conscious carma

A MAGAZINE FOR THE CONSCIOUSLY DRIVEN

CONSCIOUS CARMA

COVER STORY

Denmark
World's Most Eco-friendly Country



ECO-TOURISM
Reethi Faru Resort, Maldives

BAMBOO
The Super Plant

PAPER INDUSTRY
Environment Friendly or Not

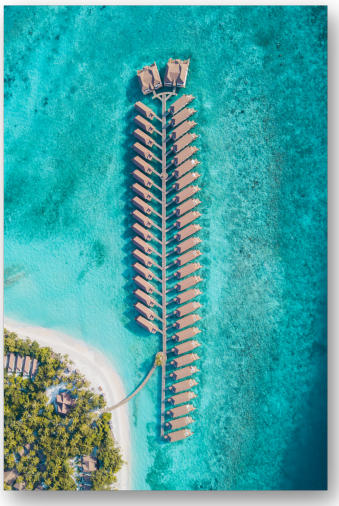
WOMAN
Embodiment of Shakti – Pure Energy

Copenhagen (Image source: Instagram @denmark.gram)

WWW.CONSCIOUSCARMA.COM

VOLUME 1 •ISSUE 2• JANUARY-FEBRUARY 2021

Contents

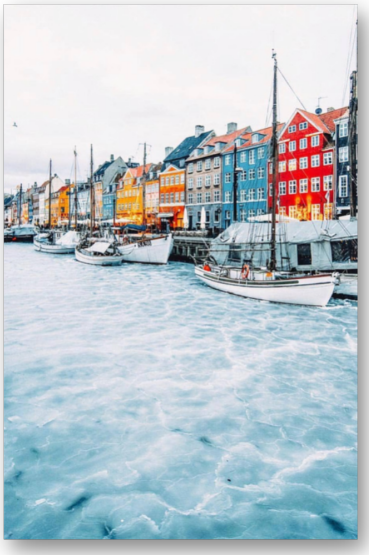


Reethi Faru Resort
Leading eco-tourism in the Maldives **05**

Responsible Tourism at Maldives
Q&A with Orca Media Group **12**

Denmark
World's Most Eco-friendly Country **14**

Water overflows in India's Union Budget 2021 **20**



Paper Industry
Environment Friendly or Not **24**

Is a tree Priceless? Supreme Court of
India's valuation of a Tree is worth it **26**

Bamboo
The World's most renewable material **28**

Applauding Women of
Strength and Substance **32**

India Reckons a Housewife's Worth **35**

Initiatives and Inspirations **36**



Conscious Carma Campaign
Consume Less for a Better Tomorrow **39**

Sustainable Products to
Help you Go Green **41**

Woman is the embodiment of
shakti, pure energy **45**

Saluting the Awakened Soul
Ratan Tata: A man with a Golden Heart **47**





From the desk of Editor-in-Chief

The woman in me celebrates Women's Day EVERY DAY

In an equitable World, Gender is just a classification. It has no further relevance or importance. This is an ideal situation, every woman in the World is eagerly looking forward to.

Whenever they got an opportunity, women have time and again proved that they are no less than men. Then, why is it so difficult for all the men in the world to mend this gap and make it equal? More than women, it requires the active participation of men to take the lead and mend this gap. It's quite evident from the past and in fact, we have enough examples in the present as well.



*Let's raise a toast to all the men who have stood for women's right, be it **Raja Ram Mohan Roy** who raised his voice against the practice of Sati, a ritual in which a widow is forced to sacrifice herself at the funeral pyre of her dead husband or **Dr BR Ambedkar**, who was responsible for the introduction of the Hindu Code Bill - which allowed women the right to file a divorce petition and the right to inheritance, **Ishwar Chandra Vidyasagar**, the most prominent campaigner for Hindu widow remarriage or the present-day **Justice NV Ramana** who has changed the face of Indian housewife from a mere homemaker to a person whose activities contribute in a real way to the economic condition of the family and the economy of the nation and ought to be recognized towards achieving the constitutional vision of social equality and dignity of all individuals. Even the **young urban men** are equally shouldering the responsibilities of parenting and home.*

To achieve this equitable World, we need to start nurturing the younger generation in a way where a man and a woman are not looked at differently. They should be considered two sides of the same coin.

It's a MAN thing to treat a WOMAN equally!

Poonam K Malhotra

Meet Our Team



Kiran Bala
Founder



Poonam K Malhotra
Editor-in-chief



Levine Lawrence
Contributing Editor



Hareeni Vipin
Consulting Editor



Jyoti Bhalla
Contributor



B C Kiran
Contributor



Roshini M
UK Correspondent



Jasnit Kaur Soni
Special Correspondent



Neeraj Malhotra
Marketing Head



Ekram Uddin
Design Head



Divya Bhatia
Digital Head

FOR ANY QUERIES, PLEASE MAIL

consciouscarma@gmail.com



REETHI FARU RESORT
Leading eco-tourism in the Maldives

Poonam K Malhotra

Dusk is approaching and dramatic clouds takeover the paradise sky – filled with shades of hope of a sustainable tomorrow! While cities around the globe are still ada--pting to the 'new normal', Maldives has been blissfully blessed to shelter the new wave of travellers into its safe haven. It is one of the most visually stunning destinations where shades of aquamarine blend seamlessly with the white sand amidst the tropical foliage. This unique blend has been drawing visitors for decades to explore its waterscapes and landscapes and the quintessential underwater magic. Taking the responsibility of maintaining that fine line of responsible tourism, many resorts across the region are including sustainable practices going forward.

One such eco-conscious resort, dedicated to the cause of sustainability is **Reethi Faru Resort**, translating to a beautiful reef in Dhivehi – the Maldivian language! A stunning **bio- luxury resort** on the secluded, private island of Filaidhoo, Reethi Faru has been dedicatedly working towards maintaining the perfect harmony between all the elements of nature - from marine life rehabilitation to planting of coral reefs, from incorporating the biggest solar panel installations to wastewater treatment plants. This resort is a forward-thinking establishment taking the right steps today to ensure that tourism and one of the world's most fragile ecosystems can both coexist in harmonious sync with each other in days to come.

Established in 2017, its alluring 150 secluded hideaway villas are surrounded by breathtaking land and waterscapes. Their meticulously thought through a channel of construction, ensured that no trees are cut down during the course - the ones that had to be removed, were safely relocated to other parts of the island. The mobilization of machinery, which would harm corals in the lagoon was also avoided. While setting up the beams for the jetties and water villas, the corals were safely relocated within the house reef as was the case during the placement of wave breakers. To tackle the issues of beach erosion, wave-breakers have been placed in critical areas around the island.



Sustainable initiatives - recovering, growing and diversifying house reef

The island boasts of a charming lagoon, with its house reef just thirty to eighty meters from the shore. As an on-going mission to restore its house reef, ever since the development phase, the resort has conceived various methods and techniques, in sync with its marine biologist, towards coral growth and conservation, and continue to do so. Upon carefully observing the changes in the ecosystem, the resort team has been modifying and using techniques to create artificial reefs and transplant corals to coral nurseries. Coral nurseries and artificial reefs are forms of active reef restoration aimed at increasing coral health, diversity, and abundance.

The artificial reefs were established with the aim of salvaging corals that have been damaged by coral bleaching and natural storms. Accumulated in one area, these artificial reefs form a coral garden that has been given the name 'Reethi Garden'. The transplantation process includes collecting broken or damaged pieces of live corals and attaching them to coral frames. This gives the corals a chance at survival and aids in the enhancement of existing reef habitats.

The team's new goal is to increase and improve the diversity of the coral species in the reef. Resilient coral species that have overcome and survived the bleaching are being identified and categorized as either abundant or non-abundant species. Currently, the focus is on breeding and growing the non-abundant species in their coral nursery that will eventually be replanted in the natural reef.

"The impacts of climate change have been devastating on the coral reefs around the world. Therefore, it is imperative to focus on finding solutions to this problem. At Reethi Faru, we have been restoring the coral reef around the island using various methods - from creating artificial reefs using metal frames to rope nurseries, and also went one step further by setting up our very own land-based coral nursery. We hope that all these efforts, along with our ongoing sustainable initiatives for energy and waste management, will help us get back on track with protecting and conserving our natural environment."



--Marine Biologist - Smrutica Jithendranath



Reethi Day

Celebrating and conserving the environment

Mindful of protecting the environment, both marine and terrestrial, conceived their monthly event - Reethi Day (Beautiful Day in Dhivehi) - to celebrate the environment and help conserve it through education and activities. Interestingly, their in-house guests actively participate in coral planting, reef and beach clean-ups, tree plantation, educational presentations, guided awareness snorkels and more! Their Environmental and Marine Center serves towards marine research and plays the part of a useful educational tool to impart the importance of marine biology/ conservation.

It's pretty safe to say that the one thing people around the globe have missed the most in the past year has been the opportunity to travel and discover new places. And it doesn't come as a surprise that travellers are consciously opting for sustainable choices, to feel safer, and comfortable and in some sense giving back to the environment.



"We sleep better knowing that when we are wide awake, we are doing all that we can to care | contribute | conserve the world that we owe our very own existence to!"

Resort Manager - Vittoriano Ummarino





Sustainability at its core

The plush villas here demonstrate opulence right from the entrance, and what makes them more righteous is the core principles they are built upon. Constructed using a combination of soil stabilized earthen blocks and aerated cement blocks (made in-house) - both eco-friendly materials - functioning as natural heat insulators that help keep the carbon footprint as low as possible. This eco-conscious resort synonymous with sustainability - in principle and practice - boasts of six restaurants, six bars, an infinity pool, a sports complex and gym, a dive and watersports centre and a spa. Sheer seclusion and splendour are what you'll get at this ultimate escape. With over 400 staff members, Reethi Faru has employees from diverse backgrounds and locals alike.



"A business must exist for a greater purpose than just shareholder returns - there lies a greater responsibility of respecting the land and its resources. From generating the highest capacity of solar power (1 megawatt) in the Maldives to producing our mineral water on-site - from producing fuel through biogas plant to using wastewater for irrigation - Reethi Faru Resort has implemented effective ways to conserve and protect the environment."

-Director of Engineering - Kasi Rao Pothamchetty



At any given day 60%- 70% of the overall load of the island, during the day, is met by using solar energy, resulting in a reduction of carbon footprint significantly. The remaining electricity required is produced by state-of-the-art energy-efficient diesel generators fitted with a heat exchanger system that helps produce hot water for the entire resort, helping them avoid the use of electrical or gas boilers. Furthermore, they have 3 in-house RO Plants that desalinates seawater and converts it into freshwater.

Recycling Waste and banishing single-use plastic

Committed to reducing the impact of waste generated by their operations, Reethi Faru Resort has a dedicated waste segregation facility on its island. They strongly believe in implementing the 3R's of waste management – Reduce, Reuse and Recycle – with a dedicated waste segregation facility on its island. All food waste generated in the resort is segregated and directed to their in-house biogas plant, which generates biogas from food waste, which is in turn used for cooking- thereby reducing the need for traditional, non-renewable cooking gas.

The resort is working towards managing and recycling plastic waste on the island, to avoid and intercept their entry into the marine ecosystems. Additionally, they have implemented the use of paper straws instead of plastic and switched from plastic bottles to glass bottles in all the guest areas. 99% of the lights around the island are LED as part of the resort's conservation plan. The refrigerant gas used in refrigeration and air conditioning is eco-friendly which is free of CFCs. Electric bikes and carts are used to commute and baggage transfer within the island.

Accolades for its efforts

Reethi Faru Resort won the Indian Ocean's Leading Green Resort 2020 award and was nominated for the World's Leading Green Resort 2020 and Maldives' Leading Green Resort category at the World Travel Awards 2020. Additionally, the resort became the proud winners in two categories – Luxury Eco Resort (Regional) and Luxury Spa Resort (Continent) – at the recently concluded World Luxury Awards.

Tourists want to get back in the air, employees want to return to business as usual, and families want a holiday. But the new normal is more ecologically aware, more responsible towards cause and effect, and more cautious. A single person or a standalone resort can start the journey towards sustainability, but a revolution takes people. And keeping that in mind Reethi Faru has been relentlessly promoting responsible tourism by creating ecotourists. With continuous direct engagement in various activities and a professional technical tour, guests at this resort get to soak in the sustainable and eco-friendly practices spread across the island.



Q&A with PARAG KATHURIA

Director of Sales and Marketing, Reethi Faru Resort



In a Nutshell

It would be an understatement to say that 2020 has been a year of change and reflection! Never before did we witness such dynamic pricing and flexible cancellation policies across the travel, aviation and hospitality industry. As the world is going from one lockdown to the next, those who are fortunate to move about are planning on safe and sustainable travel. And that's great news, as what's not good for the environment can never be good for business. At Reethi Faru we are proud of the work we do in the space of sustainability and the larger impact we create with our guests and patrons across geographical boundaries.

INTERVIEW

by Conscious Carma

Q What are some of the environmental challenges that the Maldives is witnessing and how is Reethi Faru contributing to the aspects of sustainability?

A No spot on the face of the earth is untouched by the impacts of global warming – being an island nation the Maldives is one of the most vulnerable countries and therefore the need to adapt and fight back to preserve its existence is greater than others. The irony is that while the Maldives is barely a contributor to greenhouse emissions, it faces some of the worst consequences. The coral reef ecosystem is sensitive but quintessential for sustainable oceans - buffering shorelines against harsh waves, storms and even floods. Particularly vulnerable to the effects of climate change, we are witnessing depletion in marine life, and the death of coral reefs.

Hope floats as the Maldives is beginning to turn the tide. And more and more resorts are beginning to employ sustainable practices. At Reethi Faru, it's encouraging to see how our senior leadership, mindful of contributing towards planet | people | positivity, lay a strong foundation towards a sustainable tomorrow. And now it's upon us to further the cause. We have specialized programs in the marine segment that not only help revive the coral population but also focus on adding diversity. Our coral nurseries are a live example of our on-going efforts.

Q Have you seen any major shift in the travel pattern or new emerging markets?

A Last year the Maldives witnessed the influx of over 500,000 visitors, and this year we have already welcomed over 92,102 travellers. As per the stats, approximately 2,900 visitors are arriving here each day. While Europe (DACH countries) has always been a strong market for us, quite interestingly, India, Russia/CIS and Ukraine are fast emergings as strong players. In the context of Russia/CIS and Ukraine, family holidays and the time spent together in peace and harmony with a little bit of adventure are the driving factors. It won't be entirely wrong to say that of late, Maldives has become the hub for first-timers and honeymooners looking for an exotic vacation, especially from India. We are quite proud of the fact that most of the young travellers, conscious of cause and effect, are choosing us for our commitment towards sustainability. While it is a win-win situation for all, these young eco-warriors are a hope for a better tomorrow!

Q Going forward, what should we expect from Reethi Faru in the space of sustainability?

A We do not believe in over-promising and under-delivering. We have set a benchmark for us and are quite proud of all the good that we have done since the day of our conception. While technically, we are quite sound in our energy-conservation methods deployed across the island, we are equally proud of our initiatives underwater as well. We have a few more ideas that we would put into action soon, but more than announcing more and more initiatives, we want to focus our efforts on continuing what we have already set into motion. Sustainability is not a touch-and-go kind of concept; it needs constant nurturing and enhancements and that's what's going to be our focus going forward.

Q Travel and Hospitality industry will never be the same again. What do you foresee vis-a-vis these industries post the recent pandemic, COVID-19?

A It goes without saying that the travel and hospitality industry was by far the worst-hit segments and one not only needs to think about how to recover from this but also focus on the emerging trends that going forward will decide the fate of these industries. Our industry's vulnerabilities are multi-faceted. That also means that the years gone by have well prepared us to think ahead and plan for tomorrow. Just as the impact of COVID-19 will begin to fade further and more countries will open its borders, it will be crucial for resorts to act in a proactive manner by effectively managing pricing and marketing strategies that directly impact revenues but more importantly make travellers feel safe. Recent studies strongly indicate that there'll be a major shift in the future travel pattern, where individuals will opt for more and more sustainable travel and stay options. At Reethi Faru, we have been conscious about our relationship with the environment and we are well prepared to host the new wave of eco-conscious travellers. Our continuous initiatives in the marine and energy conservation segment ever since the conception of our resort affirm that sustainability is in our DNA.

Q Does Reethi Faru have programs/activities with guest-connect to impart know-how of the causes it is championing?

A We are certain of the fact that without doing anything, nothing will change, but we are also aware that alone we can only start the fire, but for it to become a revolution, more and more like-minded and socially aware people need to join in. And who better than those who choose us for our best practices. We have a weekly guest engagement program called the Management Cocktail, where guests and selected members of the staff interact on various subjects. Our Resort Manager along with our front-line team including F&B | Front Office| Marine Biologist | Dive Center and Marketing experts all come together to impart all the good we have been doing in the sustainability space. It's imperative for us to assure them that they are choosing us for all the right reasons. We also have various activities like beach and reef cleaning, coral adoption, plant a tree that witnesses active guest participation. Before the pandemic, we were also giving our guests a technical tour of our island to walk the talk about energy conservation and eco-friendly initiatives. We hope to revive it soon.



Q&A with AKHMEEM ABDUL RAZZAQ

Managing Director, Orca Media Group

Responsible Tourism in Maldives

Tourism was relatively unknown to the Maldives until the 1970s, however, at present it contributes nearly 30% to the GDP. Known as the luxury travel destination, Maldives is taking every step to help reduce the environmental damage from intense tourism. The hospitality sector is taking major steps to become more sustainable, reduce plastic waste and support marine ecosystems.



INTERVIEW

by Conscious Carma

Q Kindly tell us about the responsible tourism scenario in the Maldives hospitality industry. How is the industry growing as we read that Maldives to See 18 New Resort Openings, Creating 9,000 Jobs in 2021 in President Ibrahim Mohamed Solih annual address in parliament?

A The Maldives being an island nation just a meter above sea level, it's very much affected by geographical factors and global warming. In this regard, the country is even more conscious and aware to strive to save our natural environment and beauty. Sustainability is at the heart of the tourism industry. The current resorts, as well as the new upcoming properties, work around sustainable tourism initiatives because the industry's future goes hand in hand with sustainability.

Q What is the future of travel in the Maldives and the role of TTM?

A The future of Maldives tourism is about being the best tourism destination in the world in every possible way to every tourist that visits the country. Travel Trade Maldives (TTM) is the leading travel trade business resource for tourism industry developments in the Maldives. The TTM portfolio of products includes: Maldives Leading Travel Trade Show along with TTM Travel Summit and TTM Awards & Gala, TTM Connect, Online Travel Trade Portal (connect.traveltrademaldives.com), travel channel TTM+ and the online news portal www.traveltrademaldives.com.

Q Kindly comment on the growth of Indian tourists to the Maldives in recent times. Any future projections and steps to increase the numbers.

A India has become the top tourist arrival market to the Maldives in 2020 and continues to withhold this position so far in 2021 as well. The Maldives being geographically closer to the Indian market is a factor contributing to this growth. In addition to this, the emergence of more airlines and routes has increased the availability of options for Indian travellers. Since the border reopening in July, Maldives and India agreed to establish an Air Bubble between the 2 countries, commencing the first of its kind established in South Asia. The flights have been arranged in a safe corridor provided by the local authorities where the tourists can travel straight to their respective resorts from the airport without any hassle, in absence of quarantine restrictions. In addition to this, Maldives has also welcomed a number of high-profile Indians celebrities like Shahrukh Khan, Shilpa Shetty, Katrina Kaif, Bipasha Basu, Sarah Ali Khan and Hrithik Roshan which continues to draw media attention to the destination which has helped boost the Maldives' popularity among Indian holidaymakers.

Q What will be the environmental impact of the growing number of eco-resorts?

A The Maldives has become the very first country to ban single-use plastic by 2023 in an effort to end pollution. This, combined with various other eco-initiatives by the growing resorts will help protect the natural beauty of the country. Being a country surrounded by oceans, protecting marine life and biodiversity plays a vital role in the success of the tourism industry.

Q As per the statistics revealed by the Ministry of Tourism, Maldives has welcomed 92,103 tourist arrivals in January 2021. How do you compare it with pre-covid times and what do you think is the reason behind such record-breaking numbers?

A The world took a massive hit in 2020 due to the pandemic. Travel came to a temporary halt and destinations around the world were brought to their knees. As such, the Maldives tourism industry suffered an unimaginable loss. However, in spite of the situation, the destination managed to successfully adapt to the opportunities available to bounce back. The combined hard work of the industry people and the government has led to a remarkable recovery of the industry.

Q Please comment on the Ministry of Tourism's COVID-19 vaccination drive for tourism workers.

A To create an even safer scenario for the tourism industry, Maldives has begun the COVID-19 vaccination for tourism sector employees. The program which was first initiated in the capital is now being extended to other resorts as well. According to the Ministry, their target is to set up at least 2 vaccination centres in each atoll. Resort staff can also travel to nearby resorts to get vaccinated. This will again ensure a safer environment for the tourists. With the administration of the COVID-19 vaccination drive for tourism sector employees, Maldives now expects to welcome 1.5 million tourist arrivals in 2021. The Maldives is also in the process of introducing vaccine tourism.



Maldives (Image Credits: Colin Watts)



COVER STORY

DENMARK
World's Most Eco-friendly Country

Home to World's No. 1 & No. 2 Sustainable Corporations

Poonam K Malhotra

Denmark, in Northern Europe, is the World's most eco-friendly country, according to the 2020 Environmental Performance Index (EPI). Now in it's 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.

Denmark is a constitutional monarchy ruled by a representative democracy. **In 1971 Denmark established a Ministry of Environment and was the FIRST country in the world to implement an environmental law in 1973.** The country shows consistent, cutting-edge commitments to clean green climate change initiatives.

"***Denmark excels in almost every indicator of environmental health, having long made significant commitments to air quality, advanced sanitation, and safe drinking water. The highest-ranked country also stands out in solid waste management, with virtually all of the waste being recycled, composted, or incinerated. In addition, Denmark leads the world in the breadth and depth of its programs to tackle climate change, including a recently announced target of cutting its greenhouse gas emissions by 70% by 2030***", the report states.

Spread over an area of 42,924 square kilometres and a population of over 5.82 million, Denmark is considered to be one of the most economically and socially developed countries in the world. It has the lowest level of corruption in the world, a high level

of income equality and one of the world's highest per capita incomes. According to the **International Monetary Fund**, it has the world's highest minimum wage, attributed to its powerful trade unions. A worker in a fast-food chain makes the equivalent of US$20 an hour, which is more than double what their counterparts earn in the United States, and have access to five weeks of paid vacation, parental leave and a pension plan.

Once a predominantly agricultural country, Denmark has greatly expanded its industrial base and service sector. By 2017, the Services sector contributed approximately 75% of GDP, manufacturing about 15% and agriculture less than 2%. Major industries include Wind Turbines, Pharmaceuticals, Medical Equipment, Machinery and Transport Equipment, Food Processing and Construction. Denmark is a major exporter of Food and Energy. **Denmark ranks 10th most competitive economy in the world, according to the World Economic Forum's Global Competitiveness Report 2018.**

Denmark is a long time leader in wind power. The country aims for renewables to cover at least half of the country's total energy consumption by 2030 and by 2050, Denmark aims to be a low-carbon society independent of fossil fuels. The country also exported roughly 460 million GJ of energy in 2018. It's noteworthy to mention that Countries making concerted efforts to decarbonize their electricity sectors have made the greatest gains in combating climate change, with associated benefits for ecosystems and human health.





More than half of Denmark's electricity came from wind and solar power in 2020, surpassing 2019 as the greenest year in Danish electricity history. In ten years, the share of wind and solar power in Danish electricity has doubled.

In order to achieve the country's commitment to reduce 70% emissions by 2030 and becoming CO2 neutral by 2050, Denmark's government has approved its plan to construct artificial renewable energy island in the North Sea, 80 kilometres off the coast of Jutland.

For the first phase- the artificial renewable energy island is set to have a capacity of 3 GW. This island will serve as a hub for approximately 200 offshore wind turbines to neighbouring countries' electricity grids. In the future, the hub could be expanded to 10 GW which will allows the system to power 3 million homes in Europe.

This largest construction project in Danish history would be owned by a public-private partnership with the Danish state holding a majority stake. The island construction is expected to start in 2026 and targeted to operate in 2033.



DID YOU KNOW THIS ABOUT DENMARK ?

1 In Denmark, punctuality is a big deal?. Danes are efficient workers and being on time for meetings and appointments – as well as dinner time – is an integrated part of the Danish DNA

2 The highest point in Denmark is 172 metres? Yes, Denmark is quite flat. The hill Yding Skovhol reaches merely 566 feet above sea level

3 Denmark has launched its first museum of happiness. Located in Copenhagen, and the first of its kind, it tells visitors the history, politics, and science of happiness

4 Touring Denmark for the summer, one will most likely come across one of these roadside stalls. Buyers are trusted to leave money in the jar, which is a very common practice. In Denmark, trust is learned during childhood from parents, teachers, coaches, lasts for a lifetime, and is passed on from generation to generation.

5 Denmark's famous labour market model - Flexicurity - is widely admired for its ability to reflect the needs of employers while, at the same time, safeguarding the welfare of employees.

6 People living in Denmark pay some of the world's highest taxes - up to half of their income. On top of this, Danes pay a 25 % value-added tax on most items, and a tax of up to 150% on new cars. And the best part is, they are happy to pay taxes because they can see what they get in return. Most healthcare in Denmark is provided with no fee to the patient. University students pay no tuition and receive a grant to help cover expenses while studying. Childcare is subsidised. And the elderly receive pensions and are provided with care helpers who visit them at home.

The capital, Copenhagen is one of the greenest cities on earth

Copenhagen continues its bid to become carbon-neutral by 2025 – just four years from now!

CopenHill, a significant landmark in the city, is designed to turn waste into energy and is already supplying tens of thousands of homes and businesses with electricity.

Not only that, but CopenHill is also a year-round artificial ski and snowboard slope, making it one of the most unique power stations in the world. Nothing – not even space – goes to waste in Copenhagen, which is fast becoming a model for some of the world's largest cities, such as London and New York.



Copenhagen (Image Source: Instagram)



Aarhus (Image source: Instagram)



Samso (Image source: Pinterest)

Aarhus

Denmark's second-largest city, high on sustainability

A sustainable focus at one of the largest harbour urban development projects in Europe is Aarhus

The new area in Denmark's second-largest city is built with care for both people and its surroundings. 25% of the apartments are so-called "social housing" ensuring a mixed demographic, and the buildings have several sustainable features such as geothermal energy for heating, energy- and water-saving devices, and building materials from the local area

Sustainable Samso

In the very middle of Denmark lies Samso island, famous for its delicious potatoes. Since 2007, Samso has been 100% sustainable, relying entirely on renewable energy such as wind, solar, and biomass energy.

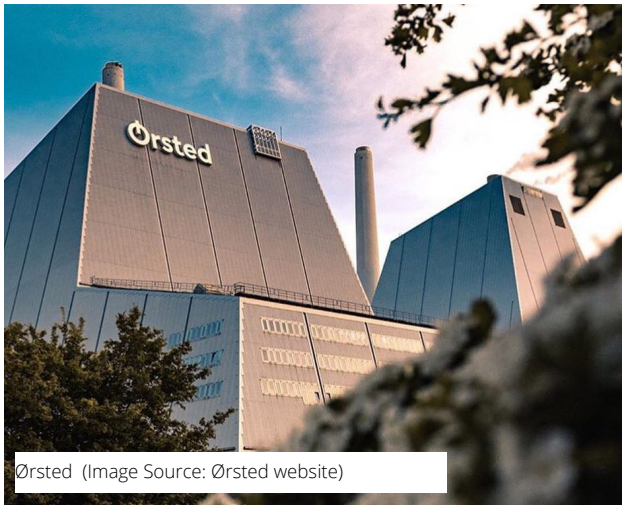
To meet that goal, many of Samso's inhabitants replaced their oil-burning heaters and insulated their homes.

Now the island is implementing a new strategy for re-using all waste. A new biogas plant will even produce the necessary power for the ferry "Princess Isabella" that connects Samso with mainland Denmark.

Three of the world's top 10 most sustainable companies are Danish!

Three of the world's top 10 most sustainable companies are Danish. According to **Corporate Knights'** ranking "Global 100 Most Sustainable Corporations in the World" 2020, Denmark shows clear leadership in sustainability. Corporate Knights is a specialised Toronto-based media and investment research firm.

Corporate Knights report highlights that the most sustainable companies are also best-performing companies. Not only do the companies in the Global 100 have a longer average lifespan (83 years compared to 49 for the All Country World Index (ACWI) index), they also have better gender diversity ratios, more equal CEO/employee pay ratios and most significantly, higher carbon productivity, where they earn more revenue per tonne of CO2 emitted.



Ørsted (Image Source: Ørsted website)

1st Ørsted, the world's most sustainable corporation

The world's most sustainable corporation in 2020 is the Danish renewable energy provider Ørsted. The company, which a decade ago produced 85% of its energy from fossil fuels and 15% from renewable energy, has reversed that proportion and has a target to essentially become carbon neutral by 2025.

"Running the company just for profit doesn't make sense, but running it just for a bigger purpose is also not sustainable in the long term. Doing good and doing well must go together."
- Henrik Poulsen, CEO, Ørsted

2nd Chr. Hansen, the world's 2nd most sustainable corporation

Last year's top-ranked company – **Chr. Hansen**, a Danish bioscience company that uses good bacteria to provide natural means for preserving food, protecting plants and reducing over-reliance on antibiotics in livestock farming – ranked number two overall.



CHR Hansen (Image Source: Instagram)



Novozymes (Image Source: Instagram)

6th Novozymes, the world's 6th most sustainable corporation

In the **sixth** spot comes **Novozymes** – a global, Copenhagen-based biotechnology company focusing on the research, development and production of industrial enzymes, microorganisms, and biopharmaceutical ingredients. While the world's largest wind turbine manufacturer, **Vestas and Novo Nordisk**, also feature in the list, at 34 and 58 respectively.

Denmark ranks at the top in all spheres

In 2020, for the second year in a row, Denmark ranked second after Finland in the “World Happiness Report” issued by the United Nations annually since 2012. According to the World Happiness Report, happiness is closely linked to social equality and community spirit - and Denmark does well on both. Denmark has a high level of equality and a strong sense of common responsibility for social welfare. Even though there are nine major political parties in Denmark, none of them seriously supports dismantling the Danish welfare state.

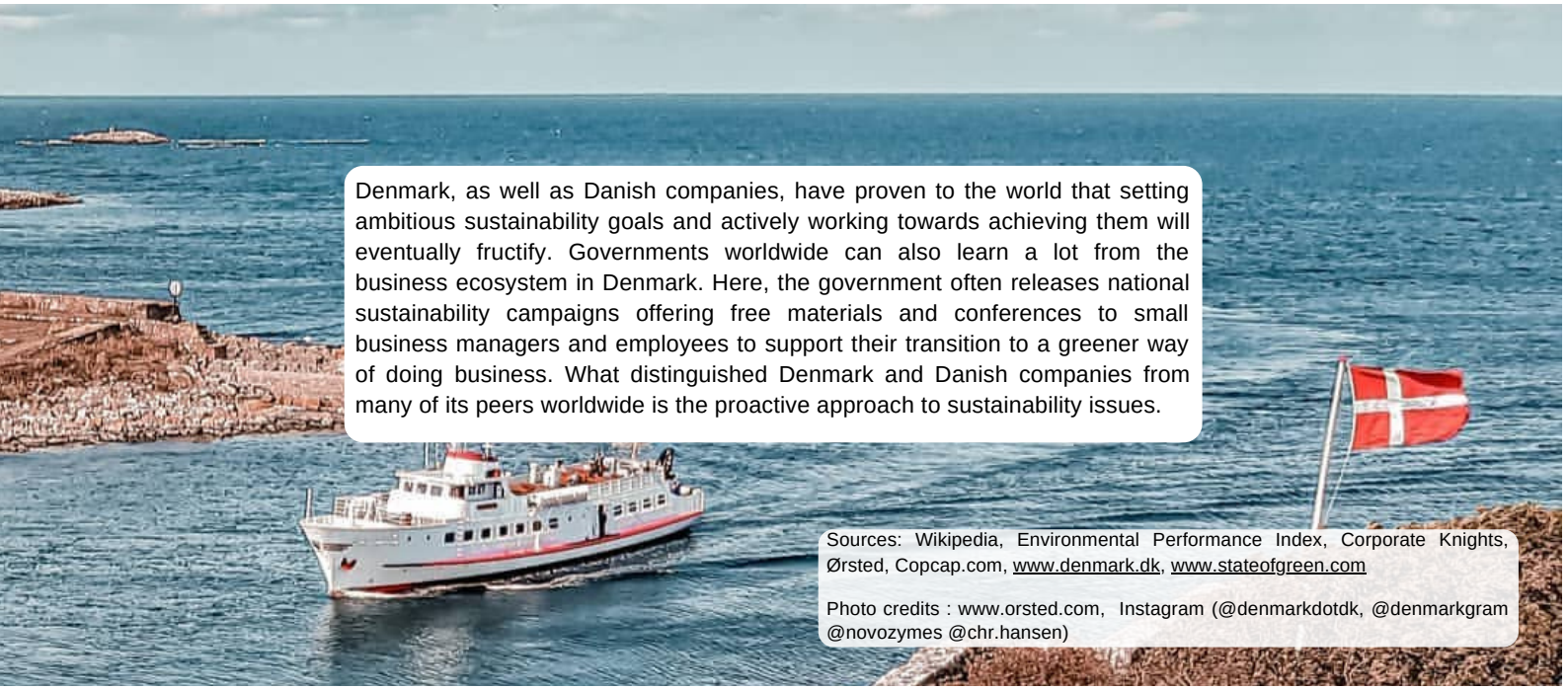
Denmark ranks 3rd in the EU’s Digital Economy and Society Index 2020. Everyday life in Denmark is mostly cashless and almost all interactions with the Danish authorities take place online

For 40 years, Denmark has met the UN target of setting aside 0.7 per cent of GNI (Gross National Income) for development assistance. Only five countries in the world meet this target.

Denmark is one of the world’s most digitalised countries. Most transactions are cashless, and almost all interaction with the Danish authorities takes place online.

In its most recent survey, the World Bank calls Denmark No. 1 in Europe and No. 4 in the world for ease of doing business.

According to the Expat Study 2020, Nine out of Ten expats love living in Denmark. The study shows that work-life balance is an important factor when accepting a job in Denmark. In Denmark, people do not just live to work, maintaining a good balance between time on the job and personal life is important



Denmark, as well as Danish companies, have proven to the world that setting ambitious sustainability goals and actively working towards achieving them will eventually fructify. Governments worldwide can also learn a lot from the business ecosystem in Denmark. Here, the government often releases national sustainability campaigns offering free materials and conferences to small business managers and employees to support their transition to a greener way of doing business. What distinguished Denmark and Danish companies from many of its peers worldwide is the proactive approach to sustainability issues.

Sources: Wikipedia, Environmental Performance Index, Corporate Knights, Ørsted, Copcap.com, www.denmark.dk, www.stateofgreen.com

Photo credits : www.orsted.com, Instagram (@denmarkdotdk, @denmarkgram @novozymes @chr.hansen)

Water overflows in India's Union Budget 2021

Rs. 4.28 trillion (USD 57 billion) allocated for water issues for the next 5 years

- The mission aims to supply water to 4,378 urban local bodies with 2.68 crores tap connections
- Liquid waste management would be carried out across 500 AMRUT cities



Water supply got a boost in the Union Budget 2021 presented in Parliament by finance minister Nirmala Sitharaman. An outlay of Rs2.87 trillion towards the launch of the **Jal Jeevan Mission Urban** was announced in her budget speech. The next phase of the Swachh Bharat Mission focusing on the management of sludge, wastewater and construction and demolition waste in cities has also been announced.

The **World Health Organization** has repeatedly stressed the importance of clean water, sanitation, and a clean environment as a prerequisite to achieving universal health. The mission aims to supply water to 4,378 urban local bodies with 2.68 crore tap connections. Liquid waste management would be carried out across 500 **AMRUT (the Atal Mission for Rejuvenation and Urban Transformation) cities**," Sitharaman said. The scheme will be implemented over five years.

The **Swachh Bharat Mission (Urban)**, which was being implemented by the Ministry of Housing and Urban Affairs, would get a second round. "For further cleanliness of urban India, we intend to focus on complete faecal sludge management and wastewater treatment, source segregation of garbage, reduction in single-use plastic, reduction in air pollution by effectively managing waste from construction-and-demolition activities and bio-remediation of all legacy dump sites," she emphasized. The Swachh Bharat Mission(Urban)2.0 would be implemented over 5 years–2021 till 2026–with an outlay of Rs.1.41 trillion.

Context

In July 2019, the government had formed a new ministry, Jal Sakti, to address all water issues in the country. The ministry also looks at the management of water resources and drinking water supply in a holistic manner.

The ministry was formed by integrating it with other existing ministries, such as water resources and the ministry of drinking water and sanitation. The larger aim is to work with state governments to ensure **'Har Ghar Jal'** to all rural households by 2024. The announcement was made at a time when the country is grappling with one of the most severe water crisis that it has faced.

Significance

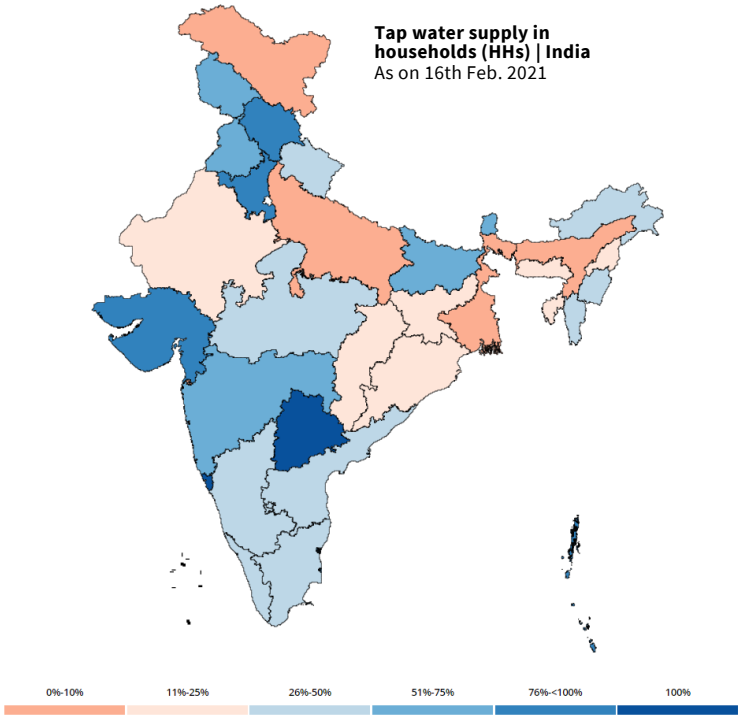
More than 3,500 cities are not supported by any structured scheme. So the government has decided to launch another scheme to cover 4,000 cities and towns for water supply. The proposal estimates JJM-Urban to target 26.8 million households which do not have tap connections and 26.4 million households without sewerage or septage facilities. The proposal would subsume AMRUT under JJM-Urban. The ongoing AMRUT programme focuses on 500 cities, mostly those with over 100,000 population, and aims to provide tap connections to 13.9 million households. The scheme has currently provided 9.5 million connections, roughly 75 per cent. While JJM (U) aims to saturate urban areas with tap connections, the remaining sewage



connections outside of the AMRUT cities will be overseen by the Swachh Bharat Mission.

The proposed funding pattern for JJM (U) is to have the Centre provide 100 per cent funding in Union Territories without a legislature, 90 per cent in North Eastern and the other Himalayan States, 50 per cent in cities with a population below one lakh, 33 per cent in cities with a population between 0.1 and 1 million, and 25 per cent in cities with over a million people. “With ever-changing scenarios in the field of water, like improving technology, funding through external sources and availability of water through various sources like surface water, recycled wastewater, harvested rainwater etc. it is imperative to devise comprehensive water plans for every city... The water supply needs to be sustainable, equitable and should meet specified quality standards,” as per the proposal.

The Agence Française de Développement (AFD), the French Development Bank, and KfW, the German Development Bank, have shown interest to fund up to USD 200 million and USD 300 million, respectively. As per the 2011 Census, India’s urban population is roughly 377 million, of which 320 million people live in 4,041 statutory towns and204.8 million people have access to a piped water supply. At the household-level, 42.8 million households out of a total of 67.1 million in the statutory towns had access to a piped water supply. The proposal to the EFC estimates a total urban population of 440.3 million in statutory towns by 2025 (assuming a growth rate of 2.31 per cent), of which 331.9 million will have access to the piped water supply. Similarly, it estimates 92.4 million urban households in all statutory towns.



Har Ghar Jal
Jal Jeevan Mission
Building Partnerships
Changing lives

The **Expenditure Finance Committee** has suggested providing outcome-based funding instead of input project-based funding. Besides, it has also recommended a private-public partnership.

Conclusion

The Govt has recognized the importance of water and wastewater management for the social and economic development of the country. They also see the looming crisis if the issue is not addressed quickly. The issue also has sizeable political benefits, as the voting public attaches great value to availability of water and sanitation infrastructure. While the money has been put in, robust implementation would be needed to make it work. Previous initiatives like the Namame Gange project have not yielded the desired results.

Policy, technology, planning and project management needs to come together to achieve the stated goals. Rather than looking at the issue as an engineering problem, there is a need to involve civil society, to change mindsets and to address the issues at a mission-critical level. All right-minded individuals and corporates need to come together to ensure safe water and sanitation is available to all …



About the author: H. Subramaniam is one of the leading experts on water and wastewater management. With over 22 years of experience in this field, he regularly writes and speaks on this subject at numerous national and international platforms. With a deep passion for the environment, his mission is to implement new technologies and best practices





(Image Source: The Economic Times)

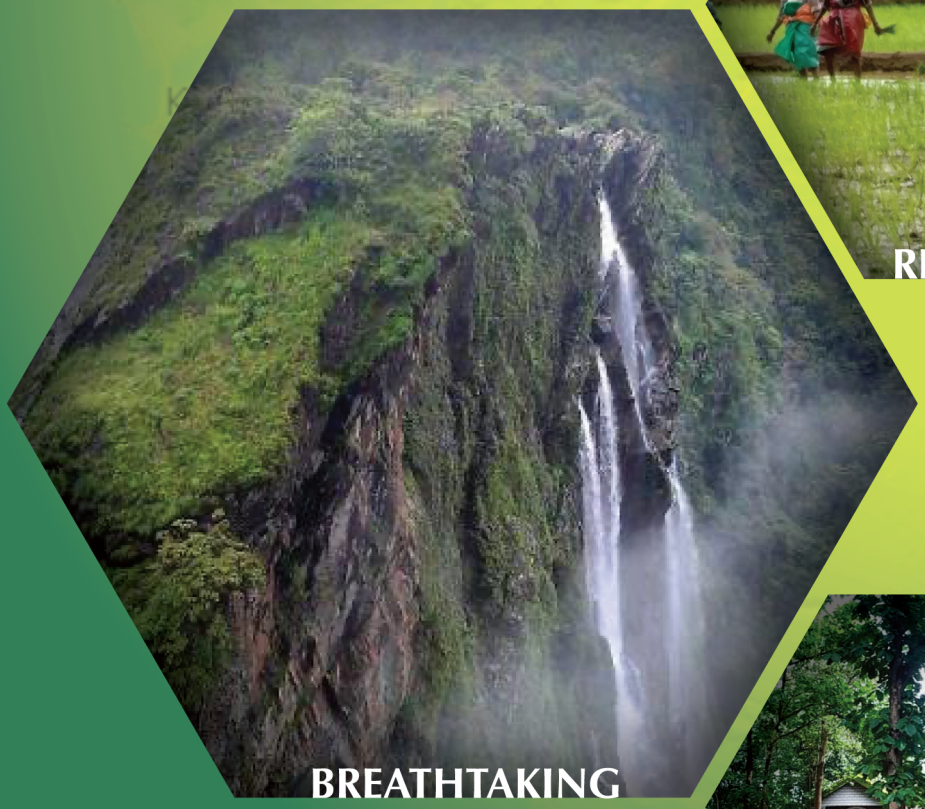
BANAVASI

TOURISM THAT IS COMPREHENSIVELY ..


RUSTIC


WILD


RESPONSIBLE


BREATHTAKING

Banavasi


FRIENDLY


YUM


CULTURAL


SOULFUL


HOMESTAY

COME, EXPLORE

SUSTAINABLE & SLOW TOURISM

www.banavasitourism.com

PAPER INDUSTRY

ENVIRONMENT FRIENDLY

OR NOT?

How environment-friendly is the paper industry? Are we clearing forests to produce paper and thus degrading the environment? There are a lot of questions when it comes to paper being environment friendly or not.

Conscious Carma, in conversation with **Rohit Pandit, Secretary-General, Indian Paper Manufacturers Association (IPMA)** tries to clear some myths surrounding Paper and brings forth various initiatives by industry bodies as well Paper mills and the government to make this industrial process as environment-friendly as possible.



Rohit Pandit,
Secretary-General,
Indian Paper Manufacturers Association (IPMA)

Paper industry is not eco-friendly. Can you please comment on this?

Nothing could be farther from the truth. In fact, few industries in India can match the sustainability that paper offers. It is fully biodegradable and can be recycled up to 6-7 times. Moreover, it is made from resources which are renewable and can be easily regenerated. Paper industry is not only conserving the environment but also regenerating natural resources. Two significant global pollution problems being faced are the disposal of single-use plastic and e-waste. Paper provides an eco-friendly alternate in both areas. Paper industry recycles the post-consumer waste paper that is generated. The industry recycles agricultural waste which otherwise would have been burnt in the fields. Paper industry has therefore struck a fine balance between growth and sustainability, unmatched by many other industries.

Paper manufacturing requires a lot of water. What is the Indian paper industry doing to reduce water usage? Have there been any innovations in methods or techniques to reduce water consumption?

On the waterfront, a few years ago, the paper industry used to consume 200 cubic metres of water to produce a tonne of paper. Now, the integrated mills have reduced that to 50 cubic metres. Efforts are on to bring it further down to 35-40 cubic metres by inducting a whole range of water conservation technologies.

Paper manufacturing process leads to a lot of environmental pollution. What's your take on it?

Paper manufacturing scenario in India is witnessing a significant shift towards sustainability. In the last few decades, the large paper mills have gone on an overdrive to improve efficiencies, increase productivity and reduce resource intensity. The industry has been working on new practices including research & development towards energy efficiency, environment preservation and better overall process technology, etc. The industry has managed to bring down its specific energy consumption by about 20% in the last five years. Integrated paper mills in India now generate 50-60% of the power they use by utilising the black liquor from the pulping process. In the first two cycles of PAT (Perform Achieve Trade) scheme of the Government, the paper industry significantly over-achieved the mandated stiff targets for energy saving. The environmental standards mandated by the government have become stringent over time and all members of the Indian Paper Manufacturers Association (IPMA) are environment compliant.

How much Paper industry contribute to the National GDP, Export and employment?

The Indian Pulp & Paper Industry provides direct employment to 5 lakh persons, and indirectly to around 15 lakhs, and has an annual turnover of over INR 70,000 crores (domestic market size of INR 80,000 crores). In 2019-20, exports of paper were over INR 6,800 crores.

How has the paper industry evolved over the years? What major changes have come in, which are environment friendly?

As opposed to the common perception, the paper industry in India is not cutting forests. Over the last two decades, the industry has been encouraging the growth of trees by the farmers, like other crops, especially on degraded lands for sourcing wood. In fact, the paper industry grows more trees than it harvests, and is therefore wood-positive. Not only that, growing trees by paper industry is leading to the absorption of carbon dioxide and helping the cause of mitigating climate change. The agroforestry model adopted by the Indian Paper Industry is one-of-its-kind in the world.
Three alternate raw materials are used for manufacturing paper in India. These are wood, agro residue (wheat straw, bagasse) and recycled fibre/wastepaper. Paper manufactured from wood is about 25% of the total paper manufactured. Over 90% of the wood used by the paper industry is procured from agro / farm forestry. This not only helps on the environment front significantly but also has supplemented incomes of farmers.

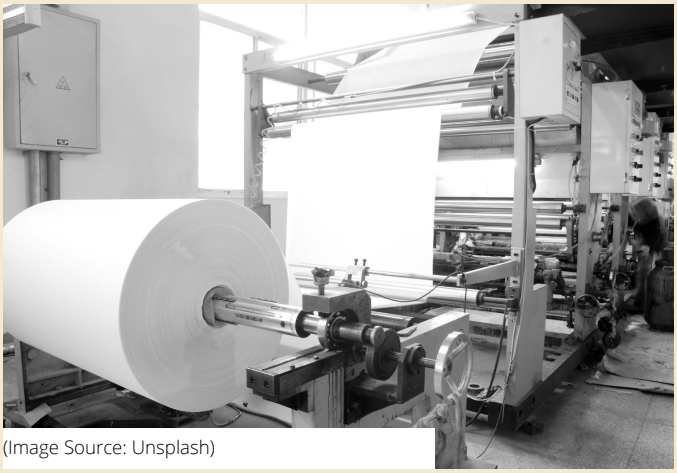
What are the steps required to make the Indian Paper Industry environment friendly? What role IPMA is playing in the same?

IPMA, along with CII, has been engaged in a project titled "Making Indian Paper Industry World Class" which is running for more than 10 years and is playing a key role in upgrading practices and processes at Indian paper mills. The industry is increasingly adopting the circular economy model and focus not only on Reduce, Reuse, Recycle but also on Redesign, Remanufacture and Refurbish.



What are the growth rate of the Paper Industry and the factors contributing to its growth?

According to IPMA estimates, paper consumption in India is growing at 6-7% per annum (pre-COVID). The per capita consumption of paper in India is still very low at 14 kgs per annum, as compared to the global average of 57 kgs (in developed countries, it is +200 kgs). The key drivers for growth include a greater emphasis on education and literacy by the government coupled with growth in organised retail and demand for better quality paper in writing and printing segment. Demand for better quality packaging of FMCG products marketed through organised retail, booming e-commerce, rising healthcare spends, over-the-counter medicines and increasing preference for ready-to-eat foods are the key demand drivers for paperboard/packaging paper.



(Image Source: Unsplash)

"The Indian Paper Industry not only focusses on Reduce, Reuse, Recycle but also Redesign, Remanufacture and Refurbish of paper"

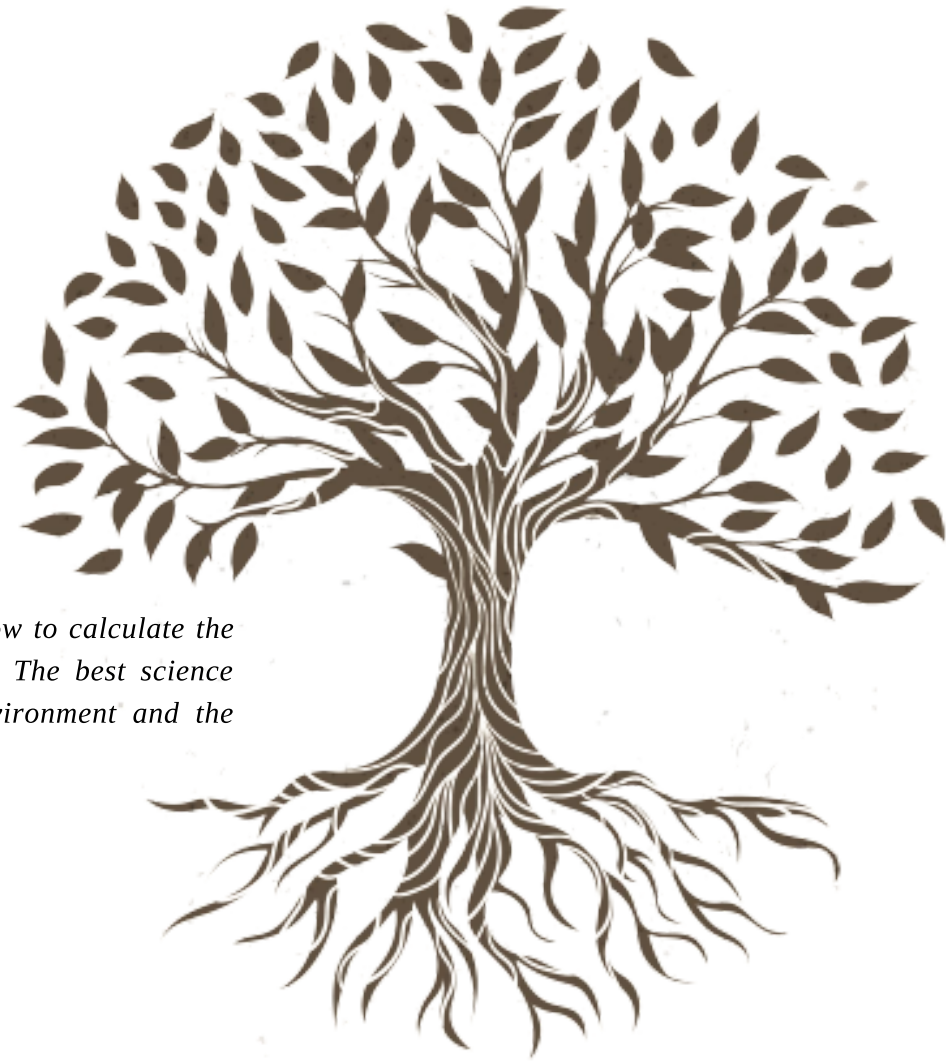
How does Indian Paper industry compare vis-à-vis Global Paper Industry in terms of environmentally friendly practices?

Indian Paper Industry, especially the integrated paper mills, compare favourably with global peers. Economies of scale play a key role in benchmarking practices to global levels. Over the last few years, certain key players have invested handsomely in capacity creation and technology up-gradation to achieve size and scale. The industry appreciates that it needs to take significant leaps in technological up-gradation, process-optimisation and introduction of better practices to minimise the usage of energy and water.

Is a tree Priceless?

Supreme Court of India's valuation of a Tree is worth it

B C Kiran



The best math you can learn is how to calculate the future cost of current decisions. The best science arguably is the study of our environment and the impact we have on it.

The Supreme Court of India recently put the math and the science to work and created a guideline that aims to value the impact of cutting trees for the sake of development.

Supreme Court bench, headed by **Chief Justice of India (CJI) SA Bobde**, had asked a committee in January 2020 to determine the economic value of trees, based on the cost of oxygen they release, and other benefits to the environment.

The five-member committee of experts came out with a formula to evaluate the economic value of a tree. The experts have given a guideline that a tree's monetary worth is its age multiplied by ₹74,500. This is the first time we have a guideline, on the valuation of trees. The experts also added that a heritage tree with a lifespan of well over 100 years could be valued at more than ₹1 crore per tree.

The question arises as to why this guideline is important and how it is different and what will be the implications of this?

To understand this, we have to take a bird's eye view of the planet and civilization. Our Civilization is in no immediate danger of running out of energy or even just out of oil. But we are running out of the environment—that is, we are falling short when we talk about the capacity of the environment to absorb energy's impacts without risk of intolerable disruption.

Trees in the forest would traditionally offset the carbon footprint of humans. However, as we all know the developmental activities that have taken place in the last century has put a lot of strain on the environment and its ability to offset carbon.

So there is a need to evaluate the trees not just based on timber but also on other parameters as well. According to the report filed in February last year but made public in Feb 2021, a tree is worth ₹74,500 a year. Out of this, the cost of oxygen alone is ₹45,000, followed by the cost of bio fertilisers, which are worth ₹20,000. Upon adding costs of micronutrients and compost, the report stated, living trees will more often than not outweigh the benefit of most of the projects they are felled for.



The next question that arises is... How will this help?

In today's society, everything is measured in terms of money, and a major section of our society will understand the value of trees only where there is a monetary value attached to it. On the other hand, this will come in handy to evaluate the need for useless "contractor-friendly" projects where the monetary value of a project, for which hundreds of trees are cut, is sometimes far less than the economic and environmental worth of the felled trees.

Yes, a tree is priceless, the contribution it has to the ecosystem can't be valued.... This supreme court guideline will be a small but firm stepping stone to understand that a tree is worth more than its timber and its value can't be undermined.

Bamboo

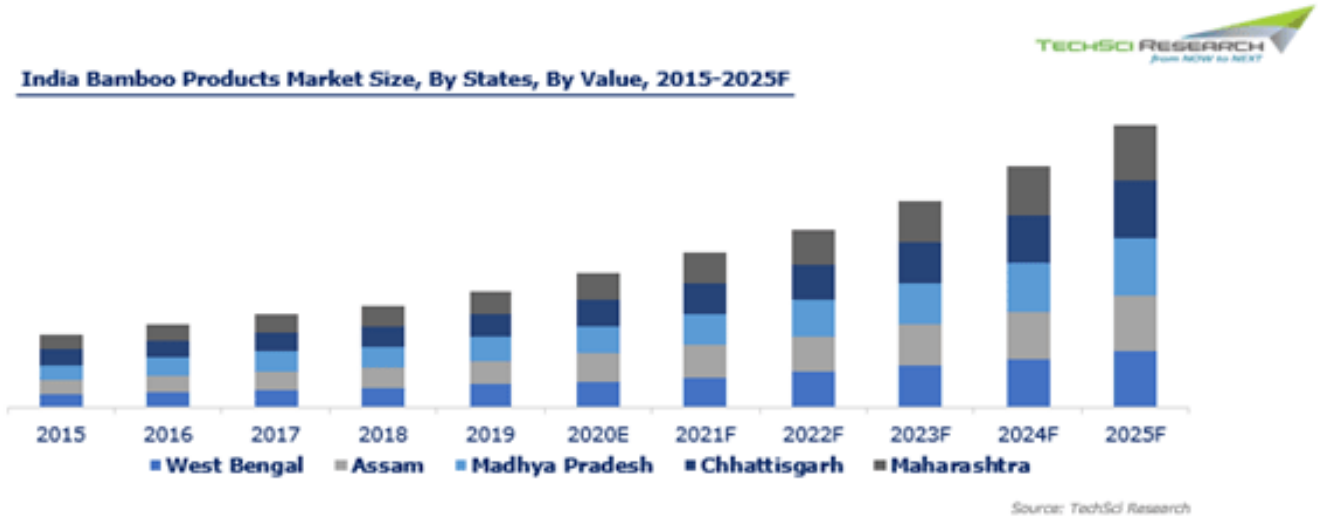
The World's most renewable material

Poonam K Malhotra

Bamboo, a super plant labelled **'the world's most renewable material'** is the fastest-growing woody plant in the world. It can grow up to four feet in one day. There are over 1000 species of bamboo. Bamboo requires no pesticides and little water; and when harvested, the plant regenerates itself in a flash. Bamboo also contains a substance called **bamboo-kun–an antimicrobial agent** that gives the plant a natural resistance to pest and fungi infestation. It can be grown all throughout the world and has countless uses both in and outside the home.

The high growth rate of bamboo and the fact that bamboo can grow in diverse climates makes the bamboo plant a sustainable and versatile resource. Because it is fast-growing, bamboo fixes more CO_2 and generates up to **35 per cent more oxygen** than similar stands of trees. Bamboo planting can slow deforestation, prevents oil erosion, provides an alternative source of timber for the construction industry and cellulose fibre for the textile industry. Bamboo can be used as food, fibre and shelter and due to its ease of growth and extraordinary growth rate it is a cheap, sustainable and efficient crop. Just like other cellulose-based clothing materials, bamboo fibre is biodegradable in soil by microorganisms and sunlight.

Bamboo is both decorative and useful. Bamboo is in fact one of the strongest building materials available and even provided the first re-greening in Hiroshima after the atomic blast in 1945. Bamboo is proving to be an environment-friendly alternative to plastic that is renewable and can be replenished at a fast rate.



India has one of the richest bamboo resources in the world, second to China in Bamboo production. The annual bamboo production in the country is estimated at **3.23 million tons**. According to the **Forest Survey of India (FSI)**, in India bamboo grows in **8.96 million hectares** of forest area, which constitutes about **12.8% of the total forest area** of the country. India, in spite of having **30% of the world's bamboo resources**, constitutes only 4% of the global market. While China with just 40 lakh hectare holds about 50% of the world market, according to the **Bamboo Society of India.**

However, Recently in India, bamboo products have increased in popularity with many brands promoting their eco-friendly benefits and sustainability. From Fashion designers to Architects, daily use products to sanitary materials, bamboo is replacing cotton in textiles, single-use plastic in daily use products and wood in paper manufacturing. We bring you here the advantages of using bamboo in various industries and some of the well known Indian brands revolutionizing the use of bamboo.

Bamboo in Clothing and Furnishings

In recent years different technologies have been developed that allow bamboo fibre to be used for a wide range of textile and fashion applications. Bamboo yarn is also being blended with other textile fibres such as hemp or spandex.

However, textiles labelled as being made from bamboo are usually not made by mechanical crushing and retting. They are generally synthetic rayon chemically made from cellulose extracted from bamboo and are as harmful as rayon made from wood pulp.

Bamboo fibres which are also regenerated fibres can be basically compared with viscose fibres as the source of raw material is nearly the same. Bamboo fibre is made of bamboo pulp and viscose is made of wood or eucalyptus pulp. However, while bamboo trees can be grown back in two years, it takes around 20 years for a normal or eucalyptus tree to reach its full height. This is the advantage bamboo fibres has over viscose fibres.

Bamboo also has another advantage over cotton as a raw material for textiles. When comparing water consumption with cotton, the water consumed by bamboo fibre at the farming stage is very much less than cotton or the same as other regenerated fibres. It takes between **7,000 to 20,000 litres** of water depending on the region, climatic conditions, soil, etc to grow 1 kg of cotton fibre. On the other hand, regenerated fibres like Tencel, Viscose, Bamboo, Modal, etc need just between 300 and 500 litres of water.



Mechanically produced fine bamboo fibre

Bamboo fibre made by a mechanical-bacterial process and spun into a yarn produces a very high quality, strong and silky bamboo fabric, called bamboo linen. Another means of extracting fibre from bamboo, and probably the only purely mechanical process of extraction anywhere in the world, is practised in the days preceding the annual festival of the Kottiyur Temple of Kerala in India.

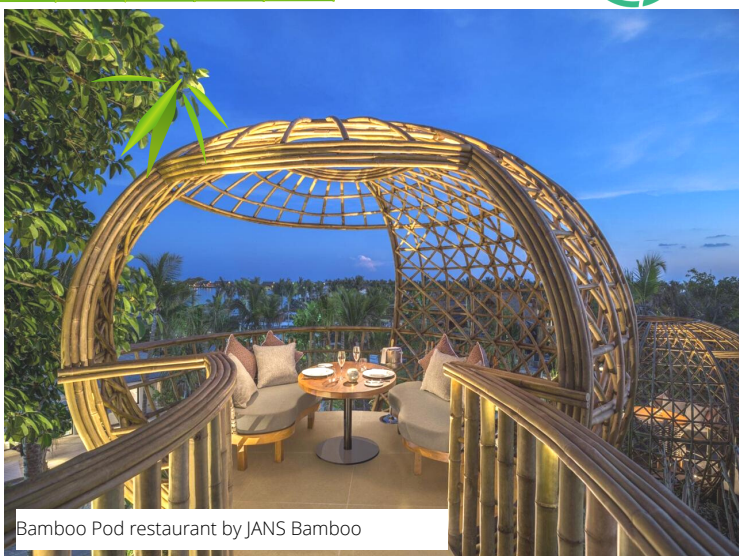
The fashion world's fascination with bamboo is attracting the interest of a number of designers. More and more of these materials end-products are expected to find their way into store shelves in the years to come. Famous Indian Designers like **Madhu Jain** and **Anita Dongre** are already experimenting with this fabric along with clothing brands like **Bamboo Tribe.**



Madhu Jain Designs

Bamboo in Construction

Since ancient times, Bamboo is used as a natural building material, Bamboo has many environmental benefits such as its ability to sequester carbon, bamboo skin being UV resistant, its tensile strength being equivalent to that of steel considering mass/weight ratio, which makes it one of the greenest building material. The embodied carbon which is the main source of GHG emissions is one of the lowest in bamboo, making it a favourite green material to combat climate change. In ancient times bamboo was used to build houses because of its natural strength and flexibility. Even today over one billion people in the world live in bamboo houses. According to **UNESCO**, 70 hectares of bamboo produce enough of the material to build 1000 bamboo houses. Apart from the fact that bamboo can be used for structural construction, it can also



Bamboo Pod restaurant by JANS Bamboo

be an excellent roof and flooring material, as mentioned by The **Centre For Green Building Material and Technology** (CGBMT). However, it needs to be properly treated as per IS codes in order to have a long life.

Famous Architects **Neelam Manjunath**, **Binoy Jain**, **sustainable architecture firms like Green Evolution JURIAN Sustainability and Companies like JANS Bamboo and Boober** are extensively promoting



Neelam Manjunath's Home of Five Seasons

USES OF

Bamboo in their design constructions and interiors. **It is a matter of pride for India that the Bamboo Pod restaurant built by JANS Bamboo, India for Waldorf Astoria resort in the Maldives is recognized by CNN Travel UK as one of the 16 most beautiful waterfront restaurants in the world.** From R&D facilities, centres of excellence, banquets, restaurants, farmhouses, landscape elements and most importantly eco-resorts, bamboo structures are being built in the Country. These are environmentally far superior to conventional green-certified structures built using concrete and steel.

Bamboo in Paper

Indian companies **Orient Paper Mills and Ballarpur Industries Ltd (BILT)** are converting bamboo into paper reducing the need for wooden biomass.

Bamboo in Daily Use Products

Eco-friendly start-ups are innovating the use of bamboo and creating daily use products like toothbrush, straws, etc. to replace single-use plastics. **Companies like BECO India, Bambrew, Visara Naturals, Zogam Bamboo Works, bambooindia.com and Boober**, etc are manufacturing innovative daily use products using bamboo.



Bamboo Products (source: Pinterest)



Bamboo Decor piece (source: Pinterest)

microbial agent, so it will not cause skin allergy, and at the same time, it also has competitive prices in the market. Many start-ups are manufacturing sanitary napkins from bamboo. **Companies like Carmesi, Heyday, Private Label and RI Nanotech, etc.** are bamboo-based sanitary pads in India.

Bamboo as Food

Bamboo shoots are low in calories, high in dietary fibre and rich in nutrients. The shoots have protein, carbohydrates, amino acids, minerals, fat, sugar, fibre and inorganic salts. Shoots and rice (the seeds of a dying bamboo) are used in various preparations. Young bamboo shoots are usually consumed as vegetables in curry and also as a pickle. The nutritional value of bamboo shoots varies by species to species, harvesting procedure and growing environment. Bamboos are also utilized in different areas as herbal or traditional treatments. The list is endless...

BAMBOO



Bamboo Shoots meal (source: Unsplash)

Bamboo in Decoratives

It is traditionally used for basketry and handicrafts like food-grain containers, mats, hats, hand fan,shupe, etc. It is also used in musical instruments like flutes etc. It has a greater scope of value addition process. **Websites like Tribesindia** are selling bamboo traditional items from all over India.

Bamboo in Sanitary materials

The bamboo fibre has natural effects of sterilisation and bacteriostasis, therefore it has an incomparably wide foreground on the application in sanitary materials. Because of the natural antibiosis function of the bamboo fibre, the finished products need not have additions of any artificial, synthesised, anti-



Bamboo Sanitary Pads (source: Pinterest)

Conclusion

Since time immemorial, bamboo has been the backbone of much of the world's rural life and will remain so as the population increases. It will continue to play an important part in the development of enterprises and the transformation of rural environments.

For sustainable economic and social development, ecological sustainability is a basic requirement. The use of this super plant called Bamboo needs to be encouraged more and more. The World needs more innovation as well as more acceptance of Bamboo products for the sake of our environment and the future of life on our mother earth.

Sources: Wikipedia, www.indiantextilejournal.com, www.woodema.org

Applauding Women of Strength and Substance

Women have always played an important role in India, be it our goddesses, our warrior queens, our uneducated yet highly talented women folk in villages and our ur--ban educated women working in almost every sphere of life. And not to forget our humble yet very strong women who are taking charge of their house and family while husbands are away earning the bread. The recent SC ruling makes it crystal clear, isn't it.

As women's Day is around the corner, Conscious Carma brings to you some of the most impressive women in India who have shown strength in adversities and have dedicated their efforts to bring smiles to thousands.

SUDHA MURTHY



the Chairperson of Infosys Foundation believes that philanthropy is not mere financing, it needs a compassionate heart. In her own words, "Philanthropy has nothing to do with money. It's a warm hug, a kind word . . . that can change lives. It's about helping fellow human beings." True to her belief, Murthy has been one of the most generous hearts in Indian philanthropy. She has devoted herself to education, poverty alleviation, healthcare, sanitation and public hygiene, arts and culture, and more.

To combat the Coronavirus pandemic, the Infosys Foundation has built hospitals, supplied PPE kits, and mobilized around 150 crores. And offered Rs 10 crore from their personal funds toward Akshaya Patra Foundation for serving food and distributing essential groceries to the migrant labourers and daily wage earners.

A recipient of many awards for her charitable activities and writing, the highest honour she has received is the Padma Shri, India's fourth-highest civilian award.

"Serving people has bought me a tremendous amount of calmness. Nothing else matters to me now," she says, defining the makings of a true philanthropist.

KIRAN MAZUMDAR-SHAW



Executive Chairperson, Biocon - India's richest self-made woman, has been named EY World Entrepreneur Of The Year 2020 for her contribution in improving universal access to affordable life-saving medicine and transforming the world. She was selected among 46 entrepreneurs from 41 countries and territories. She became the third Indian to win the Award after Uday Kotak of Kotak Mahindra Bank in 2014 and Narayana Murthy of Infosys in 2005. She also becomes the second woman to hold the title, following Olivia Lum of Singapore's Hyflux Limited in 2011.

Millions of people living with diabetes now have access to affordable insulin, while millions more who are battling cancer, rheumatoid arthritis and other debilitating diseases now have access to affordable biosimilars, thanks to Biocon, making a lasting impact on global health care.

"My business focus is global health care and the provision of universal access to life-saving medicine; however, my responsibility as an entrepreneur is greater than simply delivering value to shareholders. Wealth creation can be a catalyst for change, and all entrepreneurs have a responsibility to the world around them and the communities in which they operate. Women also play a hugely important role in economic development, and for too long their contribution has been ignored," says Kiran Mazumdar-Shaw.

ANU AGA



the former Chairperson of Thermax is on a mission to provide education to underprivileged children in India. Two words that define this charismatic woman are - Courageous and Ethical. A trained social worker, Anu was heading HR at Thermax when her husband, CEO of Thermax, had a fatal heart attack and lost his life in the year 1996. Anu took reins of the company at a time when its share price plunged from Rs.400 to Rs.36 due to the downturn in the Indian economy. With sheer courage and determination, and never compromising on the ethics, Anu orchestrated one of the greatest revival stories corporate India had witnessed. In 2007 she was part of 40 Richest Indians by net worth according to Forbes magazine.

After stepping down as Chairperson in 2004, Anu is devoted to her true calling, helping and educating the underprivileged, through Akanksha Foundation and Teach For India. Under her wings, four students were selected for full scholarships at world colleges, and five got selected to the Azim Premji University. In 2010 she was awarded the Padma Shri for Social Work by the Government of India. She was nominated to Rajya Sabha, the Upper House of Indian Parliament in 2012, by the President of India.

"Don't make me larger than life. I was and am, very ordinary,"
says the humble Anu Aga.

ROHINI NILEKANI



An Indian writer, author and a stay-at-home mother raising her two children, took to philanthropy two decades ago. At present, she is the founder-chairperson of Arghyam Foundation, a non-profit that focuses on water and sanitation issues, also the Founder-Chairperson of Pratham Books, a non-profit children's publisher. She also chaired the Akshara Foundation, which focuses on elementary education, and serves as the co-founder and director of the non-profit education platform, EkStep.

Rohini Nilekani calls herself an "accidental philanthropist" because of her accidental wealth. In 1981, when just 20 years old, Nilekani invested Rs.10,000, all the money she had – into a company co-founded by her husband, Nandan Nilekani, along with six close friends. That company grew into Infosys Ltd., India's second-largest technology company, and this rich noblewoman got into philanthropy full time.

A committed philanthropist, Rohini together with her husband Nandan Nilekani (Co-founder Infosys), signed the GIVING PLEDGE in 2017, which commits half their wealth to philanthropic causes. She is seeking to address the extreme inequality between the 'have-everythings' and the 'have nothings' through her philanthropies.

She is on the Board of Trustees of ATREE, an environmental think tank, and serves on the Eminent Persons Advisory Group of the Competition Commission of India.

"I believe that wealth comes with huge responsibility and is best deployed in the larger public interest"
Rohini Nilekani

The Millennials inspired by their seniors

SWATI PASARI



After finishing her business studies in Australia, Swati was all determined to join her family business in Kolkata. However, she took to art and social service as she found her true calling in spreading happiness and positivity.

She began her journey as the youngest trustee at a hospital in Varanasi quite early in her life. . During one of her visit to Kashi Vishwanath temple in Varanasi along with her grandfather, she was introduced to this side of the world. It was the suffering that she saw around in the hospital that encouraged her to continue her philanthropic work. Since then Swati has taken upon her shoulders the responsibility of running it and most part of her earnings from Art is being diverted there. Even when she is not in Varanasi, she actively participates in Charitable Art Exhibitions and fundraisers, to ensure happiness and positivity around her. Also, being a highly spiritual person, Swati is practising Pranic Healing to relieve others of pain.

"As a spiritual person, I believe in giving back to society as a token of thankfulness to the almighty, for everything I have been blessed with in my life"
Swati Pasari

MEGHNA ANITA



Meghna Anita, a student of bachelor's degree in neuroscience, University of Minnesota, Minneapolis also works part-time as a COVID case manager for the Department of Health, Government of Minnesota. She has been interested in politics and social justice from a young age. As a debater in high school, she learned about and debated the nuances of US laws and which spurred her interest in activism. She has attended numerous protests including the Women's March and has spent the last four years of her college career working with survivors of sexual assault and domestic violence.

Inspired by women like Sudha Murthy in India, she has been wanting to take part in initiatives that actually empower women to be self-sufficient rather than receiving handouts. When the coronavirus pandemic began, Meghna chose to contribute seed money of about INR 75000 to a women's micro-enterprise that would focus on creating face masks in Kochi, Kerala. The approach taken was a build, operate, transfer model, where the micro-enterprise was built and put into operation and then left to the tailors and local management to run the business and take decisions on their own.

Meghna wants to continue to help women by starting future cooperatives/micro-enterprises within the US and India. She has continued to work with victims of sexual violence and hopes to continue this work in some capacity during her professional career.

"The most difficult thing is the decision to act, the rest is merely tenacity." by Amelia Earhart
is a quote she swears by

India Reckons a Housewife's Worth

A historic statement by the Supreme Court of India in Jan 2021 is worth applauding - Value of homemakers work same as hubby's at office.

The Supreme Court said that the conception that housewives do not work or do not add economic value to the household is "**problematic**" and needs to be overcome. The Court was dealing with a grant of compensation in a motor accident case, where the Delhi High Court had reduced the earning of the deceased wife as she was a homemaker.

A three-judge bench headed by **Justice NV Ramana** felt that fixing an economic value to the hard work and labour by homemakers is difficult but nevertheless significant. The bench, also comprising **Justices S Abdul Nazeer and Surya Kant** unanimously agreed to raise the compensation awarded to the motor accident victims to Rs 33.2 lakh instead of Rs 22 lakh awarded by the High Court.

The Court said that a homemaker's notional income must be determined by Courts keeping in mind the number of women engaged in this activity, and the value of their labour, service and sacrifices. Their activities contribute in a real way to the economic condition of the family and the economy of the nation and ought to be recognized in a reflection of our changing attitudes and mindsets as well as towards achieving the constitutional vision of social equality and dignity of all individuals.



The Supreme Court of India (source: Pinterest)

Initiatives and Inspirations

SOHAN ROY, FOUNDER & CEO OF ARIES GROUP

Sohan Roy to pay salaries to his employees' wives



Sohan Roy, a Sharjah-based Indian businessman inspired by recent court order by the Supreme Court of India, will be compensating the wives of his employees for the commitment and work ethic shown during the pandemic

It is payback time for the hard work of the employees and the support provided by their families, which has seen the company during the challenging and uncertain times of 2020, said the report citing Roy.

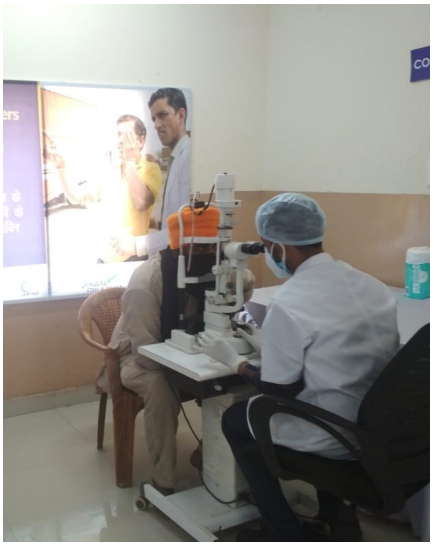
Roy was inspired by the Indian Supreme Court's order in an accident case where it noted that the value of a housewife's work is no less than her employed husband. He took a leaf out of this and decided to recognise the support of his employees' spouses during the tough time.

The company did not sack any of its employees or deduct their salaries during the period. And according to the report, the firm is already paying a pension to the parents of its staff employees who have completed three years of service. It also provides annual scholarships to children of the employees to study.

Hailing from Kerala, Roy, the Founder & CEO of Aries Group of Companies, has been featured as one of the top influential leaders in Middle East 2017, released by Forbes Middle East.

SIGHTSAVERS INDIA WITH JSP LIMITED

To provide Primary Eye Health Services for Truck Drivers



Sightsavers India with Jindal steel has rolled out a CSR program for providing primary eye health services for truck drivers across all JSPL plant locations, being envisioned by Chairman Naveen Jindal.

"The program shall work towards road safety and supporting eye care services for needy and marginalized target groups like truck drivers,"
said **Sightsavers India's Head Corporate Fundraising, Jatin Tiwari.**

"Truck Drivers play a pivotal role in the economic growth of the Country. They seamlessly contribute to the Country's holistic progress and prosperity. JSPL's CSR Initiative of Eye Health Check-up of Truck Drivers will not only ensure healthy eyesight of our entire driver brothers but also will be a well-meaning step to secure Road Safety"
said **Naveen Jindal, Chairman JSPL**

Sightsavers India, as an implementing partner for this CSR program, will offer primary health service through a vision care centre equipped with necessary eye care equipment, devices, and infrastructure. A team of an Optometrist, Community Health Worker, and Ophthalmic Assistant will provide eye care services like screen and refraction. The truck drivers identified with refractive errors will be provided with spectacles and those who need more detailed check-ups shall be referred to the hospitals. The program targets more than 1500 truck drivers in the next four months.

AWARPUR CEMENT WORKS

UltraTech Cement's Awarpur Cement Works wins National Energy Conservation Award



Awarpur Cement Works, UltraTech Cement's integrated cement unit located in Chandrapur, Maharashtra, has been awarded the prestigious National Energy Conservation Award, 2020. The unit bagged the first prize in the Thermal Power Plant sector (Coal & Gas) in the below 100-Megawatt (MW) category.

This award is a recognition of Awarpur Cement Work's efforts to reduce energy consumption by adopting several innovative solutions. Last year, Awarpur Cement Work's thermal power unit also won the second prize at the Maharashtra Energy Development Agency (MEDA) Awards, for excellence in energy conservation and management in the thermal power station sector. Awarpur Cement Work's thermal power station has made exemplary efforts in reducing its auxiliary power consumption to 8.5 per cent from 10.5 per cent in the last two years. This was achieved through technology up-gradation and optimization of process parameters.

The National Energy Conservation Awards (NECA) are given to units that have demonstrated a measurable reduction in their energy use. Every year, the NECA attracts participation from several industrial units and establishments from key sectors.

TATA STEEL AND CII GREEN BUSINESS CENTRE





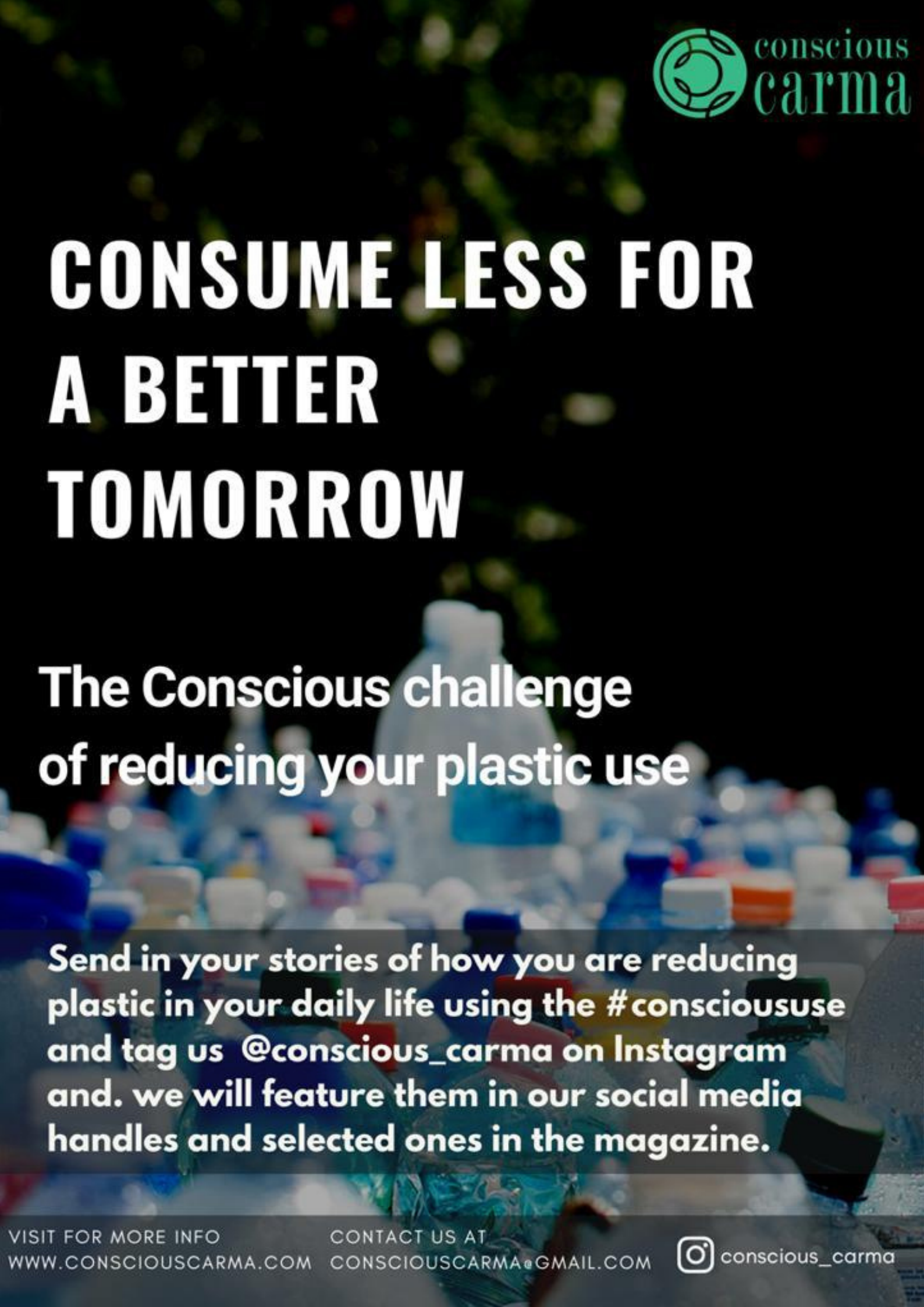
To develop GreenPro Ecolabel to help the steel sector reduce carbon emission

Tata Steel has collaborated with CII Green Business Centre to develop the GreenPro framework for steel rebars, for the first time in India. GreenPro Ecolabel enables the end-users to make an informed choice about buying steel having the lowest environmental impact.

K S Venkatagiri, Executive Director of CII Sohrabji Godrej Green Business Centre, said
"CII will support the rerolling mills and the steel product manufacturers to implement green measures, reduce their resource consumption, also gain significant market reach in the building sector by the adoption of GreenPro Ecolabel for steel products. This would ultimately lead to a market transformation in the production and consumption of steel in India."

Buildings and construction together account for nearly 36% of global energy use and 39% of energy-related carbon dioxide emissions. Embodied carbon accounts for 11% of the building's emissions and is primarily from materials like steel, cement, concrete, glass, etc. The use of Green or low carbon materials has the potential to reduce the life cycle environmental impacts in the construction sector. Material efficiency strategies can reduce emissions due to construction, operations, and dismantling of homes by up to 50% to 70% in India by 2050.

Sanjiv Paul, Vice President (Safety, Health and Sustainability), Tata Steel, said
"The Green Building Movement in India is growing from strength to strength. Promoting sustainable materials is the need of the hour to ensure a successful Green Building Movement. The GreenPro Ecolabel for Steel rebars is a step in the right direction to make the Indian steel industry green. Tata Steel will take leadership in incorporating green measures in all its steel products. It has been our constant endeavour to build a sustainable steel ecosystem. With GreenPro rebars we are moving a step forward towards the sustainable future."


conscious carma
CONSUME LESS FOR A BETTER TOMORROW
The Conscious challenge of reducing your plastic use
Send in your stories of how you are reducing plastic in your daily life using the #conscioususe and tag us @conscious_carma on Instagram and. we will feature them in our social media handles and selected ones in the magazine.
VISIT FOR MORE INFO
WWW.CONSCIOUSCARMA.COM
CONTACT US AT
CONSCIOUSCARMA@GMAIL.COM
conscious_carma

Consume Less for a Better Tomorrow

A campaign run by Conscious Carma Magazine

The magazine along with various not-for-profit organisations across the globe is encouraging consumers to ditch plastics in their daily lives. The campaign is inviting inspirational stories from people adopting alternative objects, innovative techniques and practices to replace plastics.

Let's inspire, innovate and involve to convert this small campaign into a global movement.

The Complex Lifecycle of a Plastic

Every living being has a lifecycle. They take birth, live their life and then leave the World. All biodegradable things also have a lifecycle, only one thing which doesn't die is PLASTIC. As if it's got a boon to stay forever on the Earth.

According to a report by the United Nations Environment Programme, the world produces 400 million tonnes of single-use plastic (SUP) waste annually (47 per cent of the total plastic waste). It is estimated that only 9 per cent of plastic is getting recycled worldwide. And a report by the Central Pollution Control Board (CPCB), in 2017, India alone generated close to 25,940 tonnes of plastic waste per day.

Can you imagine how much plastic is getting accumulated and how adversely it is affecting all living beings? The worst is the Single-use plastic which is widely affecting the environment, especially the marine ecosystem, which sees tonnes of garbage getting dumped in the oceans each year. Every minute, over eight tonnes of plastic gets dumped into the oceans or landfills.

Plastic exposes the distinct toxic risks to human health at every stage of the plastic lifecycle, from wellhead to refinery, from store shelves to human bodies, and from waste management to ongoing impacts of microplastics in the air, water, and soil. Plastic has a very complex lifecycle and at every stage, it is very harmful.

If we all start ditching single-use plastic, we can contribute a lot towards saving our environment and every living being. A small step can make a lot of difference, it can lead to a revolution. The governments' world over are taking stringent steps, all they need is our support, our commitment to ditching plastics in our daily lives.

Together, we can make a difference
Let's consume less for a better tomorrow



Our Campaign Partners

"Environment is not responsible for climate change, global warming or uncertain calamities, It has always been us putting heavy carbon footprints while moving forward in our lives. sustaining nature is not a duty it is a responsibility as a conscious human. In the past few years, the world has experienced bushfire, floods, drought, climate change, coronavirus, temperature hike, unseasonal rains etc. This surely indicates how drastically natural disaster is occurring on our planet earth which can be tackled with cumulative efforts not only spearheaded by youth but also by every human being who exists over here"



Parthsarthi Singh, Founder, HOPE: Healing Our Planet Earth



"Visara Naturals is gratified to take part in the campaign "ditching plastics in everyday lifestyle" led by Conscious Carma as we strongly believe in bringing back the lifestyle of zero waste which existed 20 years back. In our village, my grandparents lived the life of zero waste and inspired by them, we at Visara are ditching plastics and chemicals in our products using ancient formulas.

We are ditching plastics in our packaging too, by replacing plastic tapes with paper tapes, bubble wrap with Kraft Paper wrap, plastic containers with glass containers, plastic pouches with oxo-degradable pouches. Together, let us work towards social and environmental wellbeing"

Vishalini, Visara Naturals

Plastic pollution continues to be a big menace when it comes to the management of waste, and it is still growing. We at EARTHDAY.ORG believe in a holistic approach that begins with Climate Literacy. Literacy would then inspire environment-friendly actions leading to a cleaner and healthier Earth.

EARTHDAY.ORG



It's just only one Bag, its just One Straw, just One Bottle ... this is what 10 Million people think... If we want to move towards a low-polluting, sustainable society, we need to understand "ONE" can also make a difference... Please Ditch Plastics today from your Life.

"At Induz, we pack all our products in Glass Bottles to Avoid Plastics"

Anand Mani Tripathi, Founder & CEO, Induz Organic Pvt Ltd

"Nature sings for those who listen. Protect its music, dance with natureMove with the rhythm, make the world greener by letting it live."

Haritha & Swanuja, Change Makers Society



"One individual cannot possibly make a difference, alone. It is individual efforts, collectively, that makes a noticeable difference-all the difference in the World" - Dr. Jane Goodall, DBE, Primatologist

Tanvir, Living With Stories

Sustainable Products to Help you **Go Green**

ENVIROLIFE

A unique gadget disinfectant offering 24-hour protection



Envirolife, from the House of **Environics**, is a unique gadget disinfectant offering 24-hour protection. Spraying once a day is enough to keep your gadgets like mobile phones, laptops, etc., virus and bacteria-free. Certified by NABL (National Accreditation Board for Testing and Calibration Laboratories), Envirolife is a new essential for a new world.

"We became particular about sanitizing everything during the Pandemic. However, most of us do not sanitize our mobile phones or laptops etc., as it can impair the functioning of the device. You might just be picking up deadly bacteria and viruses from your phone, besides calls. What we are not aware of is those electronic gadgets, because the Electrostatic charge that they generate attract bacteria and viruses present in our surroundings. We touch our phones at least a hundred times a day and the bacteria from the phone transfers to our hands and subsequently to our face"
-Mr Ajay Poddar, Managing Director, Synergy Environics

Effective across all gadgets and hard surfaces like doorknobs and office desks, Envirolife Gadget Disinfectant is economically priced.

Availability: https://environics.co.in/shop/envirolife and all the leading stores and e-commerce platforms

HAPPY SOUL

Unveils natural incense sticks and non-toxic candles





Happy Soul's 100% natural collection from Magicians of Wellness (India) LLP has a new range of naturally crafted hand-rolled **Incense sticks, Scented Candles & Agate Coasters.**

Incense sticks come in ten aromatic scents when inhaled, brings a very powerful sensory olfactory experience that triggers the neurochemistry in your brain. It is pure, purposeful and empowering. The **candles** are crafted out of pure soy wax and 100% pure essential oil making them non-toxic, eco-friendly and vegan. The collections are in two parts with one part comprising fragrant candles that create a powerful sensory experience and the second collection of 100% pure essential oil meant for healing and potent change.

The smell of scented candles stimulates our limbic system. It also is known to trigger emotions and happy hormones. The Essential Oil Soy Candles come in four fabulous versions and are sustainably packed in amber glass jars that can be reused and recycled after use. The Fragrant Soy Candles collection come in 3 aromas packed in a glass jar and sealed with a corked lid for a long-lasting aroma.

Availability : www.happysoul.in





QRAAMEN

Unveils men's grooming natural and organic products

From the house of Qraamen, India's leading manufacturer of men's grooming natural and organic cosmetic products. The company finds its inspiration from the age-old ancient traditions of the Indian culture. Qraamen also has the ISO 9001 (2000) certification for Good Manufacturing Practices. Each of their products contains a combination of extracts of different herbs to protect, heal, and enhance the face, body, and hair.

Haldi Chandan Face Scrub
It is enhanced with the goodness of natural ingredients like Sandalwood extracts, Turmeric extracts, Walnut Shell beads, Almond oil and Moringa butter etc. This scrub helps detoxify and refresh the skin in an absolutely herbal manner while providing for the necessary protection against the day to day damage of the skin.

10 in 1 Hydra Boost Moisturizer
It is specially formulated with rare natural ingredients like Mineral cocktail, Blue Algae, Passion fruit oil, etc. It helps to reduce pigmentations, lightens skin tone, and helps in the necessary protection of the skin against sun damage. The skin quickly absorbs it. It comes with anti-ageing advantages that keep the skin soft, supple, and radiant.

Availability: https://www.qraamen.com/

PURE LIFE BY KALEEN

Conscious Luxury in Décor Products

At Kaleen, every rug brings to life an old craft, while fitting perfectly well into the spaces of today. In the 21st Century, a Sustainable and healthy ecosystem is the major responsibility of the current generations. Keeping the thought in mind, Kaleen's team of experts gave birth to the **"Pure Life"** collection of Area & broadloom rugs.

As the name suggests, these rugs are 100 per cent natural - from the utilisation of non-toxic chemicals to the all-natural wool to eco-friendly dyeing process and latex. This line of rugs is made on handlooms in India to reduce the carbon footprint during their process of creation. Each rug in the series is biodegradable as well as hypoallergenic in nature.

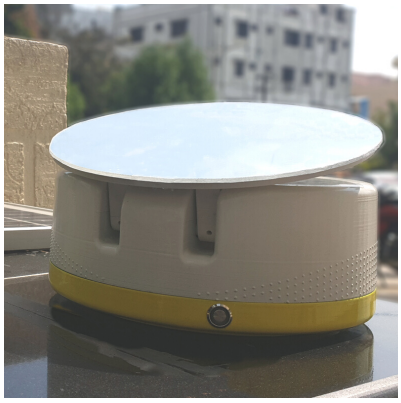
"Non-toxic and re-purposed products lower the impact on the planet and fits perfectly well with the well-being of the home & living environment. These cosy, warm rugs are a conscious choice towards sustainable living, something that we all want to contribute our part to Mother Earth"
-Radhe Rathi – Director, Kaleen India.





Availability : www.kaleenloomwork.com

LUMOS-499 BY UNIWORKS DESIGNS



A product that is Innovate in sustainability energy.

In the current situation of COVID-19 when more and more people are spending time in indoor spaces which are becoming smaller by the day, having a natural source of good sunlight is the exception rather than the rule. Uniworks Design's Lumos-499 can be the best option as a gift for this festive season as it is path-breaking in its approach to solving that problem. The device can harness the solar power of the sun and can bring in natural sunlight in indoor spaces. The product itself is extremely handy and can be controlled wirelessly. A weight of 450 gms makes it very easy to move. It does not even need any external source of power supply as it is self-sustainable. The best part, however, is its non-dependence on the sun's position. Its reflection does not get affected by the sun's position. It provides a stable natural light irrespective of the sun's position. Even inside the home its position can be controlled wirelessly making it very easy to use.

Availability: www.uniworksdesigns.com

THE BODY SHOP

Naturally-inspired skincare and fragrance

Tea Tree In-Control Hydrator from The Body Shop
For those with oily and blemish-prone skin, the thought of moisturising might not seem so appealing, but oily skin can produce more oil when it feels thirsty. To keep things in balance, work with your skin by giving it daily hydration. Meet the new Tea Tree In-Control Hydrator, made with Community Fair Trade tea tree oil from Kenya and natural salicylic acid from wintergreen. Together, you're unstoppable.



Scents of Life-'A playful & sophisticated range of fragrance co-created with middle-eastern women and influencers'
If your scent could speak, what would it say? Never afraid to make a bold statement, The Body Shop is celebrating freedom of expression with an innovative new fragrance range. Fragrance lovers can design their own bespoke fragrances with a mix and match collection of Fragrances, Essences and Spritzes – 15 cruelty-free, vegan scents for women and men. Expanding on its existing fragrance expertise, the brand has partnered with Middle Eastern influencers to co-create a playful take on the time-honoured tradition of mixing scents, supporting female empowerment, self-expression and progress for a new generation.



Availability : https://www.thebodyshop.in/



MOODS OF THE EARTH BY TANISHQ

Tanishq Giving back to Mother Earth

Tanishq jewellery brand has taken a unique initiative and launched its latest Diamond jewellery collection- 'Moods of the Earth' inspired by Mother Nature and has partnered with www.grow-trees.com in an attempt to give back to the inspiration; our Mother Earth. As a token of gratitude to Nature, for every product sold under the Moods of The Earth collection, a sapling will be planted in the customer's name along the banks of river Ganga in the Buxar region to help reduce soil erosion and improve soil fertility.

The collection is inspired by four poetic moods the planet exhibits- The Earthy Browns, Lush Greens, Blushing Pinks, and Serene Whites.

The Moods of Earth collection beautifully weaves the story of nature's mesmerising hues that celebrates the Earth and all her myriad moods. From Canyons and Rock formations, Woods and Foliage, Cherry Blossoms and Orchids to the enigma of Frost and beautiful Snow covered landscape; this collection encapsulates the very essence of Nature and its calming hues.

Availability: Tanishq Stores and website https://www.tanishq.co.in/moodsoftheearth

SWAAS

Unveils Antimicrobial and Sustainable Bedspreads



When it comes to adding colours to your bedroom, the easiest way to do so is through your bedsheet. It's hard to find bed sheets that are trendy, vibrant, suits your bedroom and shields you from germs as well.

During this pandemic, people started spending more time at home in the comfort of their beds. At this juncture, understanding the customers' expectations, Swaas came up with the idea of launching anti-microbial bed sheets as they wanted to provide a product that is sustainable, eco-friendly and protects from infections.



For their Spring collection of antimicrobial 100% pure cotton bedspreads, Swaas is using a fabric that is treated with a special chemical called Sanitized Ag, (Switzerland) which is non-toxic and prevents bacterial growth. This imparts a protective function for the sheets, keeping them odour free and fresh for a longer time.

Our 80-85% of the workforce comprises hardworking, dedicated women who have helped the brand surge ahead. As a brand, we have evolved consciously over the years and strongly believe in making respectful connections that work together harmoniously to create a better tomorrow, for everyone.

Availability : www.kaleenloomwork.com

Woman is the embodiment of shakti, pure energy



A woman is the embodiment of shakti, pure energy. It is this shakti from which the entire Creation derives its strength and stimulus. The magnitude of this energy is beyond measure. The entire Creation manifested from the womb of Mata Adi Shakti. A woman through her perseverance can achieve the infinite as was exhibited by Parvati when she won Shiva as her husband.

Our ancients acknowledged this and hence in the Vedic times, women were given the highest regard. There is a Vedic saying, 'Where women are worshipped, there the gods dwell.' In fact, Manusmriti explains:

"A woman must be honoured and adorned by their fathers, brothers, husbands, and brothers-in-law, who desire their own welfare. Where women are honoured, there the gods are pleased; but where they are not honoured, no sacred rite yields rewards. The houses on which female relations, not being duly honoured, pronounce a curse, perish completely as if destroyed by magic."

The fate of Ravana was ordained when he dared to disgrace a woman. Ravana met Vedavati at her hermitage, where she had been performing penance with the intention of winning Lord Vishnu as her husband. He proposed to her and but being rejected, he attempted to molest her by pulling her hair. Incensed by the insult, Vedavati cut her hair and entered the blazing fire promising that she would be reborn to aid the destruction of Ravana. It was she who was born again as Sita, and was the moving cause for Ravana's death, though Rama was the agent.

The famous statement, ***'behind every successful man lies a woman'*** only goes on to emphasize the Vedic thought of evolution through the union of Shiv-Shakti. Jesus received his gyaan from Mother Mary. It was Jijabai who nurtured the heroic Shivaji with values to fight a battle of righteousness. Kalidasa became the renowned scholar only after rejection from his learned wife and subsequent sadhana of Kali. It was the support of Hillary that



Image Credits: Artist Mrinal Dutt

helped Bill Clinton to keep his seat despite public outrage. Time and again women have transcended the human limitations to become the epitome of love and detachment - Mirabai, courage and determination - Lakshmibai and chastity and loyalty- Sita. As Sati they have exhibited extraordinary sacrifice, as Savitri, they have outwitted death.

However, history is also proof enough that wherever there has been discord between Shiv and Shakti, it has bred devolution. It was only when Sita overrode the Lakshman Rekha, that Ravana abducted her. Sati had to immolate herself because she did not pay heed to Shiva's advice to not go for the yajna. It was Duryodhan's disregard for Gandhari's instruction to be completely unclad that paved the way for his defeat.

In today's heyday of negativity, the discord between the two forces has taken the form of greater evils. Sexual harassment, female infanticide, gender bias, inequality of opportunity, dowry, oppression have impregnated modern society. As goes the saying, 'what you sow, so shall you reap' - there is a draught of love, forgiveness and sacrifice and the world today is contaminated with cowardice, treachery and greed.

It is our responsibility as a society to channelize this shakti that we are blessed with in the form of a woman in a conducive manner for the larger good. Only then can we harness the physical strength of the likes of PT Usha and Bachendri Pal, or the creativity of Lata Mangeshkar and Amrita Pritam; the boundless love of Mother Teresa or the power and courage exuded by Kiran Bedi and Sarojini Naidu.

YOGI ASHWINI
Dhyan Ashram



Saluting the Awakened Soul



Ratan Tata
A man with a Golden Heart

83-year-old Ratan Tata travels from Mumbai to Pune to visit an ailing former employee

Ratan Tata, India's business tycoon, known for his acts of kindness, travelled all the way to Pune to meet his unwell ex-employee.

Recently, a LinkedIn user posted the heartwarming picture of Ratan Tata, travelling all the way to Pune to meet an unwell ex-employee. Known for his acts of kindness, the business tycoon made the trip without any fanfare, as has been his style over the years. "No media, no bouncers, only commitment to--wards loyal employees," the user wrote while sharing the picture of Tata interacting with two people in the picture.



The user wrote: *"Sir Ratan Tata, (83 years old) living legend, greatest businessman alive in India visited the Friends Society in Pune to meet his ex-employee who is ailing for last 2 years, all the way from Mumbai. This is how legends are made of. No media, no bouncers only commitment towards loyal employees. There is a lot to learn for all entrepreneurs and businessmen that money is not everything. All that matters is being a great human being. Hats off Sir !!! I bow my head in Respect !!!"*

Netizens lauded the industrialist for his kind gesture towards a former employee. Last year Ratan Tata announced that **TATA Trusts** would contribute a sum of Rs 500 crores to aid the needy amid the coronavirus pandemic. *"The Tata Trusts and the Tata group companies have in the past risen to the needs of the nation. At this moment, the need of the hour is greater than any other time,"* he wrote in a Twitter post. This marked one of the most generous contributions made by a private conglomerate.

Earlier, Tata had personally visited the families of all 80 of his employees who were affected by the 26/11 terror attack of 2008. Tata had agreed to fully sponsor the education of the employees' children. Tata had also stated that he'll cover all medical expenses of their families and other dependents for the rest of their lives, counselling session expenses included. The families were also given a full waiver on all loans and advances they had held.

A business tycoon who led one of India's most respected Group for 21 years and during his leadership Tata Group's revenues grew over 40 times, and profit, over 50 times. He boldly got Tata Tea to acquire Tetley, Tata Motors to acqu--ire Jaguar Land Rover and Tata Steel to acquire Corus. Tata conceptualized the Tata Nano car to bring cars at a price-point within reach of the average Indian consumer. Every business decision of the Tata Group always considered the impact on 3Ps – people, planet and profit. Sir Ratan Tata, that's how he's been addressed, is undoubtedly the most respected global visionary and sustainable business leader who has always stood for peaceful co-existence of people and planet.

Ratan Tata is the recipient of **Padma Bhushan and Padma Vibhushan**, the third and second highest civilian honours awarded by the Government of India, It is his sheer humility and genuine acts of goodness, which has made him win the hearts of millions across the World. And for him, that is his biggest and most cherished award.

People demanded Ratan Tata to be Awarded India's Highest Civilian Award, "**Bharat Ratna**".

This is how the legend responded :

"While I appreciate the sentiments expressed by a section of the social media in terms of an award, I would humbly like to request that such campaigns be discontinued. Instead, I consider myself fortunate to be an Indian and to try and contribute to India's growth and prosperity".

conscious carma

A MAGAZINE FOR THE CONSCIOUSLY DRIVEN

VOLUME 1 •ISSUE 2• JANUARY-FEBRUARY 2021

WWW.CONSCIOUSCARMA.COM

FOLLOW US ON