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SIKKIM
World's First 100% Organic State

Slow Living in the fast lane

The changing face of Wellness Tourism in India

COW
The bestower of all bounties

Image source: Pexels

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From the desk of Editor-in-Chief

We Shall Overcome

I have almost spent the last one week just thinking about what should I write in my Editor's note.

Our magazine was primarily launched to applaud the goodness in the world so that we are able to spread happiness and hope in testing times. However, working on the Earth story this issue has not left us very happy and we are forced to share the startling facts which I am sure, will not make all of our readers happy as well.

But one silver lining in the dark cloud and that is more than enough to cheer us all, renew our hope, encourage us and strengthen our belief that "We shall overcome". That one silver lining is the story of Padma Shri, Jadav, Peyang, the Forest Man of India.

It's amazing to note, how a teenage tribal boy left his studies for his passion to create a forest in a barren land to save wildlife and human life. This is not his livelihood, he sells milk to earn his living, yet he has spent nearly 42 years of his life in creating 550 hectares of forest, single-handedly.

When he can do so much, why can't we all do a little and save our Plant and in turn save ourselves?

Together we can and we shall.



Poonam K Malhotra
Editor-in--Chief

Meet our Team



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Pelling, Sikkim, India

Sikkim
The Greenest state in the country

pp. 08

Credits: Sahil Pandita

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SIKKIM

The FIRST 100% organic state in the world

by **Poonam K Malhotra**

The picturesque Himalayan state of Sikkim, located in northeast India, on the border with Bhutan, Tibet, and Nepal, is **World's First Organic State**. All of its farmland is certified organic.

Sikkim won the golden Future Policy Award 2018, conferred by the Food and Agriculture Organisation of the United Nations (FAO) and IFOAM, for the world's best policies promoting agroecological and sustainable food systems, beating 51 nominated policies from 25 countries.

In 2003, **Chief Minister Pawan Chamling** announced the vision for Sikkim to be India's first organic state. Sikkim became the first state in India to officially announce the adoption of organic farming to ensure long term sustenance of soil fertility, protection of environment and ecology, healthy living and decreasing the risk of health ailments.

The state government showed strong political will and policy coherence, along with well-defined targets and implementation plans. The policy combined mandatory requirements, such as gradually banning chemical fertilizers and pesticides, with support and incentives to build a holistic transformation of the whole Sikkimese food system.

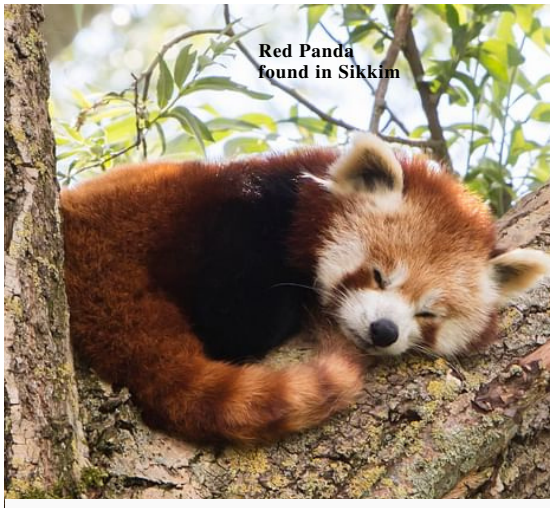
The policy also focused on enhancing soil fertility, preserving water quality and increasing biodiversity at the field and landscape level. Training farmers in how to produce organic inputs such as compost, vermicompost and organic pesticides using local plants.

Sikkim thus returned to traditional methods of farming based on inter-connection between humans and nature. After a 13 year trial, Sikkim is now boasting an increased bee population, butterflies, more wildlife, larger yields and healthy soils. The state is not only preserving its rich biodiversity and fragile ecosystem, it is also showing the world that a small state can lead us into a greener and organic future.

Sikkim's transition to a fully organic state has benefited over 66,000 farmers, reaching beyond just organic production to include socioeconomic aspects such as consumption and market expansion, rural development and sustainable tourism with its comprehensive and inclusive approach. As such, Sikkim is an excellent model for other Indian states and countries worldwide who want to upscale agroecology.

The Sikkim tourism sector also benefitted greatly from the state's transition to 100 per cent organic as the number of tourists increased by over 50 per cent between 2014 and 2017. The transition not only increased the income but also the life expectancy of its entire population. In 2016, Sikkimese people lived ten years longer than in 1990 and the state administration has data showing the connection with healthy organic biodiverse food.

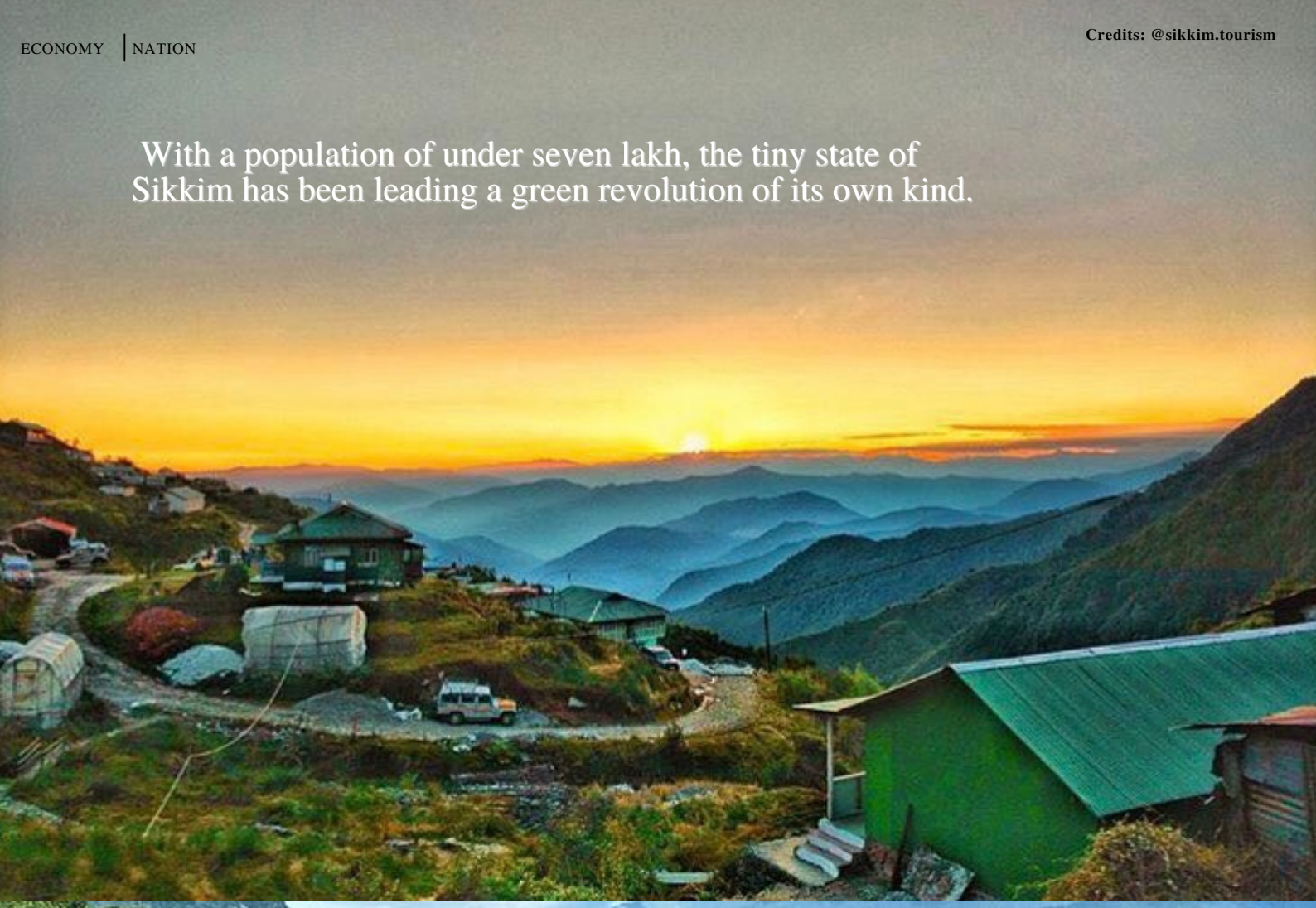
In the past two decades, Sikkim has become a pioneer in sustainable development. **It is a state with many firsts when it comes to green policies.** In 1998, it became the **first Indian state to ban disposable plastic bags**, it is also among the first to target single-use plastic bottles. *"What happened was that in one episode in the 1990s, plastic carry bags got washed down due to heavy rainstorm. Drains got blocked, which resulted in a huge landslide. Some people died too. This triggered the state government to ban plastic bags,"* said **Rajendra P Gurung, CEO, Ecotourism and Conservation Society of Sikkim (ECOSS),** a local NGO that works in Sikkim. In 2016, Sikkim took two major decisions. It banned the use of packaged drinking water in government offices and government events. Second, it banned the use of Styrofoam and thermocol disposable plates and cutlery in the entire state in a move to cut down toxic plastic pollution and tackle its ever-increasing garbage problem.



Red Panda found in Sikkim

Credits: @sikkim.tourism

With a population of under seven lakh, the tiny state of Sikkim has been leading a green revolution of its own kind.





In 2015 Sikkim declared itself the first organic state in the world. It is the first time in history that a state set such an ambitious vision and also achieved it. Sikkim Chief Minister played a significant role in converting this vision into reality, he is known as the "Greenest Chief Minister" of India

The state has another distinction—that of
Minimum diversion of 800 hectares of forest land for non-forestry purposes in the last 20 years.


Credits: @sikkim.tourism

It is also I**ndia's first state to achieve 100 per cent sanitation coverage** and the only state that is open defecation free. Urinating in public can cost Rs 500 ($7.50). The government made it mandatory to have a sanitary toilet at home to be eligible for any benefits from the government or to contest in village-level elections. This has resulted in the success of the programme which was envisaged years before Swachch Bharat Campaign (Clean India Campaign) was even conceptualized. In fact according to the Swachh Survekshan Gramin 2016 report Sikkim has been ranked as India's cleanest state, based on the sanitation of its rural areas.

Sikkim is also the greenest state in the country. The forest cover based on interpretation of satellite data is 3,359 sq km which is 47.3 per cent of state geographical area as compared to 21 per cent of the national average. The Sikkim government has spent around Rs 10 crore on green mission so far and around 45 lakh indigenous trees, shrubs, herbs, climbers, creepers, conifers and green foliages including fruits and medicinal plants have been planted under the green mission to create a store house of genetic diversity.

Several protection and conservation programmes such as Sikkim green mission, Smriti Vans and Ten Minutes to Earth have been launched by the State. **Under the "Ten Minutes to Earth" mission launched in 2009, 6,10,694 saplings were planted throughout the state in ten minutes, creating a new world plantation record.** This greenery has helped in the sequestration of 1400 tonnes of carbon dioxide annually. Now, every year, on June 25, ten minutes are dedicated to a mass plantation drive.

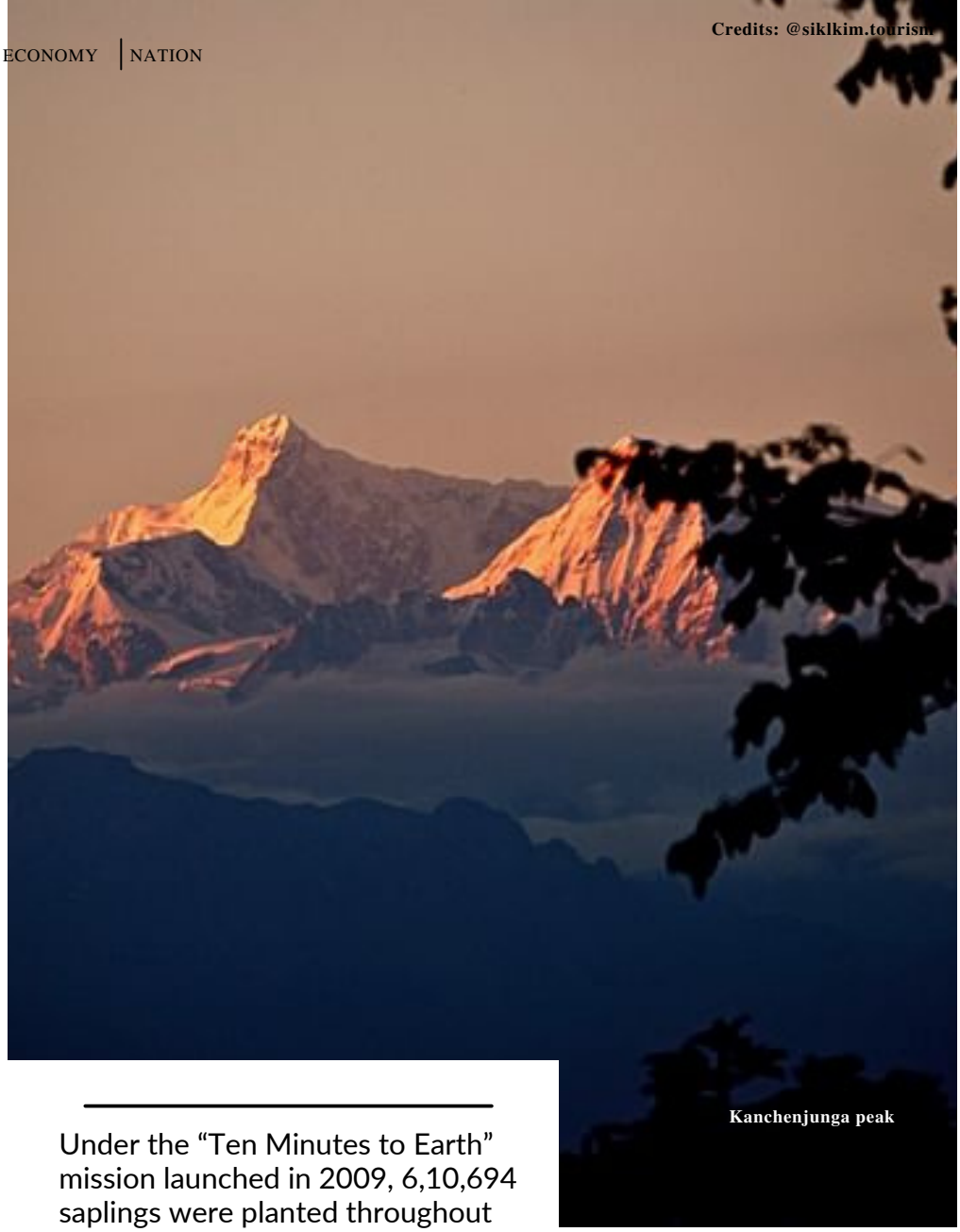

Credits: @sikkim.tourism

Sikkim is on the road to attaining almost full literacy


Credits: @sikkim.tourism


Credits: @sikkim.tourism

The state even banned firecrackers in 2014 to contain noise and air pollution.



Credits: @siklkim.tourism

Kanchenjunga peak

Under the “Ten Minutes to Earth” mission launched in 2009, 6,10,694 saplings were planted throughout the state in ten minutes, creating a new world plantation record.

The state is also one of the pioneers in generating renewable energy.

It has a total installed power generation capacity of 674.43 MW. Of the overall installed power generation capacity in the state, thermal power contributes 102.25 MW, while hydropower and renewable power contributes 520 MW and 52.18 MW, respectively.

The state is also considered to be the Kingdom of flowers and is an innovator in cultivating Gladiolus

The state is richly endowed with rare and exotic flora and fauna, which includes 5,000 species of flowering plants, 515 rare orchids, 60 primula species and 36 rhododendron species. Of the 6,000 medicinal plants in India, over 424 plants (including the famous Artemisia vulgaris that is used as an antiseptic) are grown in Sikkim

Valley of flowers, Sikkim



DID YOU KNOW THIS ABOUT SIKKIM?

1. In 1998, Sikkim became the first Indian state to ban disposable plastic bags

2. In 2016, Sikkim banned the use of packaged drinking water in government offices and government events

3. In 20i6, it also banned the use of Styrofoam and thermocol disposable plates and cutlery in the entire state

4. It is India's first state to achieve 100 per cent sanitation coverage

5. It is India's only state that is open defecation free.

6. Sikkim has been ranked as India's cleanest state in Swachh Survekshan Gramin 2016 report

7. Sikkim is the greenest state in the country with 47.3% forest cover

8. Sikkim is one of the pioneers in generating renewable energy

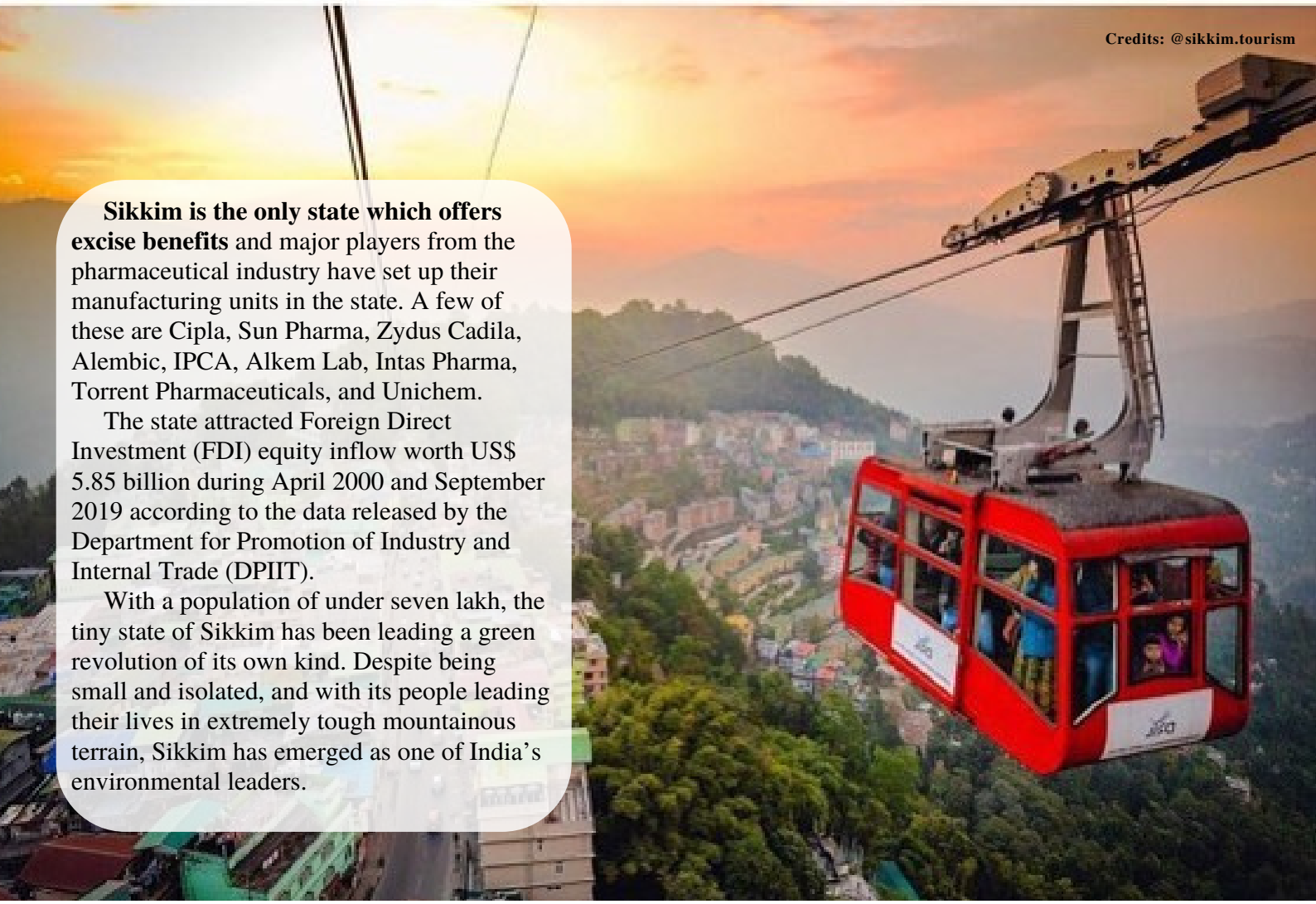




Credits: @sikkim.tourism

Sikkim has several snow-capped peaks including Khangchendzonga National Park, one of the most sustainable tourist destinations in India. A UNESCO World Heritage Site and India's only Mixed Heritage site, this magnificent place is famous for both its cultural and natural heritage and is home to Kanchenjunga peak. Also, a home to red pandas and snow leopards, the park covers around a fourth of Sikkim's area and borders both Nepal and China. Almost half of India's bird species and one-third of the country's flowering plants are found within this park.

Once considered to be one of the poorest states in India with 35 per cent of the people living below the poverty line, Sikkim now stands amongst the top income-generating states with a substantially low level of poverty. The Gross State Domestic Product (GSDP) of Sikkim expanded at a high CAGR of 15.86% between 2015-16 and 2019-20.



Credits: @sikkim.tourism

Sikkim is the only state which offers excise benefits and major players from the pharmaceutical industry have set up their manufacturing units in the state. A few of these are Cipla, Sun Pharma, Zydus Cadila, Alembic, IPCA, Alkem Lab, Intas Pharma, Torrent Pharmaceuticals, and Unichem.

The state attracted Foreign Direct Investment (FDI) equity inflow worth US$ 5.85 billion during April 2000 and September 2019 according to the data released by the Department for Promotion of Industry and Internal Trade (DPIIT).

With a population of under seven lakh, the tiny state of Sikkim has been leading a green revolution of its own kind. Despite being small and isolated, and with its people leading their lives in extremely tough mountainous terrain, Sikkim has emerged as one of India's environmental leaders.

The changing face of Wellness Tourism in India

by **B C Kiran**



Wellness is the quality or state of being healthy in body and mind so that instead of just surviving, you are thriving.

Since ancient times in India, Ayurveda, Yoga and Meditation have been proven effective ways of healing the mind, body, and soul. Travellers from around the world come here for wellness and spiritual awakening. India is always a preferred place to attain the holistic healing of mind, body, and soul.

India's Wellness Tourism is much more than Ayurveda and Yoga retreats

The growing interest among the masses towards prevention over cure, natural over artificial, contentment over the competition is leading to a change in their lifestyle choices. Wellness is the latest fad and has rewritten the rules in almost all the industries globally, be it food, fashion, beauty, real estate, etc and travel is no exception. Today, more than ever, people are looking forward to a break from their mundane and stressful lifestyle and head to a place which could rejuvenate them inside out. The ongoing pandemic has also played a considerable role in giving a further fillip to it.

Wellness Tourism in India has also added newer dimensions to it, apart from the most popular Ayurveda and Yoga retreats. The new buzzwords in Wellness Tourism are responsible tourism, rural tourism, eco-friendly tourism, remote working and wellness staycations, etc. Experiencing a balanced life, in sync with nature, is in itself therapeutic and people are opting for it more than ever. Health, immunity and safety are major concerns shifting people towards wellness tourism.

Ayurveda is the traditional Hindu system of medicine (incorporated in Atharva Veda, the last of the four Vedas), which is based on the idea of balance in bodily systems and uses diet, herbal treatment, and yogic breathing.

Yoga, simply put, is union in, and union with, all spheres of life. It is the science of Creation, often called the final frontier, for it opens doorways not just to this world, but also that which lies beyond and controls and directs what happens in the physical dimension. Yoga helps unlock the phenomenal potential that lies hidden in a being. Manifestation of thought, health, beauty, glow, attraction is among the basic siddhis of Yoga under the guidance of a Guru.



Mawlynnong Village, Meghalaya

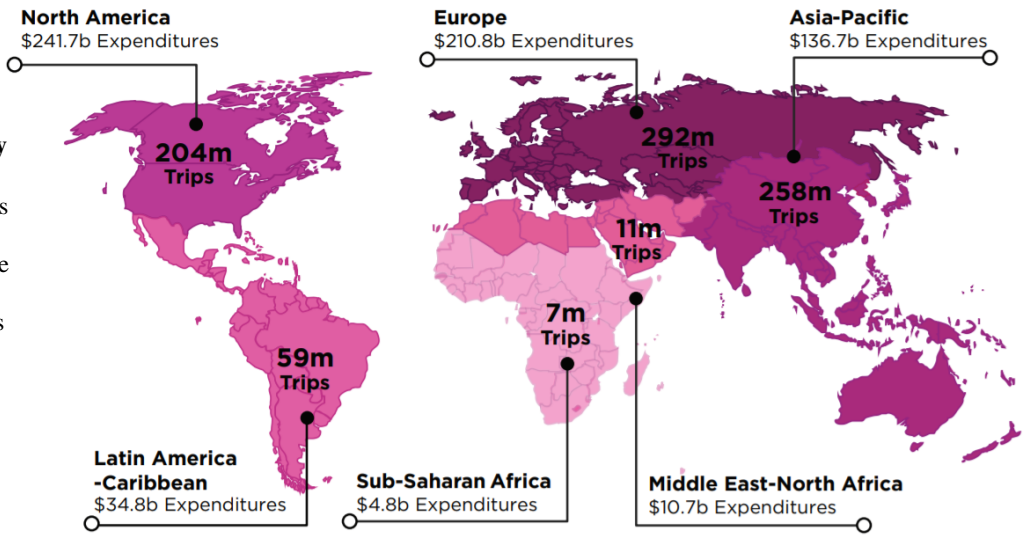
India's ranking in Global Wellness Tourism Market

Globally, wellness tourism is growing with 6.5 per cent annually, more than twice as fast as tourism overall (3.2 per cent), and it was worth US$639 billion market in 2017. This segment is forecasted to grow even faster through 2022 (7.5 per cent yearly), to reach US$919 billion, according to **Global Wellness Tourism Economy report by Global Wellness Institute**.

In 2017, India ranked 7th in the top 20 wellness tourism markets, and 10th among the top 20 spa markets in the world, while ranking 3rd in both the top 10 wellness tourism markets and top 10 spa markets in Asia Pacific. While the country itself is an attractive wellness travel destination globally, Indians are equally wellness travel freaks. According to reports, Indians made 56 million wellness-related trips, both domestic and international, in 2017 (a growth of 45 per cent over 2015), which included expenditures worth $16.3 billion. Also, India ranked 2nd in terms of leading growth markets for wellness tourism, depicting an average annual growth rate of 20.3 per cent from 2015 to 2017, adding a little over 17 million wellness trips in the same period.

Wellness Tourism by Region, 2017

Combined Inbound/International and Domestic Wellness Tourism Trips and Expenditures



Source: Global Wellness Institute



The Chateau Garli, Pragpur, Himachal Pradesh

Wayanad, Kerala

"Wellness is definitely more than a signature massage, a spa, a showcase gym, or a sunset yoga session. Its effects reach beyond the physical realm of the hotel's facilities and offerings and are felt more deeply. When wellness works for a hotel it forms an integral part of the guest experience, touches all aspects of the business, forms significant moments which are meaningful and thought through, from the quality of sleep, food, surroundings. A large role is played by the staff who engages with them before they arrive and continues long after they have left"



Urvashi Mehta, Founder, Ndorse', a wellness and luxury travel consultancy.

If there's one thing that this pandemic has taught us, it is the importance of "taking a break". Knowingly, unknowingly we all at some point become a part of the rat race that leaves us drained out mentally, physically and spiritually. And even though no one's advocating this forced pause, the silver lining just can't be ignored. The Maldives has always been a paradise for lovers, adventure seekers, and even families, but now there's a rise in the travellers seeking holistic experiences. This is not only limited to organic diets (vegetarian/vegan), earthy menus, detoxing concoctions, yoga in the lap of nature, meditation under the stars, but also ayurvedic massages and underwater experiences that have a healing effect. From resorts with Asian-inspired healing therapies to programmes that are fitness-focused, the best of luxury wellness experiences makes it the ultimate wellness getaway. With the bohemian elegance and luxury design, these wellness programmes are carefully crafted for the modern escapist to heal the mind, body and soul while you re-claim your connection with nature.



Monika Adlakha, Communications and Marketing Specialist in the Maldives



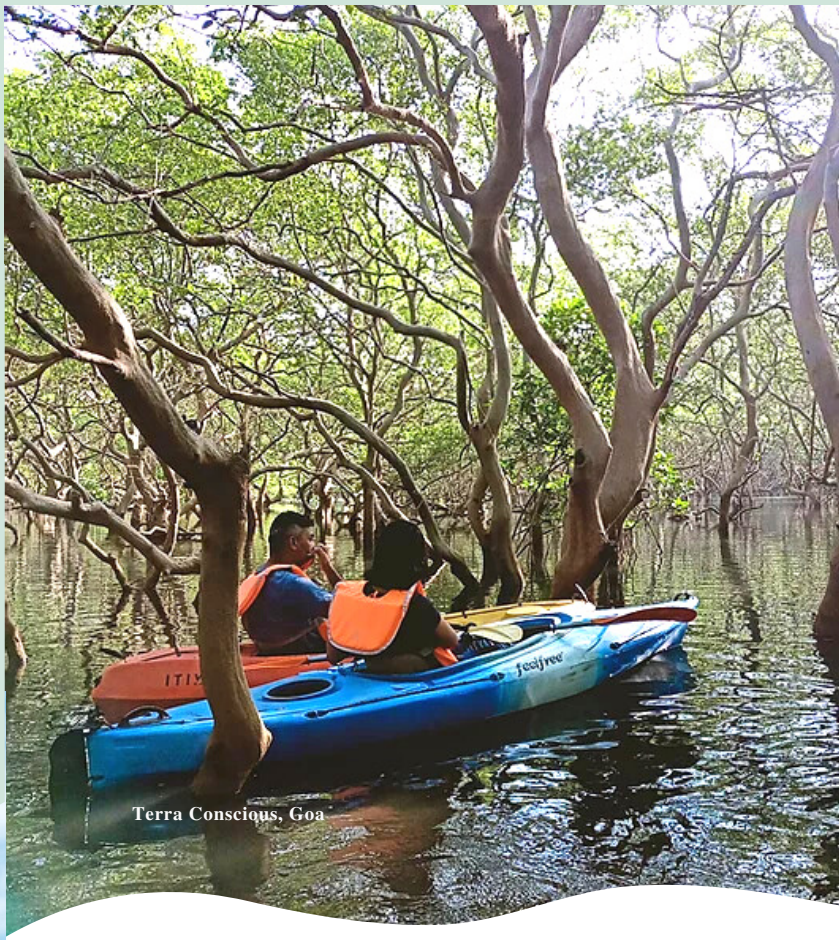
There has been a recent splurge in destinations that are in complete harmony with nature, its surroundings, flora and fauna, relatively unexplored, secluded and offer wholesome organic food, for a peaceful mind and a balanced body.

Let's look at some of India's nature-inspired, rustic and eco-friendly destinations focussing on rejuvenation

Terra Conscious, Goa

Responsible Tourism

Goa is much more than a party place. Terra Conscious, a marine & coastal conservation-based social enterprise is working towards empowering the local community through responsible nature-based experiences and conservation travel itineraries. One can explore the biodiversity and diverse wildlife of Goa with Terra Conscious's backwater Kayaking Trail. It is considered to be one of the best ways to unwind and explore Goa's beautiful and biodiverse mangrove forests. Paddle through these intricate ecosystems a completely zero waste, low carbon footprint experience. Other experiences include Ocean biodiversity, Mangrove & Estuary, forest walks and cycling trails.



Terra Conscious, Goa



Wayanad, Kerala

Rural & Wildlife Tourism

Wayanad In Kerala is an all year round tourism place as it has a very soothing temperature. The place is famous for its spice plantations, popularly known as the spice garden of India. One could experience nature's bounty with lush green orchards and long spread plantations of spices, coffee and organic fruits and vegetables.

It also has numerous wildlife sanctuaries, reserves and national parks. Its dense woods, mighty mountains and gushing rivers make it an ideal spot for many adventurous activities like trekking, camping and mountaineering, etc.

Mawlynnong Village, Meghalaya
Eco-friendly Tourism

Awarded as the "cleanest village in Asia" by Discover India, plastic bags and smoking are banned in Mawlynnong in Meghalaya. Bamboo is used extensively for construction and composting and nurturing trees are a common practice. The place is pleasant throughout the year while best during monsoon. The village offers an insight into Khasi tribal life, their festivals, local food and the way of living. With a hundred percent literacy rate, the khasi tribe is famous for children inheriting their mother's surnames and property is also passed through the matrilineal lines.

Other major attractions are The Living Roots Bridge, a UNESCO World Heritage Site at the neighbouring Riwai Village, which is a short hike from Mawlynnong. The Khasi tribes of Meghalaya created these natural bridges by weaving together the roots of ficus trees. Another is The Sky View which is the vantage point having a viewing tower that is eighty-five feet high and completely made of bamboo.

Pragpur, Himachal Pradesh
Heritage tourism

Pragpur, India's first heritage village, is situated in kangra valley in Himachal Pradesh. The village is named in honor of Princess Prag Dei of the Jaswan royal family. The prosperous merchants of Kuthiala Sood community travelled abroad and returned home to build mansions, schools and hospitals in architectural styles they observed there. The 300-year-old exquisite Havelis and heritage buildings take you to the bygone era.

Another attraction is the ancient water system, a large ornamental water tank called Taal. Built before 1868, the Taal is said to form the core of the village and is surrounded by several old community structures like the Nehar Bhawan, Naun, and Dhunichand Bhardial Serai.

Raja Ram Singh, who ruled over the state about two hundred years ago, was a man of artistic tastes. An ardent devotee of Krishna, he built a beautiful shrine dedicated to his favourite deity. The walls of the shrine are covered with breathtakingly elaborate and richly coloured Kangra-style miniature paintings.



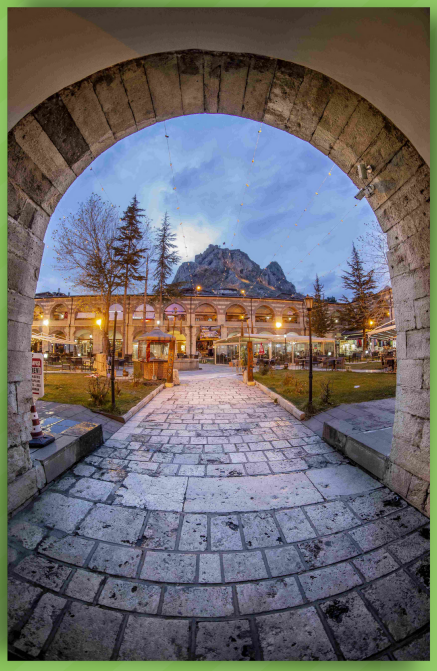
Living Bridge, Mawlynnong Village, Meghalaya



A museum is under construction on the castle of Zile, known for Roman Emperor Julius Caesar's famous phrase "veni, vidi, vici" (I came, I saw, I conquered) to the Roman senate

16th Annual Ecotourism and Sustainable Tourism

Conference & Networking Event ESTC) in Tokat, Turkey



27 July - 31 July 2021

Ideas Opportunities Solutions Rewards

ESTC will conform to the highest safety standards and procedures as defined by ICCA, and will hold all attendees and exhibitors to the strictest standards

THE INTERNATIONAL ecotourism SOCIETY

The International Ecotourism Society AWARDS

ESTC

https://www.workshoptravelshop.com/events

Turkey to host 16th Annual Ecotourism and Sustainable Tourism Conference

July 27th-31st 2021, Tokat, Turkey

The International Ecotourism Society (TIES) Eurasia Chapter, is hosting the 16th Annual Ecotourism and Sustainable Tourism Conference (ESTC) in Tokat, Turkey from July 27th – 31st 2021.

TIES is dedicated to promoting ecotourism and has been at the forefront of the development of ecotourism, providing guidelines and standards, training, technical assistance and educational resources. TIES' global network of ecotourism professionals and travellers is leading the efforts to make tourism a viable tool for conservation, protection of bio-cultural diversity and sustainable community development.

ESTC, organized by TIES, is a unique annual conference focused on the advancement of sustainability goals for the tourism industry. Offering invaluable learning and networking opportunities, the ESTC is a leading international meeting place where innovative minds gather to discuss ideas and solutions that inspire change. Promoting policies and practices benefiting businesses and communities, the ESTC helps to reinforce the role of tourism in building a more sustainable future, organized in a different destination each year.



"ESTC annual conference and B2B networking event, widely considered the most important conference in ecotourism, was started in the year 2004. This is the 16th edition and is going to take place in one of the best ecological destinations of Turkey, the beautiful town of Tokat" says **Jon Bruno, Executive Director, The International Ecotourism Society.**



"At ESTC 2021, we will be hosting eminent personalities in ecotourism from all over the world, discussing the road to recovery of sustainable tourism industry. Also, there will be educational FAM trips in and around Tokat, to visit all natural and evergreen farms and villages that produce apples, pears, onions, garlic and many other organic products. Our goal is to raise awareness of ecotourism and sustainable development practices and to share these and develop them further with our attendees" says **Murtaza Kalender, TIES Eurasia Chapter.Head and Vice President of the Society**

TIES ECO-AWARDS

The event series will also include the prestigious annual TIES eco-awards. It's an exclusive contest that identifies and awards the Best Ecological personalities and organizations in 16 different categories, being selected by 5 million registered voters online.

Talking about the safety protocol due to the ongoing pandemic, Kalender adds, "***ESTC will conform to the highest safety standards and procedures as defined by ICCA, and will hold all attendees and exhibitors to the strictest standards***".

About TIES

TIES (The International Ecotourism Society) is a non-profit organization, was founded in 1990 in the United States. is the oldest and largest ecotourism society in the world, having over 15.000 active members in over 200 countries, with half a million acutely involve social media followers.TIES has an active online community, globalecotourismnews.com, where global Ecological authorities such as writers, and bloggers post and publish their articles, visuals to raise awareness on preserving the planet.

About TIES EURASIA

The global effect of the Covid-19 pandemic brought the attention of communities to sustainability and of eco-system consciousness. TIES, thus, established its Eurasia Chapter to spread the goodness and expand its operations to a wider scale as of May 2020.



Slow Living in the Fast Lane

Slow living has become a big trend. But its essential message is about consuming less and taking a slower approach to everyday life.

by **Poonam K Malhotra**



Life in the Modern World

Modern living has definitely given more convenience, more outreach, more money and more power to humans. You can connect with anyone around the globe in seconds, you can cover millions of miles in few hours, you can access the information within seconds. Rapid development, globalization industrialization and technological advancement have brought the whole world closer to us. However, the modern lifestyle has put a lot of pressure on humans, they are pressed for time, they are more into the virtual world than the real world, their lifestyle is more artificial than natural. Moreover, all this progress has played a destructive role on the planet, the animal world and the less privileged.

The emergence of Slow living

In this modern fast-paced life, an individual is losing out on the purpose of life, the rat race, the fear of missing out, the artificial virtual world has taken away the real pleasures of life, the peace of mind and oneness with nature. No wonder, every day we hear of people leaving their lucrative jobs and heading towards the countryside to lead a simple yet meaningful and contented life. Slow Living, that's what it is called, is a lifestyle that emphasizes a slower approach to aspects of everyday life. It has been defined as movement or action at a relaxed or leisurely pace.

Living at fast pace can lead to stress and chaos while slow living gives pleasure and peace of mind. Slow living does not mean that you don't use technology and other conveniences, it simply means that you use them consciously to lead a relaxed and balanced life. It's all about living life in sync with nature and doing what you enjoy rather than falling prey to an artificial and over competitive lifestyle.

SLOW is also used as an acronym to depict the various aspects of slow living. The '**S**' refers to **sustainable**, which means living while having a limited impact on the environment. The '**L**' refers to **local**, which means using materials and products that are geographically close. The '**O**' refers to **organic**, which means avoiding products that have been genetically engineered or mass-produced. The '**W**' refers to **whole**, which means not processed.

The slow living movement began in Italy with the slow food movement, which emphasizes traditional food production techniques in response to the emergence of fast food during the 1980s and 1990s.

The Pandemic Effect

The pandemic has triggered the pace of slow living among the millennials who are enjoying the simple pleasures of life like work from home, long-stay workcation and remote working, etc, They are more relaxed, spending more time with their families, with nature and working at their pace. The man who had become more of a machine is getting back to his original self, with slow living.

The Millennial Effect

Slow living is being further fuelled by an upward trend of professionals willing to work remotely for the long term. **According to Dell Technologies' latest study, 9 in 10 employees in India are willing to work from home provided they have access to the right technology assets and human resources support**. Millennials are opting for slower lives away from megacities. They are moving to smaller cities and towns, in the mountains or by the sea, not just to beautify their Instagram but for productivity purposes and to embrace the "less-is-more" ideology.



Benefits of Slow Living

Personal:

The fast pace of living, the fast food, the competitive and stressful work environment, soaring aspirations, etc are all deteriorating the physical health, mental well being and ethical values of human beings. Slowing down is a set of values that says faster isn't always better.

Economic:

In a way, slow living is also contributing towards easing the population pressure of cities, increase in income of the towns and villages, enhancing their economies, technological and infrastructure development, and quality of life of people, etc. Let's take a closer look to understand it better. Some of the people who had shifted to cities from smaller towns and villages in search of job can work from their hometowns, if their jobs allow. Their income move towards their hometown, corporates move to these towns to provide their services and offer their products to cash-rich population. Therefore, the economies do change for good too with this trend of slow living and will eventually lead to an equitable growth of the country.

Environment:

Slow living means you are one with yourself and you are one with nature. Everything is interconnected like we are dependent on nature for oxygen, water and food, etc, similarly, creation is dependent on us to nurture and preserve it. It's very important to maintain the balance and not overuse or harm the environment. Slow Living is all about not overindulging, it's about consuming less for a better tomorrow.



Living it and Loving it ...

Neelesh Misra

Audio storyteller and Founder, Slow

India's most famous audio storyteller and writer who led Indians to fall in love with radio again have fallen in love with Slow Living. Not only has he embraced slow living, but he's also actively promoting the concept and the philosophy behind it through his company called Slow.





"Slowing down does not mean falling behind in physical activity, but it is a transformation in the mind. Slow is about being more rooted, seeking content, products or experiences which are more earnest and real".

Like everything else, the launching of Slow started very organically in my life and it happened because I love this brand. To begin with, the name of my village home is "Slow". During our research, we realized that there are still millions of people who believe in a certain way of uncluttered lifestyle and that is the kind of life they also seek. Slow is not just one product or entity, it is a complete value system and we are building a large community of audiences – consumers who look at life in a more meaningful way.

The brand has several verticals including Slow Content, Slow Products and Slow Experiences. The larger thought, the larger umbrella is a **Slow Movement**, which is a way of looking at life. Millions of Indians will relate to it as something they want, they talk about it in their everyday conversations.

The Slow community is building naturally with like-minded people coming together. I stand with the person who could not get to the first three pages of Amazon or Tripadvisor - who is making something amazing or has a beautiful homestay but could not market it. His products will never be sold because he is fighting the algorithm. And most importantly, along with increasing their income we want to give them respect and recognition in the market, through our creative platforms and video/audio networks.

Slow living is not an idea but a philosophy and a way of life. I think it is an extraordinary time for both the consumers and the brands. I feel it is an opportunity for the brands to go deeper in their offerings and their products and retain the purity in their content, products and experiences. This will help the brands give an enriched experience to their consumers and spread the philosophy of slow.

Aman Chotani

Photographer, Film Maker, Educator and Influencer



One of the most inspiring travel photographers from India (that's how he was quoted in 121clicks.com), Aman has moved his base to Ladakh and is actively promoting the tribal culture, their sustainable practices, age old wisdom and telling the world to learn from them, how to live in sync with nature.

It was a few years back when I went to Ziro valley in Arunachal Pradesh. Late at night, our bike broke and some tribal men found us. They took us with them. I wasn't sure if that was the right decision but somehow, we went. They took us to a social gathering. There were great food, music and dance. Apparently, they had a match and their team had lost and they were celebrating that. Imagine! We celebrate victory, they were celebrating their loss! Also, later, they took us to the winning team's celebration.

A small incident but so much to take from it. This shows how deep-rooted their ideologies are. Similarly, apart from such social practices, their daily chores reflect a lot on how well integrated their systems are and prove them to be a self-sustainable community. A simple example to elaborate on this is their farming style. They collectively work on each other's farms. They have commonly owned resources that are utilized to the best of the community's interest. Another very interesting practice which I observed, at the end of each farm, they were practising fish farming using the water being flown out of their farms. What a beautiful way to control water wastage. Abundance is reflected in each of the spheres of their lives.

They have sustained themselves and survived without being dependent on any modern-day amenities or technologies. Each of their cultural element, if studied in-depth, has a rational thought associated with it. I realized if we cannot revive what is lost, at least we can help these communities sustain and preserve what they have. And that is how the journey of '**the Last Avatar**' began. Where we aim to trace these original knowledge holders and learn from them, document and preserve their practices to create a cultural archive for the reference of our future generations. As a part of this project, we are publishing a book covering the major tribal communities and other cultural aspects in India.





Conclusion

Indulge in slow living in your everyday life, declutter your life and simplify it, be it your home or work; indulge in a hobby, do what you love in your leisure time, travel to a place where your itinerary is not packed rather you explore the surroundings, spend time with nature and local people.

After all, Life is about choices. And choosing simple living is something that is becoming a popular thing to do.

No Excuse To Avoid Sustainable Practices Anymore

Let's talk about the economic viability of investing in nature.



The business world, by its very nature, is a world prone to undergoing major upheavals and changes on a rather regular basis. Be it the introduction of robots in the manufacturing sector that speeded up the production process. Or others that reduced the costs or the implementation of newer, more efficient technologies in supply-chain and logistics that cut many insignificant expenses - the changes have been transformative. However, when looked at closely, all of these changes have one unifying factor at their core that makes them successful – profit.

Nature-positive business models cannot come at the cost of a company's profit.

As a professional who's been active in the business world, and fortunate enough to work with businesses across their life cycles, I have come to realize the importance of adopting practices that lead to a nature-positive economy, ie businesses that add value to nature. And how the effort from the entire business ecosystem is needed to bring about a sustainable change.

A New Era of a Carbon-Conscious Community

The business world is once again at the cusp of a massive transformation, perhaps its most significant one yet, whose consequences would be felt for a long time.

For decades, the business world brushed aside the ideas and suggestions to implement sustainable measures or invest in green development, not because it didn't recognize its importance but simply because the move wasn't economically viable. The lack of preference for eco-friendly products and services in the customers merely reinforced this status quo.

Today, there is a general awareness among people to adopt products and services which impact positively towards nature.

The falling costs of renewable energy sources, coupled with the increasing preference for eco-friendly products in the consumers and the rising demands for companies to reduce their carbon footprint, have all come together and created a unique opportunity for businesses to reduce their carbon footprint, a move that would not only provide significant environmental benefits but also tangible economic benefits.

In a report published by the World Economic Forum, experts predict that if the destruction of nature continues, as usual, it would have a huge impact on the economy and society at large. Globally, $44 trillion in GDP is potentially threatened by nature loss. The climate crisis is currently responsible for about 11 per cent and 16 per cent of biodiversity loss.

The potential for being environmentally conscious is enormous and has a measurable impact. The WEF report highlights opportunities towards a people and nature-positive development worth $10 trillion that could in turn create 395 million jobs by 2030.

The realization of the enormous financial advantages has spurred many companies to recalibrate their growth strategies and future development plans by putting green development at its centre. Many large corporates have broadly realized that transitioning to a nature-positive business model is in their interest. Leading manufacturer of packaging and graphic boards in South Asia, ITC has announced sustainable packaging solutions with the development of innovative B2B value-added paperboards. It covers environmentally sustainable, recyclable, and compostable materials.

P&G has also taken a step in its design to reduce its carbon footprint. The company announced a host of innovative products that can help save energy, water, and natural resources. Measures like optimization of detergent formulas for high efficiency at low temperature, cascade, and Fairy Automatic Dishwashing Tablets allow consumers to skip pre-wash and save water and the energy needed to heat the water. Such small steps will have a lasting impact.

Let's Amplify These Voices

These are monumental changes made by huge corporations and must not go unnoticed. Their actions deserve to be amplified. It should inspire medium and small-sized organizations to follow suit. Concurrently, policy-makers must spur into action and incentivize the adoption of sustainable solutions at the grassroots. We cannot operate in silos. We have to join hands to make change happen for future generations.

With time, sustainable solutions will become the norm and help us to move towards a nature-positive economy. In September 2020, top automobile manufacturers faced a roadblock due to the Covid-19 induced lockdown. But Indian Railways provided them with an opportunity to ferry their commodities across the country in passenger train services. The industry has gradually utilized the vast network of Indian Railways to transport its vehicles.

This shift leaves a huge impact on the environment as transporting freight by train generates up to 80 per cent less CO_2 and consumes 75-90 per cent less energy than road transport. The roads are also less clogged.

Change Can Be As Simple and Complex As We Make It To Be

It's time for us to come together and think about the axis of the relationship between businesses and the economy. If we are to move towards sustainability, everyone has to come together. It cannot be one or two or even ten organizations. The exchange of knowledge among industry leaders - small and big - is crucial. Imagine the trickle-down effect of such a movement!



The onus is on the entire ecosystem. It's on all of us.



Mr. Amit Banka, Founder, WeNaturalists

While working with Swades Foundation on holistic living projects in rural India, Amit Banka realized the need for mankind to coexist with nature, and more importantly, mankind's dependence on it. The learnings from these interventions reinforced his belief that human interaction with nature needs to evolve to create a larger impact. This tremendously influenced his outlook towards creating WeNaturalists, an ecosystem of people from around the world, connected by their love for nature and enable them to explore new opportunities, collaborate on work and research, contribute to environmental causes, participate in global events, share knowledge, and learn new skills – all in one place.

Nurture Mother Earth

Our only mode of Survival

by **Team Conscious Carma**

All living beings are dependent on it

Our world is a beautiful place and it has sustained everything living on it for millions of years, Although our presence has done much damage to it, we still have a chance to change it. When we talk of the environment, it involves everything around us, not just weather. It includes all the animals, plants and human beings living on this planet. The world population of 7.7 billion people represent just 0.01 per cent of all living beings. Yet since the dawn of civilization, humanity has caused the loss of 83% of all wild mammals and half of all plants.



Over consumerism is killing the Earth

We have made consumption our way of life, but our consumer society is currently destroying the planet. Everything we buy has global consequences. To illustrate, a simple meal for one person required 800 litres of water, 1.3 litres of diesel, 0.3 grams of pesticides, 3.5 kilos of carbon dioxide, and 10 kilos of topsoil. By 2030, the Global Ecological Footprint is expected to reach 2, meaning that we will need the equivalent of two planet Earth to support our consumption of products and services

Experts widely agree that human activities are harming the global environment. Since the Industrial Revolution, the world economy has grown dramatically. Overall this is a success story since rising incomes have lifted millions of people out of poverty. But it has been fueled by population growth and increasing consumption of natural resources.

Our consumer society is running amok. The global population is growing by the second. We are turning Earth's resources into waste faster and faster. Rising demand to meet the needs of more than 7 billion people has transformed land use and generated unprecedented levels of pollution, affecting biodiversity, forests, wetlands, water bodies, soils and air quality.

Climate Change

The planet's average surface temperature has risen about 2.12 degrees Fahrenheit (1.18 degrees Celsius) since the late 19th century, a change driven largely by increased carbon dioxide emissions into the atmosphere and other human activities. Most of the warming occurred in the past 40 years, with the seven most recent years being the warmest. The past decade was the hottest on record. The year 2020 was more than 1.2C hotter than the average year in the 19th Century. In Europe, it was the hottest year ever, while globally 2020 tied with 2016 as the warmest. The exceptionally warm temperatures triggered the largest wildfires ever recorded in the US states of California and Colorado, and the "black summer" of fires in eastern Australia.

The threat of abrupt and irreversible climate change is growing. There is an increasing consensus that critical tipping points are approaching after which global warming will be impossible to stop. The loss of the Greenland and West Antarctic ice sheets would cause sea levels to rise 10 meters. This could happen already in this century. At the same time, global energy use will continue to grow by about 27% between 2017 and 2040. If nothing changes, most of this increase will be covered by burning more coal.

The potential future effects of global climate change include more frequent wildfires, longer periods of drought in some regions and an increase in the number, duration and intensity of tropical storms.

A Growing World Population

The world population will reach 8.5 billion by 2030 with almost 5 billion part of the consumer class. This will put even more pressure on Earth's ecosystems. We have already used up more than a third of our natural resources. By 2030, the demands from 5.6 billion consumers will be draining the Earth for resources so fast that we need 2 planets to support us. And if everyone on the planet lives like western consumers, we would need 5 planets to support us.

A toxic planet

The global economy emits more than 250 billion tonnes of chemical substances a year, Many completely uncontrolled. And produces more than 400 million tons of hazardous chemical waste each year. Human-made chemicals have found their way into every single ecosystem on Earth causing scientists to label Earth "a toxic planet".

The industrial activities that our modern civilization depends upon have raised atmospheric carbon dioxide levels from 280 parts per million to 414 parts per million in the last 150 years.

Facts about Waste & Pollution

- Landfills are composed of 35% packaging materials
- By 2100, the global urban population will produce three times more waste than today
- Up to half of all food produced is lost or wasted before or after it reaches consumers
- The equivalent of one garbage truck of plastic is dumped into our oceans every single minute. By 2030, it will be two truckloads per minute and by 2050, four
- The speed of groundwater pollution doubled between 1960 and 2000
- According to a 2018 article in Nature Magazine, the Great Pacific Plastic Garbage Patch stretches 1.6 million km2. That's the size of Iran or over twice the size of Texas
- Mining is considered the world's Number One Toxic Polluter. Steel production, for example, results in 80 tons of toxic wastewater for each ton of steel produced

Earth Overshoot Day marks the date when humanity's demand for ecological resources and services in a given year exceeds what Earth can regenerate in that year. In 2020, it fell on August 22.

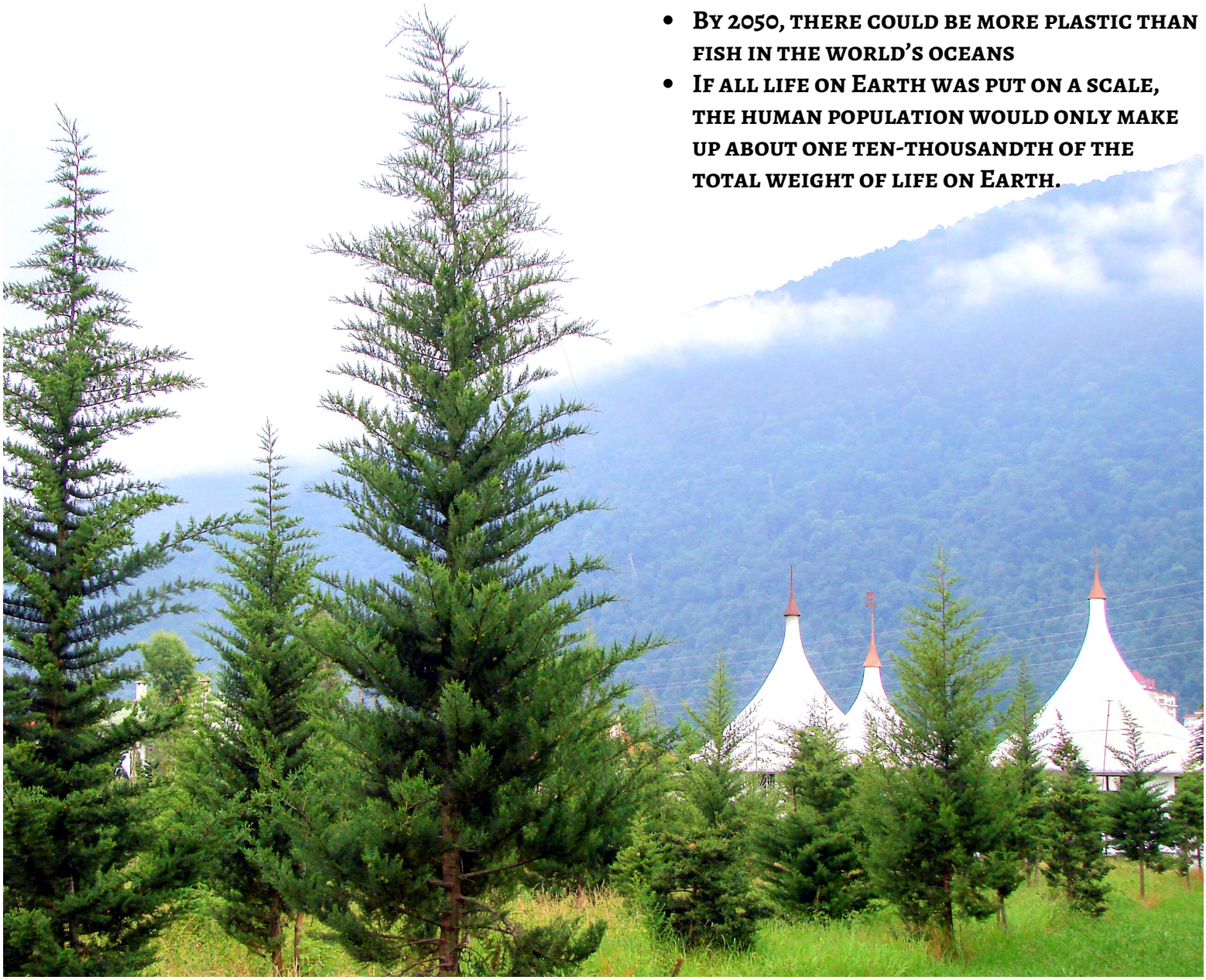
Forests

Since 1990 the world has lost 178 million hectares of forest (690,000 square miles) – an area the size of Libya. Over the past three decades, the rate of deforestation has slowed but experts say it isn't fast enough, given the vital role forests play in curbing global warming. In 2015-20 the annual deforestation rate was 10 million hectares (39,000 square miles, or about the size of Iceland), compared to 12 million hectares (46,000 square miles) in the previous five years.

An estimated 45% of all carbon on land is stored in trees and forest soil. "Soils globally contain more carbon than all plants and atmosphere put together," says Waring. When forests are cut down or burned, the soil is disturbed and carbon dioxide is released.

Facts about Natural Resources & other living species

- According to NASA, the world's rainforests will be gone by 2100 if the current rate of destruction continues.
- When you throw plastic bags and other plastic materials in the ocean, it kills as many as 1 million sea creatures annually
- An estimated 50,000 species inhabiting our tropical forests become extinct annually. That's an average of 137 species a day
- By 2070, the world's coral reefs could be gone altogether
- By 2050, there could be more plastic than fish in the world's oceans
- If all life on Earth was put on a scale, the human population would only make up about one ten-thousandth of the total weight of life on Earth.



Industries of the Agricultural Sector

Modern agriculture is the driver of 80% of deforestation and 70% of freshwater use globally. The rainforest could be gone by 2100 and fish stocks completely collapsed by 2050

Oceans

Since the beginning of the Industrial Revolution, the acidity of surface ocean waters has increased by about 30%. This increase is the result of humans emitting more carbon dioxide into the atmosphere and hence more being absorbed into the ocean. The ocean has absorbed between 20% and 30% of total anthropogenic carbon dioxide emissions in recent decades (7.2 to 10.8 billion metric tons per year).

The top 100 meters (about 328 feet) of the ocean showing warming of more than 0.6 degrees Fahrenheit (0.33 degrees Celsius) since 1969. Earth stores 90% of the extra energy in the ocean.

People & Poverty

Over 150 million children are working under dangerous or exploitative conditions. 40 million people work in conditions of slavery – more people than at any other time in human history. These men, women and children produce some of our everyday products. At the same time, more than 800 million people suffer from hunger.

Conclusion

Real change is needed. Not just from politicians and businesses – but from all of us. Without understanding the situation and without developing a deeper awareness about the lives we are living and the consequences it has, such changes are unlikely to occur. Today, more than ever, we need ideas, information and tools to help us live consciously.

Consumerism facts

- **Human consumption of Earth's natural resources more than tripled between 1970 and 2015. Our use of natural resources to continue growing and more than double from 2015 to 2050**
- **The consumer society is thirsty. Very thirsty. "There will be no water by 2040 if we keep doing what we're doing today", (Professor Benjamin Sovacool of Aarhus University, Denmark)**
- **27,000 trees are cut down each day so we can have Toilet Paper**
- **Cotton production requires so much water that it emptied a whole sea (the Aral Sea in Uzbekistan). It has been called one of the worst environmental disasters in history**
- **We use 5 trillion plastic bags a year, that's about 1,60,000 bags a second**
- **If current patterns continue. We will have emptied the world's oceans for seafood by 2050.**
- **Nearly 80% of the world's fisheries are fully exploited, over-exploited, depleted or in a state of collapse. Globally 90% of large predatory fish, such as sharks and tuna are gone.**

With inputs from
theworldcounts.com

International Mother Earth Day was established in 2009, by the United Nations General Assembly. The Resolution recognizes that "the Earth and its ecosystems are our home" and that "it is necessary to promote harmony with nature and the Earth." The term Mother Earth is used because it "reflects the interdependence that exists among human beings, other living species and the planet we all inhabit". It is decided to designate April 22 as International Mother Earth Day

Restore our Earth

conscious carma

Shower Love on Mother Earth

#RestoreOurEarth



A campaign to encourage conscious living and nurturing mother earth, our only source of survival

There is no Planet B!

Visit for more info
www.conscouscarma.com

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EARTHDAY.ORG ARANI ekobarn

Consume consciously to save Mother Earth



Plastic is so pervasive because it is durable, cheap and versatile – making it responsible for many critical advancements. But as a single-use material, years of indiscriminate use have created islands of toxic waste around us. A majority of this comes from the packaging of our daily-use products, so reducing that can help in a big way! At Arani, in addition to creating plastic-free essentials, we focus a lot on generating awareness for collective participation, hoping to do our bit in a massive undertaking.

Gauri Gupta, Founder, Arani Ecosteps



We all know the dangers that plastics pose. But very few of us are aware of the dangers of throwing our kitchen waste into landfills. While we might think kitchen waste is biodegradable and hence should not be a problem, did you know organic waste dumped in a landfill continues to produce CO2 and methane (aka global warming) for approximately 5-7 years? The debris will continue to pollute the air for at least 50 more years! Composting our own kitchen waste is the simplest step we can all take to begin to manage the tremendous waste management problem our country faces and Ekobarn helps you do this via our innovative and fuss-free solutions.

Sujatha Krishnamurthy, Co-Founder, Ekobarn

April 22, 2021 will mark the 51st anniversary of Earth Day and of Earth Day Network® (doing business as EARTHDAY.ORG™). The ongoing global Earth Day theme is 'Restore Our Earth.' This aims to inspire efforts to regrow green cover, rejuvenate aquifers, restore soil, refresh air, reduce and manage waste, encourage a switch to clean and green energies, and build environmental stewardship among all those who inhabit our planet. EARTHDAY.ORG believes in growing stewardship for the environment based on knowledge or climate literacy that will contribute to helping return nature to its pristine form.

Debapriya Dutt, Senior Manager Outreach - India, EARTHDAY.ORG



"We, as consumers have all the power and the right to demand what we want and how we want. All we need to do is raise our voice, not one, or two or three, but all of us need to realize the severity of the problem which has been caused primarily due to our consuming behaviour. Today, the oceans are filled with plastics which are the source of our drinking water and home to all the sea creatures, the land where we live alongwith other living beings, is filled with waste, the air which we breathe to live is poisonous. All this at what cost and why? The speed in which consumerism is growing globally, we will soon require resources of almost two planets to fill the demand"

Poonam K Malhotra, Editor-in-Chief, Conscious Carma



Climate Literacy is a core pillar to Restore Our Earth



Climate and environmental literacy is a core pillar of Earth Day 2021's Restore Our Earth theme. We can't expect to solve the climate crisis if we don't learn about it. We need to understand how anthropogenic activities affect the environment and how the environment affects us.

A climate-literate person

- understands the essential principles of Earth's climate system,
- knows how to assess scientifically credible information about climate,
- communicates about climate and climate change in a meaningful way, and
- is able to make informed and responsible decisions with regard to actions that may affect climate.

WHY DOES CLIMATE SCIENCE LITERACY MATTER?

During the 20th century, Earth's globally averaged surface temperature rose by approximately 1.08°F (0.6°C). Additional warming of more than 0.25°F (0.14°C) has been measured since 2000. Though the total increase may seem small, it likely represents an extraordinarily rapid rate of change compared to changes in the previous 10,000 years.

Over the 21st century, climate scientists expect Earth's temperature to continue increasing, very likely more than it did during the 20th century. Two anticipated results are rising global sea level and increasing frequency and intensity of heatwaves, droughts, and floods. These changes will affect almost every aspect of human society, including economic prosperity, human and environmental health, and national security.

Since the first Earth Day, 51 years ago in 1970, we believe 3 billion students around the globe have graduated from high school or equivalent worldwide without the fundamental skills and critical thinking necessary to effectively steward the Earth. We have stranded them by failing to educate them on the interplay between the environment and their own lives. We have not prepared them to participate in their communities. We have not equipped them with the skills necessary to build a green economy.

Through global climate literacy, we can inspire a reverence for the planet that moves them to act for the environment. By weaving respect for the natural world into all aspects of education, we will establish a shared commitment from our youth to act on behalf of the planet, not for politics nor profit.

We can't build a sustainable environment – whether in nature or society – without educating the next generation. They're hungry to act but they don't know how.

That's why **EARTHDAY.ORG (EDO) is spearheading a campaign to have compulsory, assessed climate and environmental education with a strong civic engagement component in every school in the world.**

Combined with civic education, climate and environmental literacy will create jobs, build a green consumer market and allow citizens to engage with their governments in a meaningful way to solve climate change.

Fifty years ago, the first Earth Day started an environmental revolution. Now, we are igniting an education revolution to save the planet. This formal campaign, launched in 2020, is combining grassroots support and on the ground efforts by students, educators, and nonprofits with national level commitments from Ministries of Education and Environment. Through our Climate and Environmental Literacy Campaign, we will ensure that students across the world benefit from high-quality education to develop into informed and engaged environmental stewards.

We're securing commitments from 30+ countries to demand action at COP26. We've enlisted over 500 organizations representing 275 million individuals adding grassroots voices to the call.

In the last year, we have had to take classrooms online, EDO India organized more than 20 webinars with teachers, professors, NGOs and policymakers across South Asia and each state of India to see how we can motivate students to Climate Literacy while teaching online. We have a Pan India contest for teachers culminating this Earth Month, with cash prizes for the schools, and certificates for teachers, asking for tried and tested effective methodology to build environmental stewardship in youth. Teachers and experts have suggested using the moving image, songs, storytelling, puppetry, DIYs, Nature Club activities to engage students.

Everyone has the potential to act for the planet and Earth Day is the invitation to begin on the path. Earth Day is more than a day — we are the world's largest civic movement activating millions of people 365 days a year.





Earth Day Network

Earth Day Network® *(doing business as EARTHDAY.ORG™) is a global organization that grew out of the first Earth Day on April 22, 1970. Today, 51 years later, the organization engages with over 50,000 partners in some 190 countries to take the environmental movement forward.*



Neela Majumdar
Senior Manager
Projects Development India
EARTHDAY.ORG

Make in India

Indians making India proud

Venkatesh Rao K

Refurbishing e-waste to protect the environment



Electronic Waste is emerging as serious public health and environmental issue in India. India is the "fifth-largest electronic waste producer in the world"; approximately 5.2 million tons of e-waste are generated annually and an undisclosed amount of e-waste is imported from other countries around the world.

E-waste produced in India comprises 70% of computer devices, 12% in the Telecom sector, 8% in Medical Equipment, and 7% in Electrical equipment. And as per the market survey, the reuse of Electronic Equipment waste in India is estimated at 10-15% while the rest of the E-Waste is going for Raw Material Extraction Recycling. While e-waste recycling is a source of income for many people in India, it also poses numerous health and environmental risks. More than 95% of India's e-waste is illegally recycled by informal waste pickers called kabadiwalas or raddiwalas.

In India and other parts of the world, gold is recovered from circuit boards by bathing boards in hydrochloric and nitric acid. This poisons waterways many of which supply homes with water. Residual waste, including chemicals, is often dumped improperly in the ground leading to ecological harm. And those who extract valuable minerals from e-waste are exposed to noxious fumes that are extremely hazardous to health.

- India is the fifth-largest electronic waste producer in the world
- Raw material extraction by scrap dealers poses greater health and environmental hazard
- Globally, the e-waste refurbish industry is estimated at US$12 - 15 Billion by 2021.
- According to a market survey, the volume of the reused equipment business in India is 10-20% as compared to the new equipment sales
- "Reuse the World" – xfurbish, an IT & enterprise product refurbish startup launched in 2020, has nearly sold 8 Crores worth of Refurbished products in India

With an objective to avoid unnecessary recycling of e-waste which poses a bigger health hazard and is not the solution when the same can be refurbished and re-used, Bangalore based Venkatesh Rao K launched Xfurbish in Indian and UAE in Jan 2020, an organised and technology-driven platform where e-waste can be sold by dealers and refurbished IT and enterprise products could be bought by the consumers. In a year's time, Xfurbish opened its offices in Bangladesh and Nigeria and sold nearly Rs.8 Crores worth Refurbished IT & enterprise products in a year. "This is just the tip of an iceberg, there's huge potential in this and it makes all the sense to get into this business, which is environment friendly", says the visionary founder. Globally, the e-waste refurbish industry is estimated to reach US$12-15 Billion by 2021.

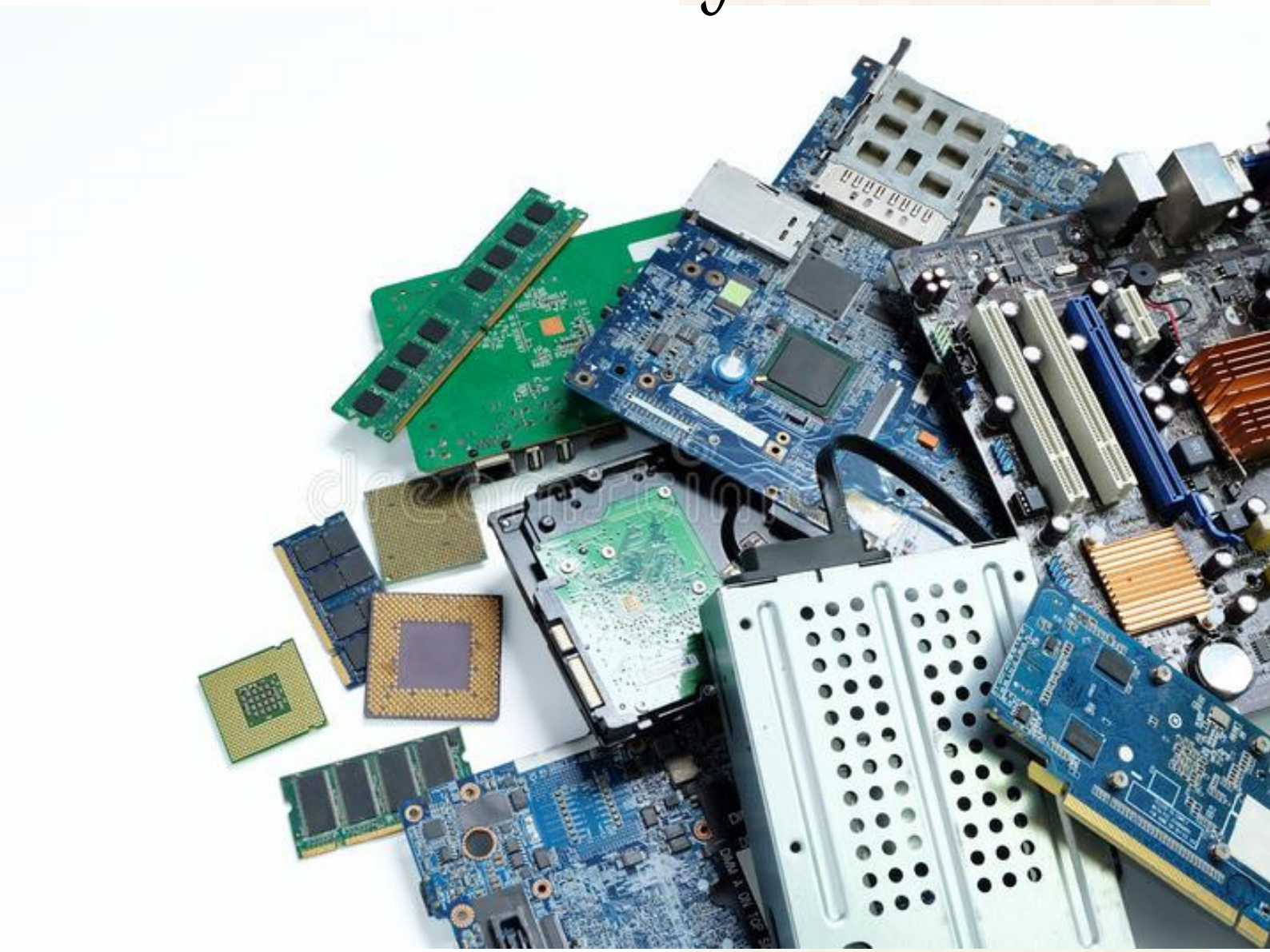
Refurbishing means reusing a computer while recycling means destroying the computer and then environmentally recycling its constituent materials. Refurbishing is preferable to recycling. because even effective recycling processes produce some waste. Refurbishing e-waste is the only responsible way to dispose of such waste.

"According to a market survey, the volume of the reused equipment business in India is 10-20% as compared to the new equipment sales. Xfurbish aims to increase this by at least 30-40% by this year-end. This will also significantly help decrease the pollution generated by recycling of the e-waste", adds Rao.

Also, from April onwards, they have started setting up the chain of Xfurbish exclusive stores in metro cities so that customers can walk in and buy certified xfurbish products like laptops, desktops, servers, etc. and sell their old IT products at the store.

Xfurbish is not only providing the much-needed e-commerce platform but also avidly educating the individuals to reuse the electronic waste, giving them the Xfurbish protection and encouraging sellers through authorized partner program.

"Reuse the World" - Reuse instead of recycle and save the environment from e-waste.



Ayush Baid

Reviving the dying arts of India at Ellementry



Employing local artisans and bringing their talent and skill in the limelight came easily to Ayush Baid, the founder of Ellementry. He has grown up seeing his father, Dileep Baid, an award-winning Indian handicraft products exporter, successfully running his business for three decades. He wanted to bring this handcrafted goodness made available to the Indian consumers too, which is how the brand was born.

Ellementry, a three-year-old Indian lifestyle brand, specializes in sustainable tableware, furniture and accessories which are handcrafted traditionally, but are contemporary in their avatar and are borne out of responsible actions.

With their in-house terracotta, papier-mâché, and ceramic units, the brand is not just providing a means of survival to local Indian artists but also ensuring that the artisans pass on the art form to younger generations, thereby reviving the dying arts of India.

Within a short span of three years, the brand has opened five stores across India and is looking at making Ellementry a household name in the World of exquisite lifestyle products.

"Ellementry has created a space that allows local artisans to flourish. I feel elated in sharing that today we are providing full-time employment to more than 4,000 artisans, who were earlier unable to make a healthy living with the income that the art generated. With Ellementry, we are trying to re-contextualise Indian craft for contemporary living and put the craftsman at the forefront. We are working with the same artisans and their new generation working for our parent company"



This is a Conscious Carma Partner Post



Zulfi Azad

Creating markets globally for Indian and Overseas brands

For the past ten years, Zulfi Azad, Director, Plan Media, is successfully creating markets worldwide for his clients in India, Africa, UAE, the USA and UK. His continuous and long-lasting efforts have been recognized very well by the media and is being awarded the 'Zee Young Achiever's Award', 'PRAGYA Success Story Award' and many other such awards.

"African countries, especially Nigeria, is the first choice in terms of entrepreneurship but when it comes to sales conversion they have to struggle a lot for their existence. Similar is the case with the UAE market. It has the second-largest economy (among Arab Countries after Saudi Arabia) but it lacks in fulfilling customer's expectations and creating brand strategy at the local and global level", says Zulfi. He has been working with various industry segments, from lifestyle to engineering, wellness to insurance, etc and has transformed them into well-known entities locally as well as globally.

Sheer hard work coupled with innovative and out of the box ideas has made Zulfi the face of branding and positioning in the international market. He has played an important role in generating revenues and goodwill for all the companies he has worked within, India and abroad.

"African countries, especially Nigeria, is the first choice in terms of entrepreneurship but when it comes to sales conversion they have to struggle a lot for their existence. Similar is the case with the UAE market. It has the second-largest economy (among Arab Countries after Saudi Arabia) but it lacks in fulfilling customer's expectations and creating brand strategy at the local and global level"



Conscious Products

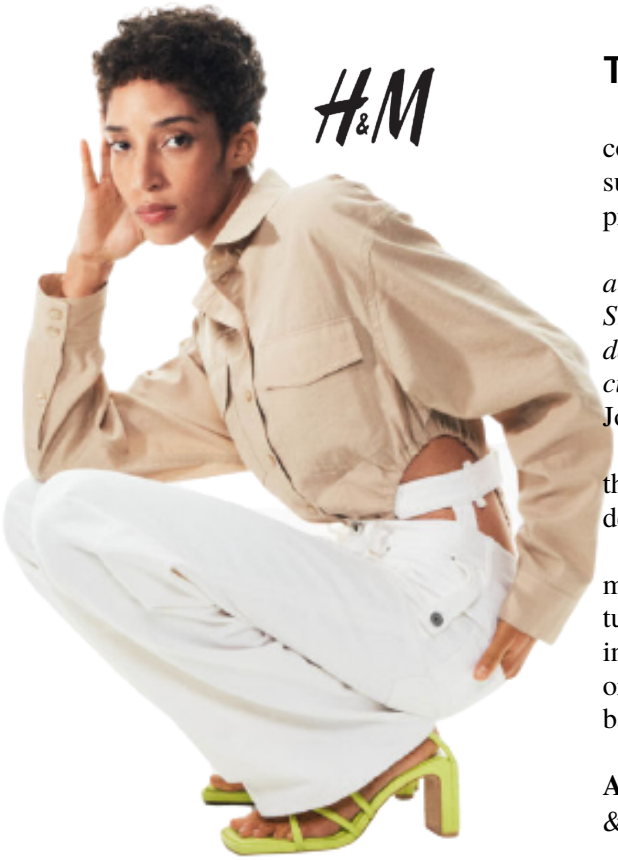


Get spring-ready and upgrade your wardrobe with gorgeous printed sarees by EcoSareeClub

Blossom by blossom, spring begins, adding beauty and new life to everything around you. Draped in blooms, wrapped in six yards of spring, EcoSareeClub from the house of ECO TASAR brings you a fresh collection of Printed Linen Sarees. Woven in soft fragrant linen sarees and printed with ink dipped in the nectar of the essence of Spring; this collection is sure to make you enjoy Spring every time you drape it.

EcoSareeClub has products woven and crafted by skilled weavers and master craftsmen, with all benefits coming from direct manufacturers; they are pioneers in Tussar and silk woven products; from rearing to weaving. It aims to provide sustainable wage opportunities to artisans and small producers involved in textiles production.

Available at:
https://instagram.com/ecosareeclub?igshid=gcizmfqj8fx2



The Science Story collection by H&M

H&M has launched Innovation Stories, a series of collections dedicated to promoting the use of new, more sustainable materials, technologies and production processes within the garment industry.

"Our new concept continues H&M's journey towards a sustainable and circular fashion system. Innovation Stories allows us to develop and grow, all while creating desirable and long-lasting pieces that we hope our customers will love and be proud of", says Ann-Sofie Johansson, creative advisor at H&M.

First up is Science Story, a collection that challenges the status quo by championing cutting-edge textiles developed by brilliant thinkers, researchers and scientists.

Did you know that prickly pear cactus can be used to make smooth vegan leather or that castor beans can be turned into ultra-light, stretchy fabric? Science Story introduces Desserto®, a plant-based leather made from organically grown cactus, and EVO by Fulgar®, a bio-based yarn derived from castor oil, a renewable resource.

Availability: www.hm.com from 18 March, 1 April US & Canada.





MOOL (Made Out Of Love) - a social fashion brand aiming to redefine the power of purchase

MOOL - Made Out Of Love is a social fashion brand which has the cutest collection of apparel that portrays the artwork of little artists from under-served communities. Every purchase of MOOL apparel goes onto benefitting the little artists with the provision of a fully funded quality education and generate employment for women and men who previously lost their jobs due to the COVID-19 pandemic. The buyers are provided login credentials for a donor page, where they are able to track the child's progress so they can see where every penny spent is utilized.

There's a need for the world to be kinder and these young impressionable minds will make up the next generation who have the potential to affect that change. Along with its philanthropic partner, Muskurahat Foundation which works on the holistic development of these children, MOOL aims to fulfill the mutual vision of future-proofing the next generation by empowering them today.

Availability : www.mool.org



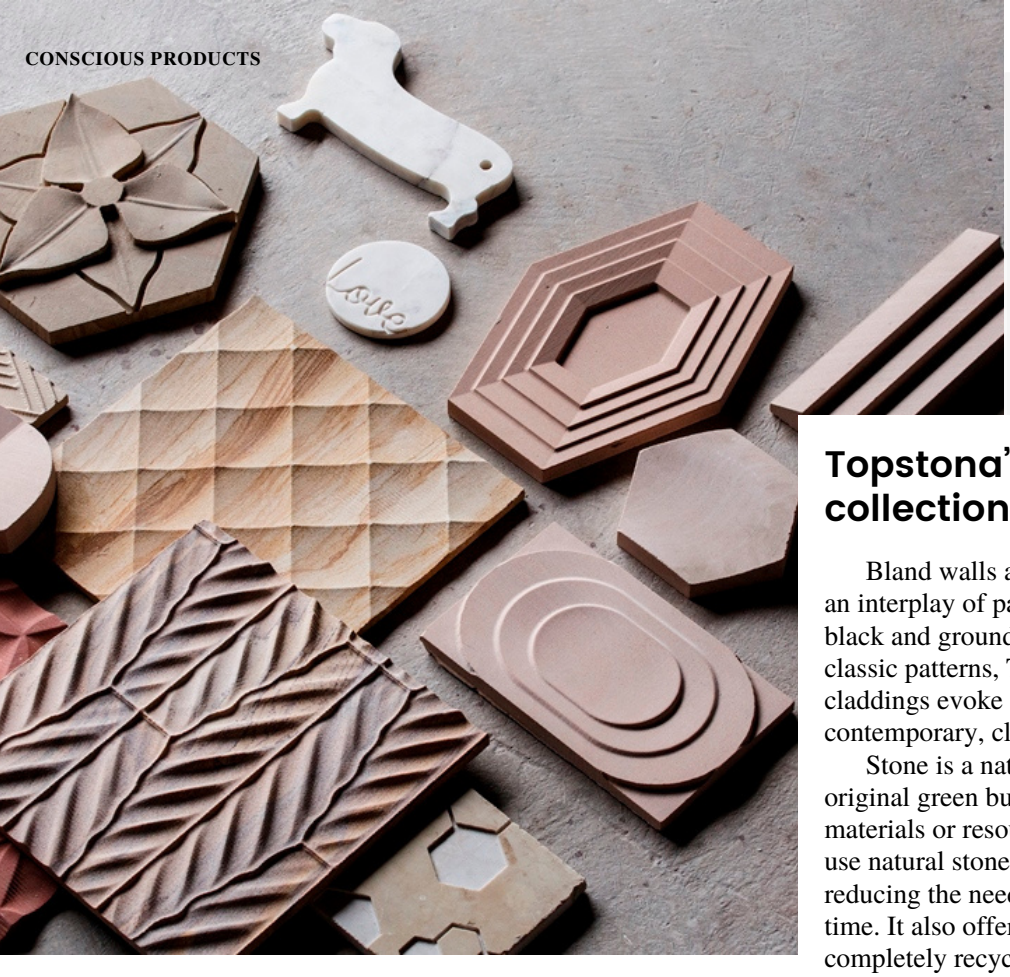
#TOGETHERBAND Launches the first affordable 100% recycled loungewear collection

TOGETHERBAND launched the first affordable 100% recycled loungewear collection, #TOGETHERWEAR on GLOBAL RECYCLING DAY

#TOGETHERBAND, the nonprofit campaign is powered by BOTTLETOP, a British luxury sustainable fashion brand based in London. with the aim of raising awareness and engaging 1bn worldwide with the 17 United Nations Sustainable Development Goals (SDGs).

The loungewear collection is crafted using 100% recycled yarns; 60% is made from recycled organic cotton collected from the textile industry - otherwise would've ended up in landfill - with the remaining 40% made from recycled plastic bottles (PET) collected locally to our production facility in India, which is powered by clean energy. When bonded together, these materials form a luxurious long-lasting yarn. All products are certified under the Global Recycle Standard (GRS) and Organic Content Standard (OCS).

Availability: BOTTLETOP Regent Street and www.togetherband.org



Topstona's Moods 2021 - the latest collection of Stonewall claddings

Bland walls are out! Moody walls are in! Evocative tones and an interplay of patterns are a clear trend for 2021! From timeless black and grounding earth tones to enchanting illusions and classic patterns, Topstona's latest curation of unique stone wall claddings evoke elegant, persuasive moods for any aesthetic- contemporary, classic, eclectic and worldly.

Stone is a natural material, a natural product of the Earth, the original green building material. It does not require other materials or resources to create it. It is very durable, the choice to use natural stone will only enhance the value of your home while reducing the need to replace materials over a longer period of time. It also offers ease of care and maintenance. Stone is completely recyclable and has the potential to serve many different uses and purposes over its lifetime.

Availability: Dealers across India



Vedas, an innovative brand in the Indian Décor industry

India's rich cultural heritage is unparalleled and looked upon by the entire world.

Vedas, an innovative brand in the Indian décor industry, unveils handmade products that are crafted to perfection. Their elegant designs, trends, and superior quality has made them gain a strong foothold, both in India and abroad.

The brand founded by Palash Agarwal seeks its inspirations from ancient traditions across the globe and the richness of Indian heritage yet accommodating a modern touch. They use lead-free paints, powder-coated, and rust-free products that make their brand stand out in the crowd.

Availability: www.vedasexports.com



DENTTABS introduces sustainable DENTTABS Toothpaste Tablets in India

The revolutionary and unconventional dental hygiene brand DENTTABS is delighted to announce its arrival in the Indian market, thereby paving way for the much needed sustainable brushing practices in India. Founded in Berlin, Germany, DENTTABS Toothpaste Tablets are the sustainable alternative to conventional toothpaste as the brand offers its products in the form of toothpaste tablets composed of 100% natural ingredients, Vegan, free from plastic, artificial stabilizers or any other form of preservatives.

Unlike regular toothpaste, DENTTABS Toothpaste Tablets do not require any deleterious stabilizers and additives due to their solid tablet form that has no water in its composition. The distinctive fluoride properties of DENTTABS Toothpaste Tablets also help to prevent decay and revitalize the aching tooth necks. DENTTABS Toothpaste Tablets are not merely an organic way to maintain oral hygiene, but also functions as a tool to protect the environment as its packaging material is based on cornstarch laminated with paper, designed for industrial compost. So, using DENTTABS does not only protect your teeth but also protects your planet!

Availability: Amazon, Flipkart, denttabs.in



Arani Ecosteps unveils plastic-free personal and home care products

A Sanskrit word for the flint used to kindle a fire, 'Arani' is a brand of plastic-free personal and home care products aimed at providing comprehensive and affordable alternatives to make a household as plastic-free as possible.

Arani Ecosteps has a range of 9 personal and home care products, 2 of which are proprietary formulations that require consumers to use old bottles at home, add water, and dissolve the pre-mixes they provide (in fully compostable pouches). The packaging can either be disposed with wet waste or be buried in a plant/garden and will turn to compost within 6 months.

Availability: www.aranieco.com



Health and Wellness brand Pavitra bridges the online-offline gap in the field of spirituality and holistic living

Pavitra integrates spirituality, sustainability and holistic living into an individual's daily life with an aim to create an ecosystem of socially conscious, natural and all-rounded wellbeing of the community. It is an e-commerce entity with a multi-dimensional focus on the wellness of the mind, body and soul yearning to promote a lifestyle change, one that is eco-friendly while taking people back to the purity of their roots.

Fostering this lifestyle, Pavitra offers products and services across several categories making it a one-stop shop to purchase conscious jewellery, sustainable clothing, idols alongside Poshak (clothing), jewellery and accessories for all deities and end-to-end samigrihi for pujas at home. One can place an order for stunning artworks made by local artisans and painters while their product line extends to include home accents, beauty and wellness as well as conscious food.

Availability: Amazon, Instsagram



The Rug Republic's SS 21 collection THE GLOBAL CITIZEN COLLECTION

The Global Citizen collection of the SS 2021 collection very much embodies the ethos of The Rug Republic, the homegrown, sustainable home-fashion brand. A variety of designs and materials come together to form this comprehensive collection of styles inspired by the world.

True to form, The Rug Republic has let the pristine materials speak for themselves and used a lot of undyed wool and cotton to give a natural, rustic look. Pair this with the contemporary design philosophy and you have the perfect mix!"Constructions range from hand tufting all the way to Punja dhurries giving a variety of looks, something for every home. Unfortunately, it seems like a majority of 2021 will also be spent under travel bans, but thanks to the Global Citizen collection, we can have a bit of the world right in our living rooms!" says, Raghav Gupta Director of eCommerce at The Rug Republic.

Availability: www.therugrepublic.in

Ekobin-A hassle-free and odour free home composting bin



While solutions for plastic waste abound, most of us do not realise the harm organic waste does to the earth. Organic waste from our kitchens which are disposed of in landfills ends up being the major polluters of land and water resources. To this effect, composting our own kitchen waste is the simplest step we can all take to begin to manage the tremendous waste management problem our country faces.

To tackle this, Ekobarn, a company born out of a desire to develop an innovative and fuss-free solution for managing wet waste at the source, has launched their first range of home composting products – The Ekobin. It is a well-engineered system aimed at being odour free by offering adequate aeration and low maintenance (no need to worry about catching and disposing of leachate). The other key USP of our EkoBin is the additive – compost starter mix. Hand curated with multiple strains of bacteria aimed at composting quickly and efficiently, one brick can last you ages!

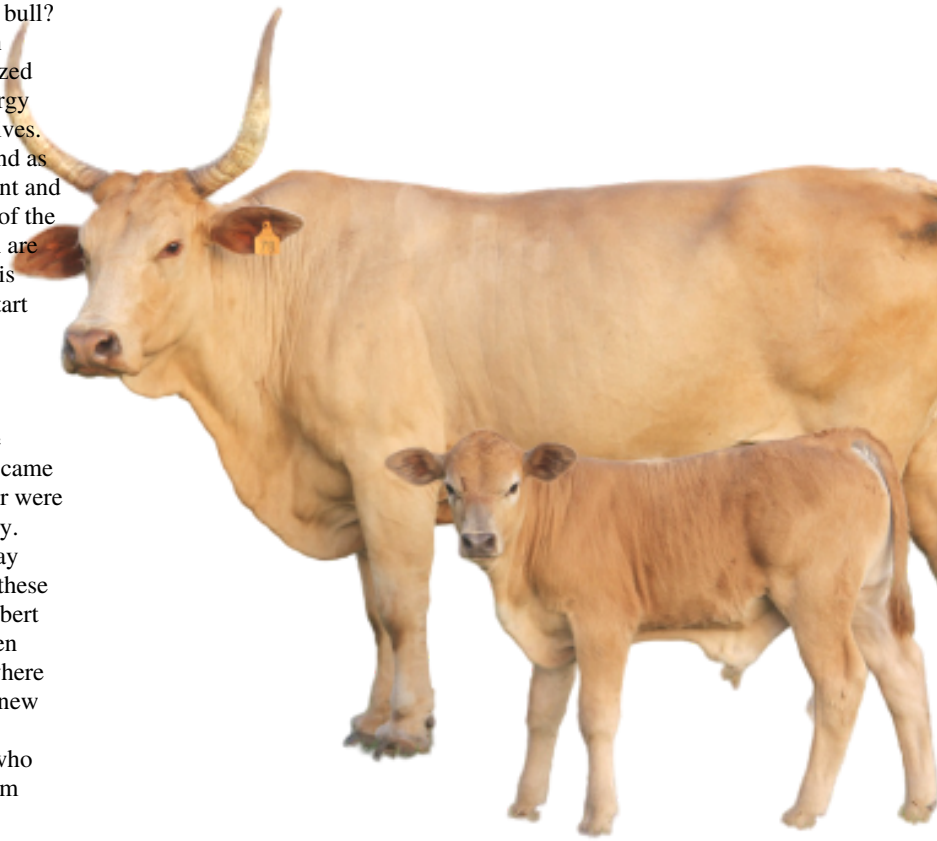
Availability: www.ekobarn.com



Cow is called Dhenu in Vedas, the bestower of all bounties.

Wonder of Desi Cow

Ever observed a hump on the spine of a desi cow or bull? It is called the Suryaketu Nadi. When the rays of the sun (surya) fall on this nadi, then specific energy is channelized inside the cow/bull. When a cow and bull mate, this energy transfers to their calf and also to the milk that the cow gives. This milk is called A2. Today A2 milk is much in demand as it can be digested even by those who are lactose intolerant and it is known to cure various ailments. This is the wonder of the desi cow. Interestingly, the milk given by jerseys, which are not even cows, is called A1 and the milk from desi cow is called A2. This is the conspiracy of the West. We will start our discussion from here.



The cow conspiracy

When Britishers came to India, at that time, even the Mughals had imposed a ban on cow slaughter. Mughals came with the intention of settling here, the Britishers however were here to loot and plunder and go back to their own country. They wanted to make a colony out of India. Today we say with pride, 'colonial' furniture, 'colonial' architecture - these are in great demand. The joke is on us only. In 1760, Robert Clive set up the first slaughterhouse in Bengal. Within ten years, Bengal witnessed the worst famine of all times, where lakhs died. This was the conspiracy of Britishers, they knew cow is the backbone of our agricultural economy, if you remove the cow/bull, the economy will collapse. Clive who orchestrated this heinous crime, himself became an opium addict and killed himself using a knife…



The bestower of all bounties

All through the vedas, the killing of cows has been banished and seva or service to the cow/bull has been emphasized. The cow is called dhenu in vedas, the bestower of all bounties. To the countrymen who find sense in all things western, even the West acknowledges this. Today a therapy is in rage in the West, it is called cow cuddling therapy - go to a gaushala and hug and pet a cow, and it will help rid you of your ailment. Follow them, if not the vedas.

Nurse a cow and reap the benefits

Dhyan Foundation is running gaushalas all across the country to serve and nurture this wondrous animal. These gaushalas are home to thousands of stray, injured, sick or abandoned cows, bulls and calves including those rescued from the smugglers at the Indo Bangladesh border by the Border Security Forces. Volunteers and sadhaks devote their time, energy and resources to nurse these animals back to health, to reduce their pain and suffering. You too can join us and reap the benefits of serving this animal.



Yogi Ashwini, Dhyan Ashram

India's deep cow protection history

All through our history, the rulers and role models of this country have protected and nurtured the cow. Gau-Sewa was never restricted to any religion, it was based on love and benevolence for a supremely selfless creature.

Lord Krishna – Avtar of Lord Vishnu – god of protection, compassion, tenderness and love, was a cow herder himself. Gopala means "protector of the gau" and "gau" means "soul" or "cows".

In Vedic scriptures – it is the cow, embodiment of the Earth, that gave King Prithu her milk to end the famine on the planet and save humanity.

In the Mahabharat – Arjuna thought it worthy to risk another 14 years of exile in order to protect the cattle in the Viratnagar war.

In the legends of King Nahusha – it was a cow that was deemed as the equivalent of a Rishi. Rishi Chyavana was accidentally caught by fishermen, and King Nahusha offered them a cow in exchange, as no amount of wealth equals the limitless value of a cow. The cow is equivalent to the Gods.

King Manu Needhi Cholan, the legendary Chola king, was an upholder of justice. Under his rule – the Manu Needhi – or petition law prevailed. He hung a giant bell in front of his courtroom for anyone that needed justice. One day, he found a cow ringing that bell. Upon inquiry, the King learnt that this cow's calf had been killed by his son's chariot. In order to provide justice to the cow, the king executed his own son under the chariot. The king punished himself, suffering the loss of a child just as the cow had.

It is well documented that multiple Mughal emperors also revered the cow, and imposed bans on cow slaughter. Akbar (1556-1605), Jahangir (1605-1627) and Ahmad Shah (1748-1754) are a few examples.

Sultan of Mysore, Hyder Ali (1761-82), made cow slaughter an offence punishable with the cutting off of the hands of the offenders.

The last Mughal emperor Bahadur Shah Zafar in 1857, banned cow slaughter, forbade the eating of beef and announced punishment of being blown by canon for anyone killing a cow.

The Marathas, who were known for being inclusive and tolerant towards all faiths took extensive steps to inhibit cattle slaughter and even executed those who killed cattle. They set up blockades around Bassein (now Vasal, Maharashtra) in the late 1790s to prevent cow carcasses from being smuggled to butchers in Bombay and Salsette.

In the early 19th century, Ranjit Singh, the founder of the Sikh empire banned cow slaughter throughout his domain.

For more information, 9999567895,
www.dhyanfoundation.com

Saluting the Awakened Soul
Jadav Payeng, Forest Man of India

Created 550 hectares of forest single-handedly on barren land in Assam

A 16-year-old young tribal boy, Jadav Payeng was deeply hurt to see hundreds of dead snakes lying on the sandbar in the heat after being washed away by the Brahmaputra river floods during monsoon at Majuli, the world's largest river island in Kokilamukh of Jorhat District, Assam.

He wondered what it would look like if the same happened to humans and asked the tribal people in a nearby village what he could do? They told him to plant trees, particularly bamboo since they could withstand harsh conditions and gave him 25 saplings and some seeds.

What Jadav did on that hot day, driven by something that tugged at his heart and scared him in equal measure, turned out into 550 hectares of forest, home to 120 species of birds, elephants, rhinos and tigers, etc and won him national and international recognition.



The power of a single human being

His compassion for each living being on the earth, coupled with years of dedication and hard work, shows how even ONE SINGLE INDIVIDUAL can turn around the situation. He left his studies, married late and worked tirelessly and single-handedly for 30 years to turn the barren land into a lush green forest, officially named Molai forest, after his nickname Mola.

Jadav was conferred the title **"The Forest Man"** by the Government of India on World Health Day 2010. In 2015, he was honoured with **Padma Shri**, the fourth highest civilian award in India. He also received the **128th Commonwealth Points of Light Award** from the Queen of England in March 2020 for his unending efforts to promote aforestation.

Jadav, however, refuses to take the credit. "The birds, cows, deer, wind, water and elephants have helped me. People want to know my story. I tell them I just plant trees, and I would like all of you to do so. Trees are the lifeline of the forest, they don't just give us shade and oxygen, they feed birds and animals and balance our ecosystem. If there is no life left, what is the use of all the advancements we have made?"



The words of wisdom

After numerous visits to speak at schools and colleges, Jadav is dismayed that World Earth Day has been celebrated in the same manner for the past 30 years. Explaining how it takes five years of tender love and care for a sapling to turn into a tree, he says, “It will be a beautiful thing if a child is taught to plant a sapling or a seed when he is initiated in school and as he grows up, he or she is taught to take care of it and be responsible for it. If this had been done 30 years back by all of us, would global warming and climate change have dared to touch us?”.

JADAV HAS A SIMPLE SOLUTION TO THE GLOBAL PROBLEM OF DEPLETING FOREST COVER: “TEACH OUR CHILDREN TO LOVE NATURE, THE REST WILL HAPPEN ON ITS OWN”.

The human greed

He lives in a small hut in the forest with his wife and 3 children and for his livelihood, he sells cattle and buffalo milk, which is his only source of income. In an interview in the year 2012, he revealed that he has lost around 100 of his cows and buffaloes to the tigers in the forest, but blames the people who carry out large scale encroachment and destruction of forests as the root cause of the plight of wild animals

One threat which he deals with every day, - not nature but MAN. Poachers have an eye on his forest and its inhabitants, however, the local Forest Department authorities are providing him with enough protection and support for the same. There is this one man who has single-handedly given life to several hundreds of living beings and then there are men who, for their personal greed, are poaching them.

The humility

There are several documentaries being made on him, also a film with famous film star Rana Daggubati as Jadav and children’s book and also he finds a place in US school curriculum. He has been invited by a Mexican non-profit organization to guide them to raise more trees in Mexico.

Despite all this, Jadav does not see himself as a celebrity, nor does he care about the laurels he has earned. ‘Reading about me is not enough. Do what I do. I want school teachers to follow up on my chapter with tree-planting sessions, and to teach children to nurture and grow them with love and care,” says the humble and true environmentalist Jadav.



conscious carma

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