 issue categories covering environmental health and ecosystem vitality. The 2020 EPI features new metrics that gauge waste management, carbon dioxide emissions from land cover change, and emissions of fluorinated gases all important drivers of climate change. Project director Zach Wendling noted that "the expanded issue coverage promises to deepen the global capacity for data-driven environmental policy-making, clarifying sustainability leaders and laggards and helping to identify best policy practices"

In the 2020 EPI, Denmark ranks first in the world, reflecting strong performance across nearly all issues tracked by the EPI. Other nations in the top tier include Luxembourg, Switzerland, the United Kingdom, and France. Beyond providing issue-by-issue and country-by-country results, the 2020 EPI offers new insights into the factors associated with success on environmental sustainability goals. As Alex de Sherbinin of Columbia's Earth Institute, one of the lead authors of the report explained, "good governance more than any other factor separates the nations that are moving towards sustainable future from those which are not." High-scoring countries generally exhibit long-standing commitments and carefully constructed program to protect public health, conserve natural resources, and reduce greenhouse gas (GHG) emissions.

India comes in near the bottom of the global rankings at 168th place worldwide, and only Afghanistan (178th place) ranks below India in Southern Asia. Leading the region is Bhutan (107th), with relatively high scores in biodiversity & habitat protection. Sri Lanka (109th) and Maldives (127th) round out the top three countries in Southern

Environmental Performance Index

Asia, followed by Pakistan (142nd), Nepal (145th), and Bangladesh (162nd).

India struggles to perform well on several of the 2020 EPI's environmental issue categories. For air quality, India and Pakistan both rank at the very bottom of the 2020 EPI, at 179th and 180th places, respectively. By comparison, low air quality also continues to plague China, although its recent pollution controls and other environmental investments have helped it climb to 120th place in the EPI, 48 places ahead of India's 168th overall ranking. On biodiversity & habitat, India places 148th in the world, failing to maximize the conservation potential of its protected areas, especially in marine ecosystems. Perhaps most critically, India places 106th in the world on climate change mitigation. As one of the most significant emitters of greenhouse gases, India should be applauded for recent gains in renewable energy investment. However, the data shows India is not on track to decarbonize quickly enough to avoid the worst impacts of climate change. Low EPI scores for India suggest a need for national sustainability efforts on a number of fronts, including air and water pollution, biodiversity protection, and the transition to a clean energy future.

EPI rankings have long highlighted the environmental changes that India faces. India's 168th ranking in the 2020 EPI reflects our improved knowledge about the current state of the world. Ten years ago, these same metrics would have given India a rank of 163rd in the world. The EPI finds essentially no overall improvement in India's environmental performance over the past decade, though there are gains and losses on individual issues.

2020 EPI Global Trends

The 2020 EPI reveals that global progress on climate change has been halting. The metrics on CO2 emissions from land cover change and black carbon emission growth rates show that critical aspects of the battle to address climate change are trending in the wrong direction. Despite its high regional ranking in the 2020 EPI, Sri Lanka's climate change score dropped by 12.5 out of 100 over the past decade, due to heavy reliance on fossil fuel,s and India's score dropped by 2.9. China, by contrast, improved its climate change score in the last ten years by 24.5. Meeting the goals set out in the 2015 Paris Climate Change Agreement requires sustained cuts in emissions of all greenhouse gases, and the 2020 EPI finds that no country is decarbonizing quickly enough to meet these climate change goals. Some of India's neighbours do excel on individual greenhouse gas reductions, most notably Sri Lanka on methane and Pakistan on fluorinated gases. To spread best practices around the world, policymakers must pay greater attention to how climate leaders achieve success. Such lessons can be drawn from countries that have recently made notable improvements in climate change mitigation around the world, such as Seychelles, Bahrain, and Luxembourg.

Taking into account historic data on environmental performance, the 2020 Index also recognizes countries that have made significant progress over the past decade. Many countries have improved health outcomes related to sanitation, drinking water, and indoor air pollution, demonstrating that investments in public health can translate into rapid advancements in human well-being. Environmental health gains can be traced to successful campaigns to reduce household use of solid fuels in a number of countries, particularly in the Middle East. Such

efforts need to be expanded to all countries, especially as the world tackles persistent problems like poor air quality. As the 2020 EPI builds on data mostly from 2017 and 2018 and collected earlier, the results do not capture impacts from very recent events, including the burning of the Brazilian Amazon, wildfires in Australia, and the COVID-19 pandemic. Regional performance on protecting and enhancing the vitality of ecosystems reveals both gains and stubborn challenges. In the 2020 EPI, Morocco, UAE, Croatia, and Kuwait substantially improved their scores on the protection of biodiversity and habitat. On other issues, the world community is doing well, while a few countries are trending in the wrong direction. Indonesia, Malaysia, and Cambodia, for example, have experienced significant deforestation over the past five years. Fisheries are also in global decline, with significant trouble noted in a range of countries including Bahrain, Argentina, and Australia, and regionally in Pakistan.

EPI and Global Sustainability Data

The EPI builds on the best available global data from international research entities, such as the Institute for Health Metrics and Evaluation, the World Resources Institute, the Potsdam Institute for Climate Impact Research, CSIRO, the Mullion Group, and the Sea Around Us Project at the University of British Columbia, as well as from international organizations like the World Bank and the UN Food and Agriculture Organization.

Complete methods, data, and results are available online at epi.yale.edu. The EPI team is dedicated to transparency and constant improvement and invites critique and commentary from the global community.

The push for better data analytics as a foundation for policy choices has gained momentum in recent years, particularly after the adoption of the UN Sustainable Development Goals (SDGs) in 2015. And while more environmental data have become available, the EPI research team decries the lack of methodologically rigorous and globally comprehensive indicators on a number of fundamental issues including wetlands protection, toxic waste management, and groundwater quality and availability.



Image Credits: cdc (Unsplash)

About the Yale Center for Environmental Law & Policy

The Yale Center for Environmental Law & Policy advances fresh thinking and analytically rigorous approaches to environmental decision-making across disciplines, sectors, and boundaries. In addition to its research activities, the centre aims to serve as a locus for connection and collaboration for all members of the Yale University community who are interested in environmental law and policy issues. The Center supports a wide-ranging program of teaching, research, and outreach on local, regional, national, and global pollution control and natural resource management issues. These efforts involve faculty, staff, and student collaboration and are aimed at shaping academic thinking and policymaking in the public, private, and NGO sectors.

About the Columbia Center for International Earth Science Information Network

The Center for International Earth Science Information Network (CIESIN) is part of the Earth Institute at Columbia University. CIESIN works at the intersection of the social, natural, and information sciences, and specializes in online data and information management, spatial data integration and training, and interdisciplinary research related to human interactions in the environment. Since1989, scientists, decision-makers, and the public have relied on the information resources at CIESIN to better understand the changing relationship between human beings and the environment. From its offices at Columbia's Lamont -Doherty Earth Observatory campus in Palisades, New York, CIESIN continues to focus on applying state-of-the-art information technology to pressing interdisciplinary data, information, and research problems related to human interactions in the environment.

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Your people will be the leading factor in deciding whether your brand succeeds or fails, so we have highly experienced HR professionals to help you in that area.

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VERTEBRAND

Inspiring stories from Philanthropic & CSR World

AZIM PREMJI, INDIAN BUSINESS TYCOON

The most generous Indian

Wipro's Azim Premji emerges as most generous Indian in FY20. India's IT major Wipro's Azim Premji donated Rs 22 crore a day or Rs 7,904 crore in a year to emerge as the most generous Indian in FY20 and top a list of philanthropy.

An Indian business tycoon, investor, engineer, philanthropist and founder of one of India's finest companies, admired globally for its uncompromising ethics and best practices in business, Azim Hashim Premji is informally known as the Czar of the Indian IT Industry.

For a man who gives away ₹22 crores of his wealth every day to improve elementary education in the country, Azim Premji, has been an enigma.



RAVI KALRA, EARTH SAVIOURS FOUNDATION

A home away from home



Earth Saviours Foundation (ESF), also called Gurukul is home to around 450 homeless people, including over 300 mentally-challenged persons.

Founded in 2008 by Ravi Kalra, 49, who was moved to see a beggar child scouring garbage along with street dogs on a busy Delhi road. With all the money he had, he started his foundation and, since then, has dedicated himself to improving the lives of abandoned senior citizens, physically and mentally disabled, victimised women, and people suffering from incurable diseases. "I feel all of them deserve to live with dignity," he said. The Earth Saviours Foundation runs without any government support, doesn't have enough beds for the 450 people who reside there, but always has its doors open for the homeless.

An astonishing fact, Kalra has come across beggars who are NRIs, retired army officers, IAS officers who were abandoned by their families in old age.

FARHAN PETTIWALA, AKHAND JYOTI EYE HOSPITAL

Passion to serve



All of 48, Farhan has a distinguished 27-year long career as a serial entrepreneur, a senior corporate executive with MNCs in India, Australia, UAE, Singapore and has been engaged in running for-profit and not-for-profit social organization.

His excellent relations, both in the government and with corporate leaders are testimony of the fact that he has been instrumental in raising donations of over Rs.50 crore every year for the wonderful work done by a little-known organization in the remote Mastichak village in Bihar, Akhand Jyoti Eye Hospital (AJEH), working towards eliminating curable blindness from poorer states like Bihar, and Eastern U.P. and empowering women through “Football to Eyeball” girl education and development program.

Now looking at getting back to the mainstream as a CEO using his experience in both sectors, Farhan has been recognized by The Honourable Prime Minister of India and The President of India as the emerging Business leader of the year. Farhan currently serves as an Honorary Advisor to the Prime Minister of India (PMO).

ANSHU GUPTA, GOONJ

True giving always respects and preserves human dignity

Anshu Gupta, popularly known as the Clothing Man is the Founder of an Indian based nonprofit – Goonj. One of India’s leading social entrepreneurs, Anshu left a corporate job in 1998 and founded GOONJ with a mission to make clothing a matter of concern and to bring it among the list of subjects for the development sector. Anshu is creating a mass movement for recycling and reuse of tonnes of waste material by channelising it from the cities to the villages, as a resource for rural development.

Anshu brings to the table an instinctive empathy and connects with people, moving the focus from the conventional - giver’s pride to the unconventional - receiver’s dignity. Asia’s Noble, the prestigious Ramon Magsaysay award 2015, conferred to him credited him for ‘his creative vision in transforming the culture of giving in India, his enterprising leadership in treating cloth as a sustainable development resource for the poor, and in reminding the world that true giving always respects and preserves human dignity.



CSR & Branding
The Missing Interconnect

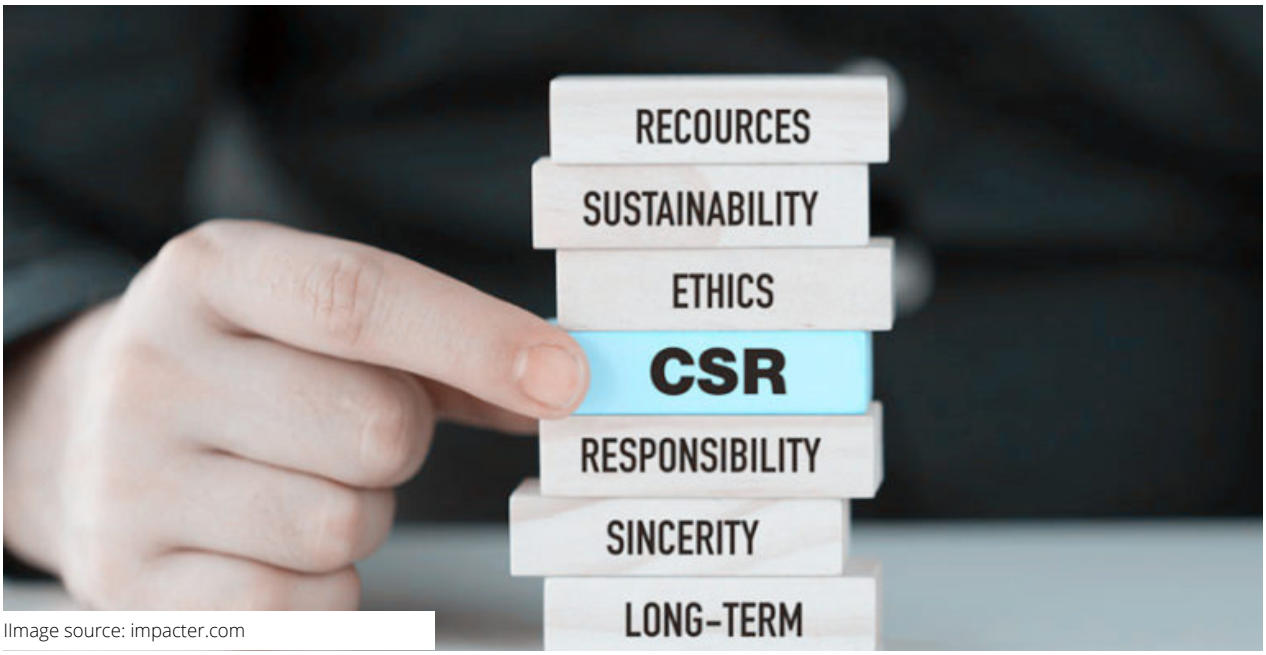


Image source: impacter.com

On April 1, 2014, India became the first country in the world to legally mandate corporate responsibility. The new rules in section 135 of India's Companies Act make it mandatory for companies having a net worth of rupees 500 crores or more, or turnover of rupees one thousand crores or more or a net profit of rupees five crores or more shall constitute a Corporate Social Responsibility Committee.

UNIDO (United Nations Industrial Development Organization) on the other hand has been advocating the 'Triple-Bottom-Line' (TBL)-Social, Environment and Financial accountability for quite a while now. This integrated approach is relevant to all enterprises, small, medium & large.

While the key purpose of any Business to exist, is to generate economic wealth and employment, it has to also fulfil its responsibilities of being a 'responsible citizen'. Therefore, an organization needs to willingly accept and participate in building the society at large. Businesses can see CSR activities as opportunities to move above charity or pure philanthropic endeavour to something more useful and meaningful for their business.

They can leverage this to enhance their brand equity. This is an oft-forgotten role of CSR – to be able to build purposeful brands!

To fully appreciate what brand equity is all about, we need to first define the 'Brand'.There are many definitions of what a brand is. At Vertebrand we define it as below:

"A Brand is a bundle of functional benefits and added values that some people value enough to buy into repeatedly".

In this competitive and digital era, brands struggle to keep a sustainable differentiation (added values) which keep them ahead of their competition. A well-thought through efficiently & effectively run sustainable CSR can provide that differentiation so vital in building a Brand Equity.

Brand equity is both for Internal customers (current and future employees & Investors) and External stakeholders – customers, vendors, government bodies & society at large. Well-executed CSR makes the Internal customers proud and happy leading to brand loyalty, which we know builds strong brand champions.

Unfortunately, few companies in India have truly leveraged CSR for the benefit of their corporate brand equity.

Based on Annual Reports, Top 3 companies for CSR in 2019 have been Tata Chemicals, Infosys Ltd. and Bharat Petroleum Ltd. Employees of BPL contributed rupees 4.27 crores as CSR for Covid-19 relief fund. From the way CSR is managed in these organizations, it clearly fuels the passion of Internal Champions to build the brand equity.

Concept of CSR is not new to India. The term maybe. Philosophers like Kautilya from India promoted ethical principles while doing business. The concept of helping the poor and disadvantaged has been cited in most religions of the world. "Zakaat" followed by Muslims, is a donation for one's earnings which is specifically for that purpose. Similarly, Hindus follow the principle of "Dharmada" and Sikhs the "Daashant" to cite a few.

While CSR is well practised & reported by almost all Fortune 500 companies, yet there is no single definition of CSR that is universally accepted. Three key definitions that are widely accepted –

- Philip Kotler and Nancy Lee (2005) define CSR as "a commitment to improving community well being through discretionary business practices and contributions of corporate resources" whereas
- Mallen Baker refers to CSR as "a way companies manage the business processes to produce an overall positive impact on society".
- Archie Carroll describes CSR as a multi-layered concept that can be differentiated into four interrelated aspects – Economic, Legal, Ethical and philanthropic responsibilities.

Many corporations around the world are engaged already in CSR. Here we are shortlisting just two such interesting examples showcasing CSR, impact on Brand Equity:



IImage source: freepik

1. **Chipotle and Intermarche** –Food waste statistics are very shocking. Nearly 33% of the food produced in the world is lost or wasted - $990 Billion. (Source: Food and Agricultural Organization of the United Nations). "The Inglorious Fruit and Vegetable" campaign, aimed at reducing waste of less-than-perfect-looking food by Intermarche, a French Supermarket. By selling "inglorious" produce at a 30% discount, and heavily publicizing the initiative. They even ran an ugly fruit and vegetable contest on their Instagram page. As per Intermarche: "This initiative is a complete success because it's the win-win-win campaign: consumers get the same quality products for cheaper, the growers get money for products that are usually thrown away and Intermarche increased its business by selling a brand new line of products".
2. **Cadbury Diwali ad** -Cadbury created sweet surprises for local businesses across India. Powered by AI, Cadbury created a hyper-personalized ad to reach out to over 1800 local retailers, across 260 pin codes, whose businesses is being promoted locally through the campaign. The campaign has caught the attention of netizens as it is being applauded across social media – Brand Cadbury has won hearts & eyeballs!

While all customers are important, the millennials and Generation Z is driving the business of today. They believe companies should invest in improving society and look for solutions that will assist the environment at large. They believe companies must transparently share the positive impact they are making.

A sustained and well run CSR will go a long way in enhancing the Brand Equity of any organization - small or large.

High time Indian Corporates look at CSR as a strategic initiative that will positively impact brand equity – rather than a mere charity for a social cause!

Nalin Raj Khanna
Managing Director and Senior Partner, VERTEBRAND, India's only end-to-end outsourced Brand Strategy and execution firm.



A worthy CSR initiative by **Shangri-la Hotel** in Thailand

While the World is battling from the pollution from stubble burning, Shangri-la Hotel has joined hands with Thailand's Warm Heart Foundation for their "Stop the Smoke Project".

Northern Thailand contributes to global warming through the unhealthy smoke released by agricultural burning. This problem also has a huge impact on the local economy when tourism drops off during the infamous Chiang Mai smoky season. **Shangri-la is Partnering with Warm Heart, in funding a biochar operation to help reduce the smoke.**

As part of their Corporate Social Responsibility project Shangri-la buys all of the biochar the farmers are able to make. This provides the incentive for farmers to join the project and make biochar. **This puts more money in the farmer's pocket, helping the local economy.**

Shangri-la uses a little of the biochar to maintain their own property, the rest of the biochar is donated to local non-profit farming communities to help rebuild soils, enabling them to grow fantastic produce. **Again, this helps the local economy by providing more jobs and profits.**

Shangri-la buys high-quality produce. To maintain their desire to only use the best ingredients in the restaurants they purchase as much fresh produce from the community gardens as they can use. **This keeps their customers very happy, and again, helps put money in the local economy.**

The rest of the abundant produce is also sold locally. **This helps increase local food security with high-quality food for the community.**

Shangri-la can not stop all the smoke alone, but they prove that the right Corporate Social Responsibility commitment can have a huge impact on the whole community. We need more local corporations to step up and follow Shangri-la's example, until we have enough sponsors to work with farmers to help Stop the Smoke, forever. **The health of the community and the environment will be the ultimate winners.**

Source : warmheartworldwide.org



WARMHEART
WORLDWIDE

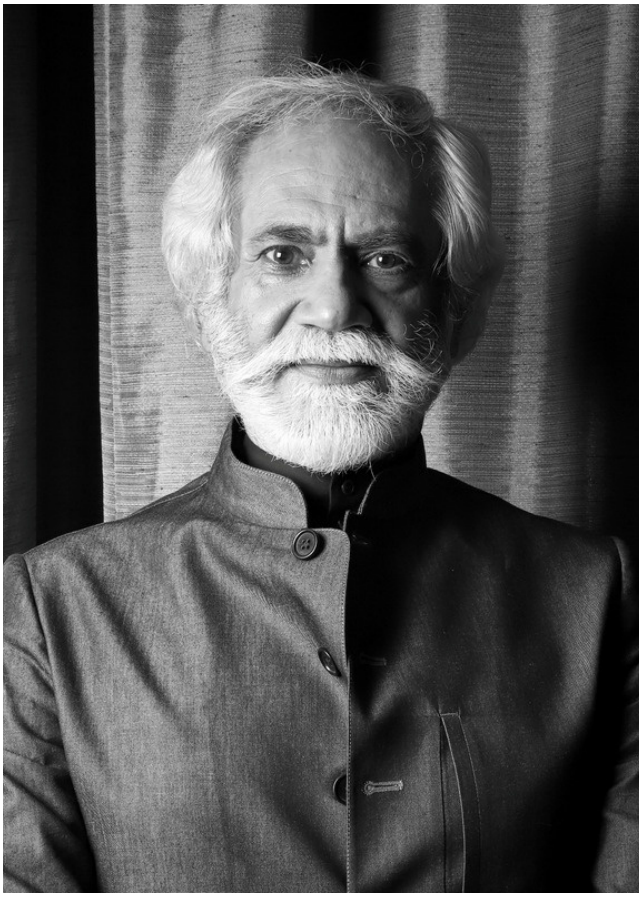
KVIC Appoints Design and Fashion Icon **Sunil Sethi**, as Advisor

The Khadi and Village Industries Commission (KVIC) has appointed Mr Sunil Sethi, a leading personality in the Indian fashion industry, as its advisor. Sethi will advise the Commission on latest design interventions in the readymade garments segment as well as the promotion of Khadi in India and abroad.

Mr Sethi has over four decades of experience in global merchandising, where he has contributed significantly to the growth of Indian handicrafts, design and the textile industry, through many innovative and successful initiatives. As Chairman of the Fashion Design Council of India, which is represented by 400 designers, Sethi has been working to take the Indian fashion industry global.

“Sustainable growth of Khadi in the fashion industry, both locally and internationally, is the key idea behind the appointment. KVIC has already marked its advent on the global platform and from here on we must capitalize on every opportunity. Khadi artisans are capable of producing the finest quality and the most unique fabric in the world and with the newest design innovations, Khadi can be a favourite of a vast global consumer segment,” KVIC Chairman, Shri Vinai Kumar Saxena said.

Incidentally, this is also aligned with the clarion call of the Hon'ble Prime Minister - Local to Global and Vocal for Local - in the context of Indian manufacturing sector. The development assumes greater significance in wake of the growing buzz around Indian handcrafted products and the consumers increasingly becoming fashion-oriented.



Before being appointed Advisor to the KVIC, Sethi has discharged advisory roles in various government bodies like the HHEC, National Crafts Museum and Hastkala Academy, Ministry of Textile, Ministry of Tourism and Ministry of Culture. He has also served as Member, Board of Governors, at the National Institute of Fashion Technology (NIFT).

NATURE'S ORIGAMI

INDIA'S MOST RESPECTED FASHION DESIGNER RITU KUMAR FORAYS INTO THE WORLD OF ENVIRONMENT-FRIENDLY CREATIONS AT LAKME FASHION WEEK 2020

Making way for a new perspective on 'Sustainability', country's most respected designer Ritu Kumar forayed into the world of environment-friendly creations with the showcase of her AW'20 collection at the finale of Sustainable Day at Lakmé Fashion Week 2020. Ritu Kumar partnered with the Austrian fibre brand, LENZING™ ECOVERO™ to create iconic laid out prints.

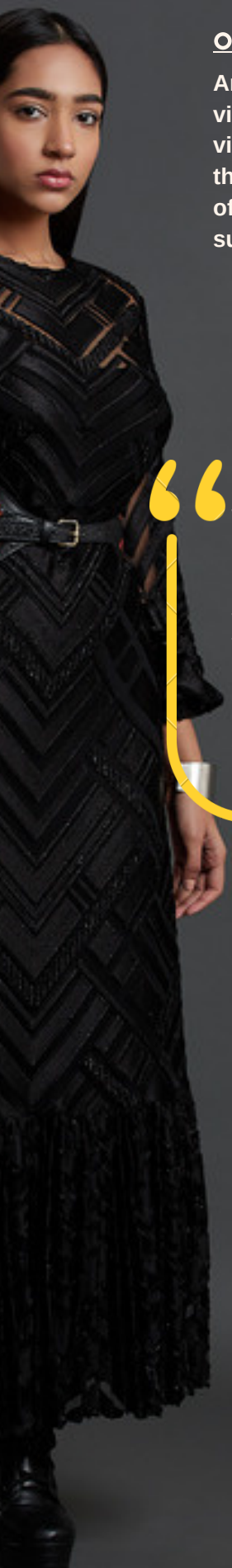
Titled Nature's Origami, the collection of dresses, skirts, jackets, etc engendered on the central theme of tribal and contemporary Indian art forms which allude to nature and rejuvenation...

REVIVAL OF AGE-OLD TEXTILE TECHNIQUES

The collection encompasses fabric manipulation and the revival of age-old textile techniques. At the crossroads where modern chevron meets classic florals, you see laces and layering surfaces in Neo Origami. Festive felicity meets pleats and burnout velvet. Intricate Indian embroidery on sustainable viscose fiber, a patent of LenzingEcovero. The colour palette is an amalgamation of vegetable dyes and carefully crafted hues from deep burgundy to faded ochre and an infusion of violets and leafy greens, alluding to nature and rejuvenation.







OUR TAKE

An amalgamation of sustainable fabrics in vibrant and offbeat hues and incorporation of vintage prints into modern silhouettes that gave the feel of an organic look. It's indeed a grand offering of fashion and style that blended sustainability with trendy creations.





VETERAN DESIGNER RITU KUMAR

We are pleased to reintroduce LENZINGTM ECOVEROTM at the Lakmé Fashion Week SS 2020 this year. Our past associations at LFW have helped in building the narrative of sustainable fashion among designers and influencers in the fashion fraternity. We look forward to our association with Ritu Kumar this season. Through this collection; we hope to create a larger outreach among the industry on adopting alternative resources and processes in their brand.



AVINASH MANE, COMMERCIAL HEAD, SOUTH ASIA, LENZING GROUP

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COURTESY -LAKMÉ FASHION WEEK 2020



FILME FASHION

INDIA'S UNIQUE MULTI DESIGNER FASHION & LIFESTYLE STORE FOR BUDDING DESIGNERS

FASHION

JEWELS

HOME DECOR

ACCESSORIES



Fashion Weeks in India Celebrating **Sustainable Fashion**

Sustainable fashion trend is becoming more prominent in Fashion Weeks in India.

A Glimpse: The first-ever digital and season-fluid edition of the Lakme Fashion Week 2020 (LFW) (21-25 Oct'20)

Every season, the platform takes pride in honouring indigenous crafts and bringing artisans to the fore through strong and powerful initiatives and programmes. Sustainable Fashion Day has reserved a permanent spot on the Fashion week's biannual schedule. This season, as Lakmé Fashion Week embraced its first-ever season-fluid, virtual edition, the platform dedicated the first two days of the event to sustainability – the need of the hour for the fashion industry. There were thought-provoking conversations, highlighting the rich heritage of Indian textiles, intriguing showcases and never seen before collaborations.

Designer Manish Malhotra showcased his collection Ruhaaniyat, on day zero, which, he says, is a tribute to all the artisans and craftsmen of India. The first two days of the show were dedicated to sustainable fashion.

Highlights of Day 1 (21 Oct'20)

Dhatu Design Studio (Anmol Sharma), ¬MISHÉ (Bhumika &Minakshi Ahluwalia) and The Loom Art (Aarushi Kilawat) made their debut on Day 1 of Sustainable Fashion Day. All three designers have sustainability at the core of their design principles, where they work with natural fabrics, make conscious patterns to reduce waste and supports crafts, respectively. Designer Gaurang Shah's presentation of "Taramati" a recreation for the exquisite heritage line of hand-woven sari ensembles from the Golconda era.

All About India-a curated showcase of 6 designers (Abraham & Thakore, Rajesh Pratap Singh for Satya Paul, Anavila, Suket Dhir, Payal Khandwala & Urvashi Kaur) by IMG Reliance was an attempt to revive and sustain craftsmen adept in block prints, Ikat, Katwa and linen weaving, brocade, Jamdani and Shibori.

Sanjay Garg's Raw Mango brought the colourful craft of Rajasthan to centre stage. He included new techniques-bandhej and the region's metallic gota.



Bemberg X Hemang Agrawal



Rajesh Pratap Singh

Gaurang



Bemberg X Hemang Agrawal



Amit Wadhwa

R-Elan

Highlights of Day 2 (22 Oct'20)

Designer Amit Wadhwa presented its first-ever women's wear collection by introducing handspun handwoven saris in addition to their signature well crafted & constructed silhouettes for men. Kaveri's festive collection was inspired by the textiles that kept her warm throughout the uncertainties of the lockdown.

Lakmé Fashion Week joined hands with Fashion Open Studio to spotlight stories from the studios of designer label - 11.11/eleven. Designers Shani Himanshu & Mia Morikawa curated an equitable supply chain network of climate beneficial indigenous plant and animal-based - nonviolent desi yarn for knitters and weavers.

Designer Hemang Agrawal showcased his Tatva collection representing the harmony between 12 elements of the universe. Inspired by the Japanese concept of Godai, the collection was created from Japanese sustainable fibre Bemberg, for which Agrawal collaborated with Japan's Asahi Kasei.Pankaj & Nidhi collaborated with R | ELAN ™, where the designer duo used sustainable fabrics such as Green Gold, made 100% out of recycled plastic PET bottles which have a hand-feel as luxurious as silk.

Péro's Spring-Summer 2021 was a subtle take on Japanese street style culture of Harajuku Fashion. Aneeth Arora used a variety of striped hand- woven fabrics from different regions of India including 'mashru' a traditional textile from Gujarat, gabardine and taffeta silks from the south of India and transparent and lightweight stripes woven in Banaras.



Manish Malhotra



Péro



Péro



Manish Malhotra

Sustainable Rules...

Jaspreet Chandok, Head – Lifestyle Businesses, IMG Reliance said, “This edition is special as we’ve been able to program shows and engagements that represent various elements of sustainability across the fashion industry. From key designer showcases to Circular Changemakers, we are addressing sustainable design, collaborations, providing support to circular fashion start-ups, promoting radical transparency and craft revival projects with the help of valuable partnerships. The digital space also allows us to create focused conversations where we can highlight key issues and engage with global leaders as well seamlessly.”

"Sustainability has always been a key pillar of Lakmé Fashion Week, and this season we continued to shine the spotlight on sustainable fashion with two days dedicated to sustainable fashion with new collaborations and showcases," added Ashwath Swaminathan, Head of Innovations, Lakmé.

The **First-ever phygital**, FDCI Lotus Make-up India Fashion Week, Spring-Summer 2021 (14-18 Oct'20)

The Fashion Design Council of India (FDCI), presented the first-ever phygital, Lotus Make-up India Fashion Week, spring-summer 2021, with DLF Emporio/The Chanakya as the luxury partner. It was scheduled from October 14-18, 2020.

"*As the world slowly understands how to live with the pandemic, fashion too, is assuming a new avatar by spreading its wings to encourage a new kind of customer, who is tech-savvy and unafraid to make bold choices with the click of a button. Every show for us is a Grand Finale and everyone is entitled to a front-row seat. Despite the unusual circumstances the fashion industry has come together to showcase their most ingenious ideas at the LMIFW SS'21*" says FDCI Chairman, Sunil Sethi.

In terms of sustainability, India Fashion Week has always been on the forefront creating awareness. There was a prime focus on the idea of sustainability, green fashion and eco-consciousness and how the Indian fashion industry in contributing towards it, theoretically or practically.

Mr Sethi believes that one doesn't need to thrust the concept on people. It should be something consciously done. "*You will see many shows with slow fashion, highlighting this need of the hour.*"

Highlights

Designer Akshat Bansal's label Bloni deals in modern ethical luxury that transcends clothing beyond creativity presented 'Allogamy', a collection dominant with iridescent fabrics and oversized shapes. Each piece meticulously handcrafted using traditional techniques practised via sustainable processes.

Dhi a collaboration of designers, artists, artisans, entrepreneurs and technologists led by Anjana Bhargav and Ankita Bhargava Meattle, believe in Slow fashion. Titled 'Mirror Me', the sustainable collection comprises of separates that are conducive to working from home in relaxed and comfortable fits with crisp construction and attention to detail.

Label Guapa introduced newer categories like Swimwear and Accessories – scarves, hats, bags and earrings. Striving towards a sustainable future– the brand experimented with various techniques like the blanket stitch, cutwork embroidery and smocked pleating.

Naturally, Anuradha is a brand which embodies the essence of nature. Every design from the looms of Designer Anuradha Pegu is purely organic. There was a holistic approach in living every facet of our lives organically in terms of our surroundings, food, wellness etc.

GALLERY



Titled Fall.ing.2020, the sustainable collection of Rajesh Pratap Singh draws inspiration from his Indian roots to craft artisanal garments that stand apart due to their faultlessly clean lines, careful detailing and international silhouettes in bright pastel hues and extensive use of hand block printing techniques.

Rajesh Pratap Singh



World of Gaya

Nikita Mhaisalkar

Nikita Mhaisalkar 's collection eloquently crafted with the magic of traditional handloom techniques, to maintain the texture and story of the prints of the carpets. Swathes of bespoke corduroy and sustainable bamboo jersey remain the essence of the line. The World of GAYA -Born out of word-play between 'Gaia'- the Goddess of the Earth in Greek mythology and Gayatri's name, GAYA draws inspiration from the earth and all that it nurtures - its people, cultures and the flora and fauna. The design and detailing of every GAYA loungewear reflects this affinity in the form of lively motifs and thoughtful designs.

Guapa







Bloni



Naturally Anuradha

Vaishali S

Vaishali S is a brand committed to creating wearable art forms out of handwoven textiles. Since its inception, the brand has been committed to handloom weavers and worked with over 900 weavers and explored 14 different techniques of weaving from various Indian states. The collection titled 'Rebirth' was crafted pieces made of handwoven textiles in various dramatic shapes.

Supply Chain **Sustainability** in FMCG



Most people associate sustainability with protecting the environment but it is much more than that. Sustainability is often defined as meeting the needs of today without compromising the ability of future generations to meet their own. The triple bottom line – planet, profit and people – involves working to preserve the environment while keeping the organisation financially stable. It is also concerned about people and the society within which it operates.

The business case for supply chain sustainability is growing as it is seen as vital to delivering long-term profitability. 93% of the world's 250 biggest companies report on sustainability. It is now a mandatory requirement for listed UK companies that have more than 500 employees to report on their sustainability objectives and performance against targets. Some of the global fast-moving-consumer-goods (FMCG) companies that are regarded as leaders in sustainable supply chain management are Coca Cola, Nestle, L'Óreal, Proctor and Gamble, Unilever and Nike.

The influence of the consumer

Consumers are increasingly expecting their products to be made and distributed ethically without negatively impacting the environment, and by not depleting natural resources. They are also concerned about food waste and plastic packaging. They want to see consumer-facing-companies exhibit sustainable practices in their businesses like concerning themselves with human rights, limiting their carbon emissions and reducing their use of non-renewable energy and water.

People care about the seasonal availability of food and its provenance. They want to limit their carbon footprint by buying local produce. The UK government recently published guidance that stated that it would maintain its current set of standards on food safety, food labelling and food quality, despite Brexit.

Nielsen, the market research company, reports that 66% of global customers surveyed are willing to pay more for sustainable goods. Customers are looking for:

- Sustainable products that are biodegradable, environmentally sustainable, and ethically sourced
- Manufacturing processes that strive for zero waste and impact the environment minimally while increasing health and safety numbers
- Logistics processes that optimize loads to reduce mileage, emissions, and carbon footprint
- Assets that are designed and operate in an energy-efficient manner and are safe for the environment and workforce
- Adherence to environmental and government regulations and standards such as the initiatives outlined in both the United Nations Sustainable Development Goals.

The Coca-Cola Company

Coca-Cola aims to grow its global juice business significantly by 2020 so sustainably sourcing fruit for its juice products becomes increasingly important. The company estimates that it will have reached 54 per cent of its goal to sustainably source its lemon by 2020. Half of Coca-Cola's lemon is sourced from Argentina, with 90 per cent of the country's supply for Coca-Cola sustainably sourced. What they mean by 'sustainably sourced' is that farm suppliers meet certain standards set for them, among other things, relating to human and workplace rights, environmental protection, and responsible farming management.



Moving towards sustainability

Sustainability is not just about going “green”. It is a holistic approach that considers environmental, social and economic factors together when entering into any business relationship. Leading companies are identified as those that regard sustainability as part of the company culture and being its DNA. They regard suppliers as an extension of their business and work with them to build capacity and reduce long term risk.

The L’Óreal Group

By 2020, 100% of L’Oréal’s strategic suppliers will participate in its sustainability programme. The Group has developed a two-pronged approach. It selects suppliers on the basis of their environmental and social performance and provides them with training tools. L’Oréal is recognised as a leading company in fighting climate change. In the area of sustainable production, they are ahead of target in their transformation towards a model low-carbon enterprise.

Packaging

Consumers are increasingly becoming environmentally aware of unnecessary packaging and especially about the disposal of single-use plastics. They care about recycling to avoid pollution of our oceans. The FMCG sector is highly competitive so there is a major drive to reduce costs whilst still considering the environmental and social impacts.

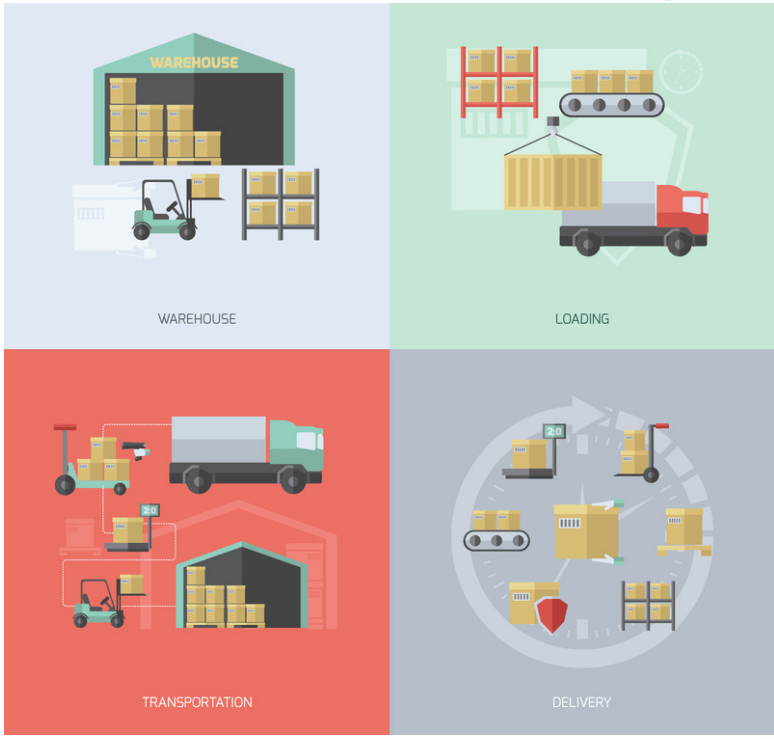
Swedish companies leading the way

Ikea, the furniture company, has invested in forests in Romania and the Baltics, wind farms in Poland and now it is investing in a plastic recycling plant in the Netherlands. Its aim is to become more sustainable by avoiding environmentally damaging activities like illegal deforestation and plastic waste. The packaging manufacturer, Tetra Pak, requires third-party verification that its paperboard suppliers do not use wood from any form of deforestation that breaks the natural forestry cycle. A company cannot supply Tetra Pak if it fails to meet these requirements.

Making your supply chain more sustainable

McKinsey believes that three approaches can help consumer companies make their supply chains more sustainable:

- Identifying critical sustainability issues across the whole supply chain and addressing them
- Linking the company's supply chain sustainability goals to the global sustainability agenda i.e. the UN Sustainable Development Goals 2030.
- Helping their suppliers to manage their environmental and social impact which in turn provides a basis for strong growth.



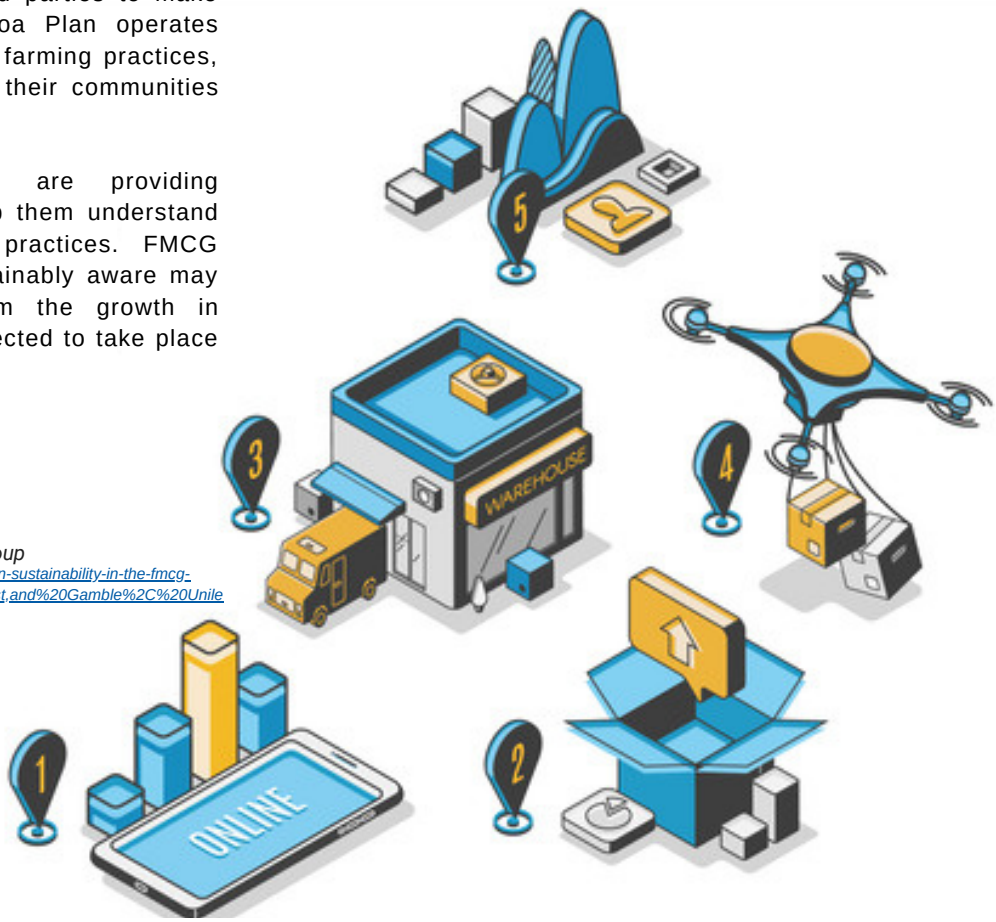
Nestle

Nestle's annual purchases of cocoa are in excess of 300,000 tonnes. The company only uses sustainably sourced cocoa from suppliers accredited by independent third parties to make its KitKat bars. Nestle's Cocoa Plan operates across three key pillars: better farming practices, better lives of employees and their communities and better quality cocoa.

Supply chain consultancies are providing expertise to companies to help them understand the benefits of sustainable practices. FMCG Companies that are most sustainably aware may be the earliest to gain from the growth in consumer spending that is expected to take place over the next decade.

Source: The Supply Chain Consulting Group
https://www.sccgltd.com/featured-articles/supply-chain-sustainability-in-the-fmcg-sector/#:~:text=Some%20of%20the%20global%20fast,and%20Gamble%2C%20Unilever%20and%20Nike

Website link: https://www.sccgltd.com



IImage source: freepik

Sustainable Products to Help you **Go Green**

3BO - INDIA'S FIRST FACE MASK THAT PROVIDES TRIBO-ELECTRIC ANTIVIRAL AND ANTIBACTERIAL PROTECTION



3bO is India's first face mask that uses CeNSTech™ - a patented technology of CeNS, a Govt of India, Dept of Science & Technology Lab, which provides antiviral and antibacterial protection. Designed and developed by the scientists at CeNS (The Centre for Nano and Soft Matter Sciences), 3bO is the only mask based on triboelectricity. The mask is being manufactured and marketed by Camellia Clothing, a three-decade-old clothing company based in Bangalore, under an exclusive global license from CeNS.

3bO masks use the concept of Triboelectricity to give the masks enhanced Electrostatic Filtration, and aid Electrostatic Viral deactivation, over and above the mechanical filtration. Live viral filtration results have shown 90% live viral filtration in 3bO masks compared to 56% filtration in highly ranked chemically coated masks. The inner layers of 3bO mask, continuously generate a triboelectric charge, through the natural airflow of breath and speech.

Availability: www.3bO.in

FOSSIL 'SOLAR WATCH'

Fossil is committed to making a positive social and environmental impact. In keeping with this commitment, the brand has given a goal to design and produce 100% of its products to meet the pro-planet criteria by 2025. Specifically, in every product that is made, includes at least one sustainability-approved material and all of their primary packaging (i.e. the packaging you take home when you get a Fossil product) to be recyclable and/or reusable.

To celebrate this commitment, Fossil is proud to announce the Solar Watch. This solar-powered timepiece is the first step in the ongoing commitment to creating products that are more sustainable and #MakeTimeForGood.

Availability: www.fossil.com/en-in/



MY|RA; FASHIONABLE FOOTWEAR



MY|RA is a partially vegan, sustainable and 100% Made in India footwear brand. An artistic amalgamation of modern designs and classic artisanal leather, MY|RA is a homegrown label- developing and creating eco-friendly footwear for earthy souls. With a deep-rooted passion for sustainable fashion, founder Myra launched her own brand My|Ra. The brand uses organic dyes to colour the leather used for making its footwear in order to reduce chemical emissions (causing equivalent harm to the environment as plastic) Moving away from quintessential boxes with dye on the inside, My|Ra uses completely sustainable packaging.

Availability: www.studiomyra.com/

JEWELLERY WITH ETHICS OF SUSTAINABILITY

Renowned Indian designer Ambar Paridhi Sahai has ventured into sustainable Jewellery, “The pandemic just precipitated a process I was silently working on for a full year—to restructure my brand on the sustainability model, to take the tradition of jewellery-making to its ‘age of innocence’ where both the world and its people are treated with dignity,” she shares.



A topper of the batch of 1999 for the Accessory Design course at NIFT (National Institute of Fashion Technology), her brand, Mine of Design is present in more than 13 countries with presence in Museums like Victoria & Albert London. Her brand is well known for both precious jewels and fashion accessories.

She shares, “2020 has been a real wake-up call for all of us. It has made us realize the fragility of it all. For me, it has also been a moment to value human life. Hence, I have restructured my work as per what I call the ethical and fair practice.” To begin with, she has taken the manufacturing of her jewels to the process of slow fashion, where there is limited intervention by chemicals and only the most natural of metals and stones are adopted. “More importantly, health and safety protocols are followed and the kaarigars are ethically employed and paid their due wages,” she explains.

Availability: http://www.mineofdesign.com/

SAJKE

A Sustainable and Eco-Friendly homegrown brand working perpetually towards reintroducing the society with treasured arts like Ajrakh and Kalamkaari; cloths and textile jewellery made of these organic materials alike. A line of everyday eco-friendly essentials,'Rozana'; has everything from a bamboo toothbrush, earbuds, clothes masks, diary covers and dinnerware.

Availability: https://sajke.in/





SARTO STUDIO'S SUSTAINABLE RANGE - LOVE LETTER TO THE EARTH

The brainchild of designer RashiGoil, the concept of Sarto is as simple as the meaning of the word; a skilled tailor. The skill here being synergizing classic fashion with a contemporary and edgy design. Understated and chic, Sarto promises to deliver excellent craftsmanship, a unique style of customization, and silhouettes which have been specially developed to cater to all body types, while retaining the essence of comfort and style!

Availability: https://sartostudio.com/

WRANGLER - FIRST-EVER INDIGOOD COLLECTION

Wrangler introduces the first denim apparel dyed with foam, an innovative technique that uses 100 per cent less water than conventionally-dyed denim*. The global product launch of foam-dyed denim follows Wrangler's promise to discover and implement throughout its supply chain the most sustainable ways for dyeing denim.

Indigood Foam-Dye entirely replaces the traditional water drums and chemical baths of traditional indigo dyeing, reducing by 100 per cent the amount of water* required to turn denim that beloved shade of indigo blue. The new dyeing process also reduces energy use and waste by more than 60 per cent compared to the traditional denim dyeing process.

Availability: www.wrangler.com





BARCO

Barco India, a global leader in professional visualization technology, launched its new generation RGB laser rear-projection video walls, powered by ODL-Series GEN2 engine, enabling sustainable control rooms. Featuring the latest innovative technology, the video walls strengthen the value proposition of rear-projection technology as a reliable, sustainable, and long-lifetime visualization solution, reinforcing Barco's commitment to the mission-critical control room segment. The new rear-projection technology extends lifetime to 1,25,000 Hrs.

Reducing the environmental footprint

The ODL series received the 'Barco Eco Product label A' as it reduces the environmental footprint significantly. Barco's stringent eco-scoring technique grades energy efficiency, material usage, packaging/logistics and end-of-life processes in line with the ISO14021 standard.

Availability: www.barco.com

LOOM SOLAR

Loom Solar Pvt. Ltd., a start-up which introduced Monocrystalline solar panels in The Indian market. The monocrystalline solar panel is the latest technology in the solar industry with higher efficiency and it is very compact. This technology is used by only 2 % of brands across the globe. The main advantage of this technology is that it generates power in cloudy weather, also under low sunlight and the efficiency of power generation is more than 20% from old technology.



It is all set to launch first time in India, IoT based Solar AC Module which is a simple, expandable, super high efficiency, and serviceable through the internet. With this, you can run your home appliances such as Fan, Television, Refrigerator, Air-cooler, Air Conditioner during the day directly from solar without Inverters, Batteries. The Solar AC module is designed to make every home solar powered in Metro city, big towns, Capital cities without hassles.

Note: It does not work when there is a power failure.

Availability: www.loomsolar.com

OZIVA

OZiva is India's first Clean Label Active Nutrition Brand that offers plant-based as well as other nutritional products along with a fully digitized ecosystem intended to enable 100mn+ people to live a healthier, active and fitter life. Founded in 2016 by IIT & INSEAD Alumni, Aarti Gill along with Nutrition & Functional fitness specialist Mihir Gadani, OZiva has built an ecosystem that brings the best of ancient physiological sciences such as Ayurveda, modern micronutrients and an instantaneous digital ecosystem together. The result? OZiva has become the world's first connected omnichannel nutrition brand where people can pick-up a product from anywhere and consult a human expert digitally.



Availability: www.oziva.in

JUICY CHEMISTRY

The brand offers a 100+ product range of natural and organic skincare products consisting of face, body, hair, and aromatherapy and kids products. The concept of Juicy Chemistry revolves around sustainability, the products do not contain any harmful chemicals like parabens, phthalates, and sulphates, they do not cause harm to waterways, and marine life. The product range includes cleansers, moisturizers, floral waters, gourmet soaps, hair masques, baby massage oil, cold pressed oils and lots more. This is the first-ever Indian brand with a complete certified organic products range by Ecocert (France) in accordance with COSMOS V3 Standard. The range is free of all preservatives, chemicals, additives, colors and fragrances.



Availability: www.juicychemistry.com/

SUSTAINABLE PRODUCTS BY INTERIOR DESIGNER PUNAM KALRA



A Barrel of Joy
This barrel-shaped drawer console is made of reclaimed wood and is an interesting addition to any space. It's a simple design and quirky form, and a polished surface highlights the beauty of the wooden textures, adding fun, warmth, and grace to the room.



From the gardens
This coffee table has been conceptualized as an organic artwork, handcrafted out of reused wood that celebrates its every crack and signs of ageing, with its sensitive detailing. The delicate butterfly and dragonfly inlays, along with the playful spherical wooden legs, make this table a conversational piece.

Availability: http://www.imcaa.in/



AMOUVE ORGANIC BED & BATH

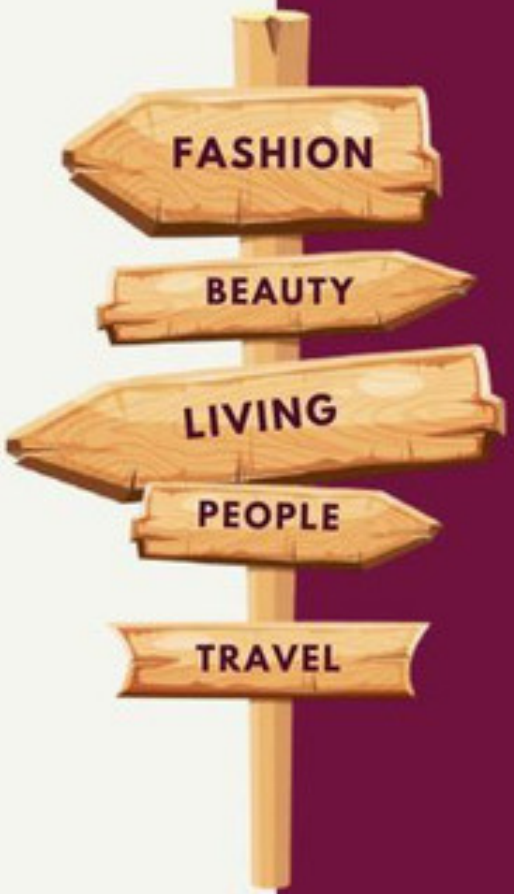
First-of-its-kind organic bedding and bath brand in India that sources its cotton directly from farmers and passes on the cost savings to consumers. All of Amouve's bed linen and bath linen is woven in certified organic, fair-trade factories that adhere to the highest standards. It is non-GMO, chemical-free and the dyes used are also azo-free.

The range comprises of bed sheets, quilts, dohars, comforters, pillows - organic kapok pillow, neem infused 'Neembus' Pillow and towels including bath towels, hand towels and face towels.

Availability: www.amouve.com

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Consciousness of the Soul

Garbh Upanishad – The treatise on conception and growth of a child in the mother's womb

Gyan flows from Guru to shishya, there is no book or kriya or mantra that can replace a Guru. It is the Guru-shishya parampara that has bestowed Bharatvarsha with the reservoirs of Gyan (knowledge) in the form of Upanishads. In fact, the term 'upanishad' translates as 'sitting near the Guru' and is formed from two words – 'upa' that is 'near', and 'nishad' which means 'to sit'.

Just sitting in the company of Guru can reveal truths so profound and deep that even till date many parts of the Upanishads are yet to be explored by modern scientists. Garbha Upanishad, the treatise on conception and growth of a child in the mother's womb, is one such example.

Given at least 4000 years ago by Rishi Pippalaada, the Garbha Upanishad details how conception takes place, factors that determine gender and traits of the baby, the environment inside the womb, the stages in the development of the embryo and what it goes through...It might come as a surprise but in the womb itself, the being starts making promises…and forgets them the moment it is out of the womb. In the absence of a Guru, the being is unable to fulfil the promise in its lifetime and before it knows, it is making another promise, this time in an ICU to improve in its next birth and the body disintegrates. Once again it takes shelter in another womb, repeating its promise and forgetting to keep it, the cycle goes on…

I have detailed below the journey of the spirit from the womb to the world as given in Garbha Upanishad as a reminder of the promise each one of you made…and as a wakeup call, to find a Guru who can put you on the reverse journey, lest you waste this birth as well.

The five-fold body comprises of the earth that sustains, water that consolidates, fire that illuminates, air that brings in motion and ether that lends space. The five sense organs help perceive the physical creation, the genitals are for pleasure and Apana for elimination, intellect helps understand, mind helps to think and words are used to speak. This body is supported by six rasas (tastes), associated with six Gunas (qualities), consists of seven dhatus (tissues), three malas (wastes), two yonis and is nourished by four ahaars (foods). The proper combination of gunas give rise to six rasas from which blood is created. From blood, flesh, then fat, bones, marrow and semen. The combination of semen and blood, the human embryo is formed.

At a time conducive to conception, with the union of male and female, after a lapse of one night, embryo is a semi-fluid. It takes form of a bubble on seventh night, a solid lump at the end of fortnight. It hardens by a month, head forms at the end of two months, feet after three months, stomach and hips after fourth, backbone develops in fifth, eyes-nose-ears in sixth. In the seventh month embryo gains consciousness and by eighth month it is complete. If the potency of father is stronger, it becomes a male and vice versa. If potency of both is equal, it becomes a neuter. Deformities are caused if either of the parents is agitated at the time of conception. Twins are born due to splitting of seed as a result of movement of air. It derives its nourishment from whatever is consumed by the mother through nerves and vessels.



IImage credits: camila cordeiro (Unsplash)



This five-fold-self combined with intelligence immerses itself in eternal OM, whereupon it derives the essence of eight natures and their sixteen modifications. In the ninth month, it is reminded of all the past lives, the karmas it performed – good and bad. The fetus contemplates that it has seen innumerable wombs and taken countless pleasures, been born and reborn repeatedly. It has borne pain and brief and sees no respite, it is suffering alone and the bodies that enjoyed the pleasures are gone.So it pledges, to immerse itself in yoga once it exits the womb to carve its journey back to the source – to Maheshwar, Narayana and Brahma. But the moment it comes out of the womb, it is touched by vaishnav prana, maya, and forgets its past lives and deeds and also, the promise it made…because its priority is different. The journey thus begins…

At Dhyan Ashram, sadhaks have had experiences which complement what is documented in the Upanishad and all of them are educated individuals with sound mind. Dr Prasan Prabhakar, who is an MBBS MD Medicine, has been practising Sanatan Kriya in Kochi and reported seeing a white tube, the same which is described as the entry and exit route for the soul in vedic texts. Seema Singh, MBA in Marketing from Hyderabad, after a dhyan session, described her past four lives, how she was murdered in her last birth and how the soul entered the womb of present mother, the mother's labour pains and her subsequent birth, corroborating the continuity of life and consciousness of the soul as described in Garbha Upanishad. And these are just two examples..

The Garbha Upanishad calls human life a yagya which uses the three fires in the body, Koshtaagni (digestive fire), Darshana agni (which powers our sight) and Gyan agni (the power of discernment). Soul is the yajman; Mind is Brahma, grosser thoughts and desires are sacrificial objects, mental strength is the vow; intellect and sense organs are utensils, motor organs are the havish (performers of sacrifice), skull is the vessel, hair is darbha grass, face is the altar and teeth are other utensils.

Rishi Pipalaada goes on to detail human anatomy with 107 marmas, 180 junction points, 109 snayus, 700 channels, 500 muscles, 360 bones, four and a half crore hair, heart weighing 8 palam and tongue weighing 12 palam. The body has one prashta pitta, one adhakkapha, one kudavasukra and two prashtas of fat. The measure of excretory waste depends on intake. The sage described the body and its journey in detail 4000 years ago urging the being to perform the yagya of life. The success of which, that is fulfilment of the purpose of birth, lies at the feet of Guru.

YOGI ASHWINI
Dhyan Ashram



Saluting the Awakened Soul
Captain Ashutosh Kumar



Captain Ashutosh Kumar, 25, of Indian Army's 18 Madras Regiment was martyred in a fierce exchange of fire with terrorists near LoC in J&K's Kupwara sector on Nov 8th 2020. He gunned down two militants before being hit by bullets.

A bachelor, he leaves behind his parents and two sisters. "I am sad I have lost my son at a young age, but I am proud that he sacrificed his life for the nation. And that's what he was trained for," said the proud father of the young martyr.

One of his juniors at school said that he was a brilliant student who could have easily cracked NEET or JEE, but his patriotism and love for the motherland made him join NDA.

We salute the awakened soul and feel proud at the same time, of the patriotic spirit of our citizens.

JAI HIND



A Tribute to Our Martyrs

We both left home at 18.
You cleared JEE, I got recommended
You got IIT, I got NDA
You pursued your degree, I had the toughest training
Your day started at 7 and ended at 5,
Mine started at 4 till 9
Some nights also included.
You had your convocation ceremony, I had my POP

Best company took you and Best package was awarded,
I was ordered to join my Paltan with 2 stars piped on my shoulders
You got a job, I got a way of life.
Every eve you got to see your family,
I just wished I got to see my parents soon

You celebrated festivals with lights and music,
I celebrated with my comrade in bunkers.
We both married,
Your wife got to see you every day,
My wife just wished I was alive.
You were sent to business trips,
I was sent on line of control.

We both returned,
Both wives couldn't control their tears, but
You wiped hers, I couldn't
Because I was lying in the coffin,
With medals on my chest and
Coffin wrapped with tricolour,
My way of life ended, Your continued
We both left home at 18

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