conscious carma

A MAGAZINE FOR THE CONSCIOUSLY DRIVEN

CONSCIOUS CARMA

COVER STORY

Sustainable Tourism
A Global Outlook

COVID-19
United India's battle against the Second Wave

FINLAND
World's Happiest Country

VEDIC CIVILISATION
Most advanced civilisation across Time

Image source: Pexels

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From the desk of Editor-in-Chief

Seeking happiness

Scene 1
A family is watching their favourite television show together and enjoying snacks

Scene 2
Each member of the family is in his/her room watching the same television show alone

What does this conclude?

Scene 1 family has less money. Well, It could be true in some cases, I don't deny this. However, the point to be noted here is that "*More money can't buy more happiness*". It can buy comforts of life but an excess of it is not always good. The family bonding, the joy of sharing, laughing together while watching funny scenes, hiding tears during an emotional scene so that others may not notice you and start pulling your leg, etc, these small acts of togetherness give you so many happy moments to cherish throughout your life and especially when a loved one leaves you.

Don't you think in Scene 2 family, everyone will be devoid of these small yet significant pleasures of life, which brings you closer to each other and create a better understanding among family members. One should look for a meaningful life, rather than a comfortable one. Come out of your comfort zone and mingle, seek happiness in simple acts of life.

Another way to seek happiness is through Sewa (Service) & Charity. In this scorching heat, while you are sitting in an air-conditioned room, just for a moment, think of people and animals who are homeless. Try keeping a bowl of water for thirsty birds and experience the joy seeing these birds come rushing to empty it. It's such a small thing but the amount of happiness it will give you is immense because of your selfless service to offer water to thirsty birds.

It is in giving that you receive. Give happiness to receive happiness.



Poonam K Malhotra
Editor-in--Chief

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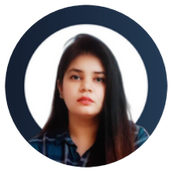
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Finland

The happiest country in the world

by **Poonam K Malhotra**

In the World stricken with a global pandemic and economic slump, everyone's praying for the return of normalcy and happiness. At this moment, we all just want to be happy, healthy and being surrounded by loved ones more than anything else.

At the same time, being cut off from the crazy competitive world, we are finding happiness in the most mundane deeds and leading a life of gratitude and contentment. Though we all want normalcy to return, I am sure, the meaning of happiness has changed for all of us.

Talking about happiness, do you know, Finland has been ranked as the happiest country for the fourth year in a row, according to the 2021 World Happiness Report. Iceland, Denmark, Switzerland, and the Netherlands following in second, third, fourth and fifth position respectively. Launched in 2012, the World Happiness Report is an annual survey conducted by the U.N.'s Sustainable Development Solutions Network. The survey ranks global happiness in 149 countries worldwide based on six key variables (income, life expectancy, social support, freedom, trust, and generosity).

FINLAND – an Introduction

Finland, officially the Republic of Finland, is a Nordic country in Northern Europe, covering an area of 338,455 square kilometres with more than 1,80,000 lakes in it. Its population of 5.5 million. Except for a small highland region in the extreme northwest, the country is a lowland with less than 600 ft (180 m) above sea level. Helsinki is the country's capital and largest city. It is a bilingual country – Finnish and Swedish are both official languages.

Finland was under Swedish rule from the 13th century till the 17th century. It later came under Russia during the Great Northern War, (1700–21). In 1917, after Russia was taken over by the Bolsheviks, Finland was finally declared independent.
Finland joined the European Union in 1995 and adopted the euro in 1999. Finland's Prime Minister, Sanna Marin of the Social Democratic Party of Finland is the World's youngest prime minister.


Photo: This is FInland

What makes Finns the happiest of all?

Let's understand how a country with a history of invasions, slavery and struggle has turned out to be the happiest country in the World.

"Sisu" Philosophy

The Finnish have struggled hard to get their freedom, fought many battles bravely in the coldest and darkest of winters. Unity, integrity, perseverance and grit are the values ingrained in their psyche, popularly called the "sisu" philosophy. This philosophy makes Finnish people optimistic, always looking at the brighter side and living a life of gratitude and contentment.

Best Governance in the World

Finland has extensive welfare benefits, free education, free healthcare, low levels of corruption, low crime rates, extended parental and annual leave compared to the rest of the world and a well-functioning democracy. it ranks high for its performances in civil rights, press freedom and quality of life.

According to the Legatum Prosperity Index 2020, Finland has the best governance in the World.

The corruption levels are one of the lowest in the world. Finland was ranked 3rd out of 180 countries surveyed in Trans-parency International's 2020 Corruption Perceptions Index


Photo: This is FInland


Photo: Emilia Hoisko/Visit Finland

Gender Equality

While Gender equality remains a crucial issue all over the world, Finland has been quick in mending this gap, years ago. In 1906, Finland became the first country in the world to grant full political rights to women – both the right to vote (a first in Europe) and the right to run for office. Also, it became the first European country with women as both president and prime minister in the year 2003.

A warm and welcoming Culture

The Finnish culture is a mix of indigenous heritage, Nordic and European influences. It's a warm culture where different customs and traditions are being followed in the same spirit. There are Sami, Romani, Swedish-speaking Finns, Tartar, and the Jews, all of them have maintained their unique cultural identities and live in complete harmony. This melting pot can be observed in festivals, literature, visual arts, music, cinema, and even cuisine.

Finns are simple and honest and live to their fullest

Finns appreciate simplicity and honesty in all things and are not materialistic. Life's simple pleasures make them happy like They love walking in the forests picking blueberries, swimming in icy water. They believe in living at their own pace, unlike most of the fast-paced and competitive western world.

Finns love outdoor activities, the extremely cold climate is not a hindrance to their venturing out. In Northern Finland, the sun doesn't rise above the horizon for weeks. While in summers they have nightless nights when the sun doesn't set at all from mid-May until late July. They enjoy life even in the coldest and darkest of days like enjoying the glowing white snow and blazing northern lights in dark wintery days and the midnight sun in summers.

One thing the Finnish love most is their sauna. Almost every house has a sauna and it is their daily ritual. Can you imagine, there are 3.3 million of them in Finland, which has a population of 5.5 million. **"Sauna culture in Finland" is now on the Unesco list of Intangible Cultural Heritage.**

You can witness all sorts of saunas in Finland, tent saunas, car saunas, popup saunas, boat saunas, ice saunas, portable saunas, backyard and rooftop saunas.

A recently published 15-year research project on the health effects of a sauna, led by professor Jari Laukkanen, a cardiologist, showed that frequent visits to the sauna (four to seven times a week) cut the risk of having a stroke by more than 50 per cent compared to one weekly visit. Habitual sauna use also significantly reduces the risk of cardiovascular disease. For the heart, taking a sauna is the equivalent of going out for a brisk walk. You could attribute this as one of the reasons for their long and healthy life.





Photo: This is FInland

Finns have Nature's love in bounty

Finland is a beautiful country, with thousands of lakes, lush green forests and pristine air and water. The purity in the heart and the purity in the environment make Finns happy and healthy.

It is Europe's most forested country, with more than 70% of the land covered with forests. About 17,000 square kilometres of the forest is strictly protected. The Finnish concept of 'Everyman's Right' means that one can walk freely in the forest, enjoy the fresh air and gather the gifts of the forest, mushrooms and blueberries. Of course, this also implies that it's everyone's responsibility to keep them clean.

Being surrounded by nature and getting out into it has long been known to help us feel happier. As there is so much to see and do outdoors in Finland, it is no wonder people here are so positive.

Finland has World's Best Education System

Finland is an international leader in providing education. It is one of the cornerstones of the Finnish welfare society, where Finnish educators focus on making education an instrument to balance out social inequality.

Their educational system offers equal opportunities for education for all. Education from pre-primary to higher is free of charge in Finland, including transportation, meals and study material. Students in Finland often have the same teacher for up to six years of their education, which helps in developing mutual trust and bonding between the teacher and students.

Also, the system gives local schools the autonomy to address local needs by decentralizing administration. Students start school when they are 7 years old and there are only 9 years of compulsory school that Finnish children are required to attend. Everything past the ninth grade or at the age of 16 is optional. The school starts anywhere from 9:00 – 9:45 AM.

Less stress, less regimentation and more caring, creates a strong happy and positive foundation from the early years. And as a result, Finnish students score higher than most of their peers on international assessment tests, despite peculiarities like having minimal homework and tests, and also a curriculum that puts a big emphasis on music, the arts, and outdoor activities.





Research has shown that early start times are detrimental to students' well-being, health, and maturation.

DID YOU KNOW THIS ABOUT FINLAND?

1

FINLAND HAS MORE FOREST AND WATER THAN ANYWHERE ELSE IN EUROPE

Over 70% of Finland is covered with forests, more than any other European country and an area larger than UK or Italy!

FINLAND IS THE "LAND OF A THOUSAND LAKES"

With 1,88,000 lakes, its lakes are among the clearest according to the World Health Organisation.

2

3

FINLAND HAS THE CLEANEST TAP WATER & AIR

Helsinki, Finland's capital has some of the cleanest tap water of all big cities in the world. Finland has the cleanest air according to the World Health Organisation.

FINLAND IS THE SAFEST PLACE IN THE WORLD

Finland is one of the few countries in the world where lost wallets and mobile phones get returned to their rightful owner*. People feel safe walking alone in city parks or use public transport regardless of the hour.

4

*11 out of 12 wallets deliberately left abandoned around Helsinki were returned according to a Reader's Digest global

5

THE ANGRY BIRDS AND CLASH OF CLANS ARE A FINNISH INVENTION

And the greatest mobile phone games ever invented come from Finland

THE BEST PLACE TO BE A MOTHER

All mothers get to stay at home with their baby for almost a year with a full salary or excellent benefits. When a parent with a child in a buggy uses public transport, they travel free of charge in most cities.

6

7

THE BEST PLACE TO BE A CHILD

Finland has held first place in Organisation for Economic Co-operation and Development's (OECD) Programme for International Student Assessment (PISA) for several years, ranking its education system as one of the world's best.

According to **"The Global Competitiveness Report Special Edition 2020: How Countries are Performing on the Road to Recovery"**, Finland appeared among the top 3 scores on the 11 categories of transformation four times. The 11 categories are namely :

- Ensure public institutions embed strong governance principles and a longterm vision and build trust by serving their citizens
- Upgrade infrastructure to accelerate the energy transition and broaden access to electricity and ICT
- Shift to more progressive taxation, rethinking how corporations, wealth and labour are taxed, nationally and in an international cooperative framework
- Update education curricula and expand investment in the skills needed for jobs and "markets of tomorrow"
- Rethink labour laws and social protection for the new economy and the new needs of the workforce
- Expand eldercare, childcare and healthcare infrastructure, access and innovation for the benefit of people and the economy
- Increase incentives to direct financial resources towards long-term investments, strengthen stability and expand inclusion
- Rethink competition and anti-trust frameworks needed in the Fourth Industrial Revolution, ensuring market access, both locally and internationally.
- Facilitate the creation of "markets of tomorrow", especially in areas that require public-private collaboration
- Incentivize and expand patient investments in research, innovation and invention that can create new "markets of tomorrow".
- Incentivize firms to embrace diversity, equity and inclusion to enhance creativity

About the report

Since 1979 the Global Competitiveness Report series has aimed to broaden the views of policymakers, business and the public on looking beyond growth alone to enhance economic productivity and broader resilience. In this Special Edition, at this turbulent time for the global economy, the report paused comparative country rankings on the Global Competitiveness Index. Instead, it took a fundamental look at how economies should think about revival and transformation as they recover and redesign their economic systems to enhance human development and compatibility with the environment.

http://www3.weforum.org/docs/WEF_TheGlobalCompetitivenessReport2020.pdf

The world is moving towards sustainable tourism



by **Poonam K Malhotra**

The entire world is witnessing the drastic impact of climate change. There's no country and no economy which has remained untouched from its devastating effect. Travel and Tourism is one such sector, which is at greater risk from climate change. For example, an island like the Maldives, at just one 1.8 metres above sea level, is the lowest country on earth and extremely vulnerable to the effects of climate change.

Also, noteworthy is that Travel & Tourism sector was one of the largest and fastest-growing sectors in the global economy pre-Covid, contributing to GDP, foreign exchange and the socio-economic development of a country. While travel and tourism is a major source of foreign exchange earner for many nations, it is also a major source of GHG emissions pertaining to the sector. The sector contributes between 5% to 8% to the Global Greenhouse Gas emissions. According to UNWTO/ITF latest research, released in December 2019 at UNFCCC COP25, CO2 emissions from tourism were forecast to increase at least by 25% by 2030.

Today, many economies around the world are striving hard to reduce their carbon emissions with set timelines and guidelines. Adopting green technologies, switching to green fuel, banning single-use plastic are some of the initiatives being implemented in countries across the world towards more resilient, sustainable and inclusive growth.

The tourism industry is also moving towards sustainability, in line with their economy's guidelines. Sustainable tourism is about a balance between the environmental, economic and socio-cultural aspects. There has been concerted efforts in the last couple of decades to create the balance wherein everyone thrives : people, planet and profit. Be it switching to environment-friendly infrastructure and operations, sourcing manpower and other essential requirements from the community they operate in & conserving the environment, the hospitality industry is embarking on a sustainable journey.

> ***"Tourism's very assets such as beaches, forests and mountains are at risk of climatic effects and the paradox of this industry is that we are promoting the very assets that we need to protect"***
>
> **Rachel Dodds, Director, Sustaining Tourism & Professor, Ryerson University.**



SUSTAINABLE TOURISM IS THAT WHICH "TAKES FULL ACCOUNT OF ITS CURRENT AND FUTURE ECONOMIC, SOCIAL AND ENVIRONMENTAL IMPACTS, ADDRESSING THE NEEDS OF VISITORS, THE INDUSTRY, THE ENVIRONMENT AND HOST COMMUNITIES" PROPOSED BY THE UN ENVIRONMENT PROGRAMME AND UNWTO IN 2005

"Tourism can be a force for good in our world, playing a part in protecting our planet and its biodiversity and celebrating what makes us human: from discovering new places and cultures to connecting with new people and experiences"

UN Secretary-General Antonio Guterres.

Also evident is a positive shift in the consumers' mindset towards a sustainable and eco-friendly lifestyle. According to a new report '**Top Countries for Sustainable Tourism**', released by global market research company **Euromonitor International at ITB Berlin in March 2021**, 66.4% of consumers globally want to have a positive impact on the environment through their daily actions in 2021,

According to the same report, Scandinavia is leading by example in its engagement and progress towards sustainable travel, with **Sweden ranked first, followed by Finland, Austria, Estonia, and Norway**. These findings extracted from the new Sustainable Travel Index, developed by Euromonitor International, assess 99 country destinations through the lens of environmental, social and economic sustainability, country risk as well as sustainable tourism demand, transport and lodging.

"*Sweden is a pioneer in lifecycle assessment research which is critical to understand the full impact of consumer behaviour and consumption patterns*," analyses **Caroline Bremner, head of travel at Euromonitor International.** The country is highly engaged with the Sustainable Development Goals and preserves the Arctic ice and permafrost to help stop climate change, aiming to achieve net-zero emissions by 2045.

There are many terms for sustainable tourism as of late, including regenerative tourism and conscious tourism however, no matter what you call it – the current social, economic and environmental aspects are imbalanced and this industry must do more to shift towards a better future.

TOP 10 COUNTRIES IN SUSTAINABLE TOURISM

1. Sweden
2. Finland
3. Austria
4. Estonia
5. Norway
6. Slovakia
7. Iceland
8. Latvia
9. France
10. Slovenia



Photo: Linus Mimietz

"The need for sustainable/responsible planning and management is imperative for the industry to survive as a whole. We must not only mitigate and adapt to climate change but also protect and preserve our natural environmental and cultural assets while considering a more positive livelihood for communities and workers", adds **Dodds**. *"It should always be remembered, that due to the climatic impacts, tourism will never be completely sustainable, however, all aspects of tourism can become more sustainable."*

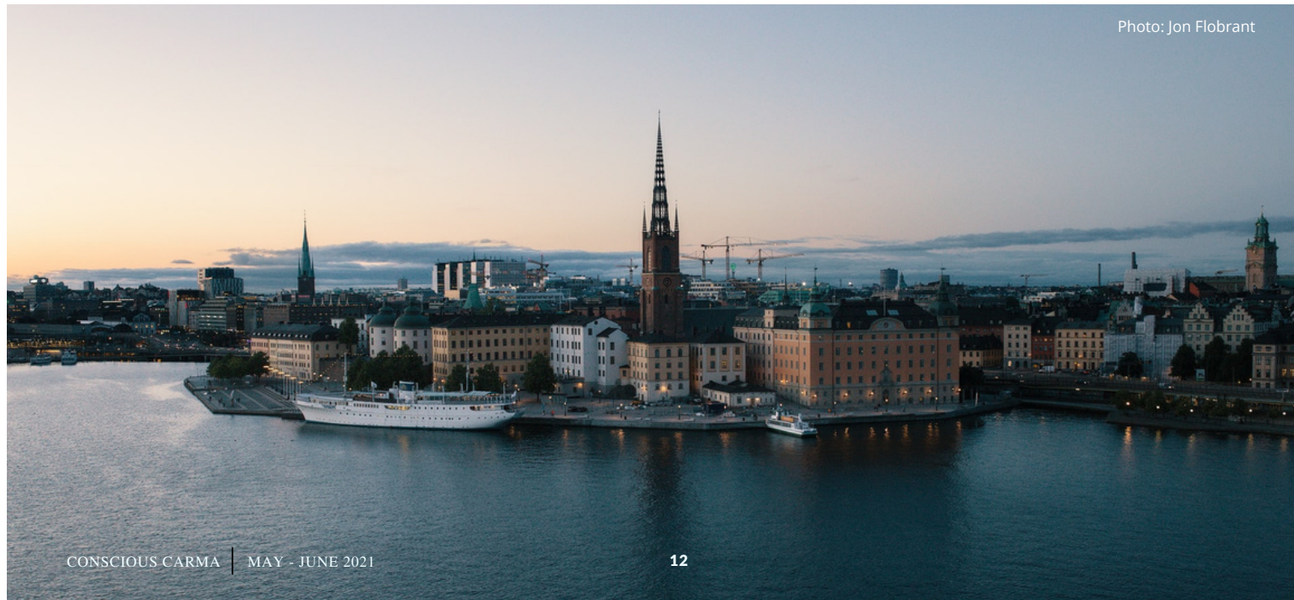


Photo: Jon Flobrant



Sustainable tourism is integral to the continued practice of the travel industry worldwide.

The key features of a sustainable destination are

1. **Switching to renewable energy**
2. **Ditching single-use plastic**
3. **Efficient Energy, Waste & Water management**
4. **Cutting down on food waste**
5. **Growing organic fruits and vegetables**
6. **Sourcing locally manpower and other resources**
7. **Creating a paperless hotel**
8. **Integrating sustainability into a hotel's architecture**
9. **Encouraging plant-based menus**

Photo: Mike Swigunski

IMPACT OF COVID-19 ON TOURISM

The ongoing Covid mayhem has badly impacted the tourism industry worldwide. It has also stressed the need to reboot the tourism economy on a more sustainable level. The crisis calls for the government and the tourism industry to shift the policies and business practices towards more sustainable, stronger and inclusive models of tourism development.

According to the latest market research report by Technavio, a leading global technology research and advisory company, the sustainable tourism market size will record a decline by USD 130.12 billion during 2020-2024 due to Covid-19. However, the market's growth momentum is set to accelerate during the forecast period. The shifting preference of tourists towards local and authentic experiences, will have a positive impact on the market and contribute to its growth significantly over the forecast period, the report mentions.

This World Environment Day, the One Planet Sustainable Tourism Programme led by the **World Tourism Organization (UNWTO)** announced its **new vision for global tourism– growing better, stronger, and balancing the needs of people, the planet and prosperity**. On this occasion, UNWTO **Secretary-General Zurab Pololikashvili** said *"Sustainability must no longer be a niche part of tourism but must be the new norm for every part of our sector. This is one of the central elements of our Global Guidelines to Restart Tourism. It is in our hands to transform tourism and that emerging from COVID-19 becomes a turning point for sustainability"*.

"A regeneration of the tourism and events sector is possible by engaging, inspiring and enabling destinations to become more regenerative, flourishing and resilient places to visit, meet and live in", says **Guy Bigwood, CEO, and chief changemaker, Global Destination Sustainability Movement (GDS-Movement)**. GDS-Movement is a collaborative platform, which acts to catalyse transformation in the tourism and events industry. The GDS-Movement is working with over 75 pioneering municipalities, destination management organisations and convention bureaus to facilitate the development of regenerative strategies, skill sets and mindsets that will enable destinations of the future to thrive.



The GDS-Movement evolved from the Global Destination Sustainability Index; the world's leading sustainability benchmarking and performance improvement programme for destinations, and their visitor economy. The GDS-Index was inspired by the International Congress and Convention Association (ICCA) Scandinavian chapter and MCI in 2012 when fifteen pioneering cities created and launched the Scandinavian Destination Sustainability Index. In 2015 the project evolved into the GDS-Index, a collaborative partnership between ICCA, IMEX Exhibitions, European Cities Marketing, MCI Group and GUBI consulting. Today over 75 destinations are signed up to track their progress against the rigorous set of DMO and supplier management criteria and social and environmental considerations.



Photo: Victor He

"This deep cultural and systemic transformation requires a paradigm shift in beliefs, values and business models. The result will be heightened resilience when faced with the further risks of climate change, biodiversity collapse and social unrest", adds **Bigwood**.

There are various seminars and conferences happening throughout the world to promote sustainable tourism. A concerted effort in this direction will make an early and effective transition. For eg., the forthcoming Annual **Ecotourism and Sustainable Tourism Conference (ESTC) to be held in Tokat, Turkey from July 27th – 31st 2021**, will be dwelling upon the advancement of sustainability goals for the tourism industry. Running in its 16th year, ESTC is being organized by The International Ecotourism Society (TIES), a US non-profit organization established in 1990 to contribute to sustainable practice and raise global awareness for ecotourism.



"With approximately 30 Ambassadors, 250 participants from the Travel and Tourism industry and Foreign Tourism Ministers, we look forward to laying down guidelines for sustainable and safe tourism globally", says **Murtaza Kalender, TIES Eurasia Chapter Head and Vice President, TIES**. The pandemic has shown that Responsible Tourism is the only way forward and the sooner we adapt, the better it will be for all the stakeholders viz., the economy, environment and the people.

Together, let's rethink tourism and renew its relationship with people, planet and prosperity.

"A regeneration of the tourism and events sector is possible by engaging, inspiring and enabling destinations to become more regenerative, flourishing and resilient places to visit, meet and live in. This deep cultural and systemic transformation requires a paradigm shift in beliefs, values and business models. The result will be heightened resilience when faced with the further risks of climate change, biodiversity collapse and social unrest"



Guy Bigwood
CEO, and chief changemaker, Global Destination Sustainability Movement (GDS-Movement)

Photo: Danny Lines



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

https://www.workshoptravelshop.com/events

Q&A with MURTAZA KALENDER

Eurasia Chapter Head and Vice President, TIES



In a Nutshell

The **16th Annual Ecotourism and Sustainable Tourism Conference (ESTC)** is taking place in **Tokat, Turkey from July 27th – 31st 2021**. The conference is being hosted by **The International Ecotourism Society (TIES) Eurasia Chapter**.
ESTC 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.

INTERVIEW

by Conscious Carma

Q Amidst the pandemic, how have been the response to the conference?

A On behalf of TIES Eurasia, we always think positive and we have been updating all related industries via zoom meetings. We've done several beneficial presentations to around 100.000 people and have addressed their concerns. Thanks to these zoom conferences, we have managed to motivate many industry stakeholders so far, and approximately 30 Ambassadors, 250 Foreign Tour Operators and 2 Foreign Ministers of Tourism have confirmed their presence.

Q How are TIES eco-awards being conducted?

A TIES eco-awards, is 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. TIES places focus on celebrating global ecological destinations and supporting the people and organizations that are responsible and sustainable in their practices with respect to our planet.

The awards will be presented at a gala night award ceremony on July 28th amidst the dignitaries, bureaucrats, media and industry. The awards play a significant role in furthering our cause of promoting sustainability. Awards not only recognize the excellence and applaud the winners, they also act as a strong motivation for others to adopt and excel in sustainable tourism.

Q What steps are being taken to ensure the safety of delegates at TIES?

A ESTC will conform to the highest safety standards and procedures as defined by ICCA. A greater focus on safety protocols and contactless tourism experiences will be witnessed at the conference.

Q The tourism industry has suffered the most from the pandemic. How TIES is helping in its revival?

A As a non-profit organization, TIES is actively contributing towards sustainable practices and raising global awareness much needed for ecotourism since its inception in the year 1990 in the United States. With more than 30 years in operation, TIES has members in 206 countries and representation in 55 different destinations. TIES' established principles for the protection and preservation of all-natural resources are widely acknowledged and utilized in nations all over the world.

During the pandemic, TIES held several educational introductory zoom meetings on how to rethink and revive the tourism industry. In fact, Sustainability is the only way forward and it is time that the entire industry shifts its focus on it. During the pandemic period, we've also appointed 55 Destination Chapter heads for efficiency and better communication with the world.

Q Kindly comment on the growth of the eco-friendly & sustainable tourism community in recent years.

A Eco-friendly & sustainable tourism has grown manifold in recent years owing to the greater focus to combat climate change. The government policies, the industry practices and the travellers' preferences have all shifted towards sustainable tourism.

Over the years, TIES has been at the forefront of the development of ecotourism, providing guidelines and standards, training, technical assistance and educational resources. We are committed to make tourism a viable tool for conservation, protection of bio-cultural diversity and sustainable community development.

United India's battle against the second wave of COVID-19

and the world comes to its rescue

by **Team Conscious Carma**

Since last year, our lives have changed in many ways due to COVID-19. While India managed to come out of the first wave sooner and with less damage to lives and livelihoods, the second wave which started in March 2021 proved lethal and came too close to everybody's home.

India lost way too many lives and that too young lives, The country went through the worst pandemic, witnessing at large, the helplessness of people grappling for hospital beds, funds, oxygen, timely treatment and sorrow and grief of losing their loved ones. Many lost the sole earning member of the family, many lost all their savings on treatments of their loved ones, many businesses were shut, many became jobless and many came on roads literally. Life will never be the same again for all of them who were ripped off their peace, happiness and funds in the pandemic.

And the ones who left their bodies, could not meet their families, could not communicate with them, died yearning for them. All in all, India went through hell during the second wave.

However, amidst the panic-stricken situation, the entire country was united and fought the battle with CoVid bravely. Team Conscious Carma salutes every person who has come out from his/her comfort zone to help others. The frontline workers - laboratory operators, crematorium operators, transporters, police officials, paramilitary officers, chemists, volunteers and every other person who was out there to help the pandemic struck patients, their families, the strays on the roads and provided shelter and support to the children and pets whose families succumbed to CoVid.

INDIA SALUTES ITS COVID WARRIORS

Frontline Workers

The doctors, nurses, healthcare workers, cleaning staff of hospitals, not worrying about their life, spent days and nights without sleep, proper food, away from their loved ones, treating the patients as well as giving comfort to them just like their family members. There were tears rolling down their eyes when they could not save them from the lack of medical facilities. One can only imagine the mental trauma they must have gone through trying to save the patients till their last breath. India salutes their sincerity, dedication, hard work and compassion to save as many lives as they could. They really acted as Gods on Earth.



Nurses are scorned for being late with medicines, yet they are holding their bladder because they don't have time to use the restroom, starving because they missed lunch, being peed on, puked on, bled on, beat on, yelled at and are missing their family while taking care of yours.



"Marriage can wait, not my patients, who are struggling for their lives in isolation wards," Kerala's Dr Shifa M Mohammed told her fiance and parents, asking them to postpone the wedding ceremony.



A 37 - year - old doctor performed the last rites of a woman who succumbed to COVID - 19 at Sardar Vallabh Bhai Patel Hospital in Delhi. "Her son was unable to perform the ... rites since he was still COVID - 19 - positive ... When no one came forward till Thursday, I decided to help the family, " said Dr Varun Garg.

Good Samaritans

The great common men and women of India bravely stood up to the challenge and devoted their time, energy and money to help the needy. They were among the true warriors in winning this battle against CoVid. Overnight, efficient crisis management systems were being created by hundreds and thousands of people, passing on the relevant information, arranging beds, oxygen, medicine, food, converting personal cars into ambulances and arranging funds.

Nobody knew nobody, yet they left no stone unturned to help them. Whatever little savings they had, they happily parted with it to help people they didn't even know.



9-year-old 'LICYPRIYA KANGUJAM' spent all her savings to buy 100 Oxygen Concentrators for India. She is a young, dynamic climate activist from Manipur



85-Year-Old RSS Worker, Narayan Dhabadkar gave up alloted bed to save younger man's life.
At the hospital, he saw a woman begging doctors to admit her 40-year-old husband. Narayan Dhabadkar offered his bed to her. "I am 85 now, have lived my life, you should offer the bed to this man instead, his children need him."



Arif Khan, an ambulance driver who ferried hundreds of patients of Covid-19 as well as carrying its victims for their last rites had succumbed to the disease following months of selfless and unrelenting service during the pandemic. Khan was on duty since the CoVid-19 outbreak and never went home during his duty. He was the ambulance driver with Shaheed Bhagat Singh Seva Dal.



Oxygen Man became Ray Of Hope For CoVid-19 Patients In Bihar. Patna's Gaurav Rai was on a one man mission and had helped to supply oxygen free of cost for over 1,100 patients in home isolation.



Nagpur businessman Pyare Khan spends Rs 85 lakh to procure 400 MT of oxygen for COVID-19 hospitals

Religious Places

Almost all the gurudwaras, temples, mosques and churches were converted into CoVid care facilities within days, providing free services to anybody irrespective of caste & creed. There were oxygen langars outside the gurudwaras, on the roadside, in the cars, autorickshaws, wherever and however, one could find it convenient and within their means.



Sikh Community

The pride of India, opened their religious places, their hearts and their wallets once again to save the humanity. Sikhs were seen gathered outside the gurudwara (place of worship) and doing oxygen kar sewa in their vehicles. People who couldn't find oxygen anywhere even with money could get free oxygen there. Langars (food) were served day and night to everyone, gurudwaras were converted into CoVid care centres, medicines that were black marketed were freely available at gurudwara. Whichever part of the world, they may be, they are always ahead in serving the community. "Kar Sewa", service to humanity, is the greatest service, being taught to them by their Guru.

Gurudwara Takht Shri Hazoor Sahib

One of 5 takhts of Sikhism announced that it will release all its gold collected over the past 5 decades for the construction of hospitals and medical institutions

Celebrities

Bollywood stars, cricketers, singers and other celebrities also contributed to the Central and State's CoVid relief fund. Some raised funds, some took care of the daily wagers of the film industry while some came out of their comfort zones and were on the field helping those affected by the crisis. One name that stands out among all is **Bollywood star Sonu Sood**, who helped numerous migrant workers to reach their homes safely during the first wave of CoVid and continued with his support in the second wave. He and his team were there on the roads helping the affected with money, ration, jobs, etc.





Pathan Foundation by former Indian cricketers Irfan and Yusuf Pathan

were also involved in sending relief materials to the needy since the pandemic began last year. Several oxygen concentrators were sent to people in dire need.

Kannada star Arjun Gowda

launched his own ambulance service, "**Project Smile Trust**" and even became an ambulance driver helping people and offering assistance for the final rites of CoVid patients.



NGOs & Voluntary Organisations

Hundreds of NGOs and several overnight formed voluntary organizations by citizens were on the ground, on the mobiles and at the CoVid relief centres, doing every bit to save as many lives as possible. Shaheed Bhagat Singh Sewa Dal, Hemkunt Foundation, Goa CoVid Relief Volunteers, Simply blood, giveindia.org, Mission Oxygen, Buddh Jyoti Foundation, T.E.A.M and many many more.



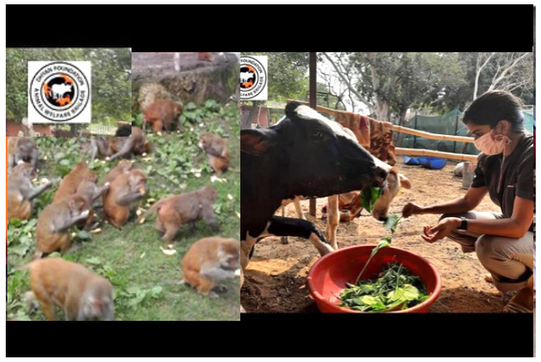
Buddh Jyoti Foundation (BJF)

Being Distribution Partner of the "**Care with Prayers**" Initiative BJF distributed critical care equipment's including ventilators, oxygen concentrators, hygiene kits across India and Nepal to assist governments, local bodies, organisations and hospitals in the fight against the second wave of CoVid 19 and supplement the infrastructure for the impending third wave. BJF continues to distribute tons of ration, hygiene kits and medical equipment's to migrant workers, international refugees and other needy people and communities in the remotest corners of India.



Naad Foundation

Delhi based NGO founded by Nishi Singh led a sanitation drive in the affected areas and distributed ration, masks and sanitisers to the families. During the second wave, in affected areas, the NGO provided assistance to patients needing medicine, hospital admission, and oxygen cylinders, contributed medicine kits to the '**Gaon Bachao, Desh Bachao**' initiative by Dr Kumar Vishwas and provided PPE kits, face shields, masks sanitisers to corona warriors, doctors and police personnel.



Dhyan Foundation

Dhyan Foundation volunteers across India were seen tending to the strays all over the country.

In Kochi, Dr Prasan Prabhakar, a cardiologist at the Laxmi Hospital, juggled his hospital duties with feeding stray animals in the vicinity. In Simla, a few volunteers headed to the Jhaku Temple area every day to feed a few hundred hungry monkeys. Like them, a few hundred volunteers of the Dhyan Foundation were tirelessly taking food to birds and animals on the streets and in shelters run by this spiritual and welfare group. With the lockdown keeping temples, tea stalls and shops closed and people in their homes, animals across the country were going hungry.

The Foundation identified more than 500 spots across the country, from metro cities to small towns across Bihar, Jharkhand, West Bengal, Tripura, Odisha, Karnataka, Uttar Pradesh, Haryana and Assam where volunteers took to the streets to feed strays every day. This was in addition to the 50,000 rescued animals that they take care of at their shelters on a regular basis. Temple towns such as Ayodhya, Allahabad, Vrindavan and Sasaram, which are known for their large population of monkeys, were a focus area for volunteers living there.

The Dhyan Foundation, with centre's in 6 countries, was formed in 2002 to teach yoga and spiritual studies. It has been consistently active in community and animal welfare with 40 plus shelters for rescued and ill animals where they house more than 50000 animals, predominantly cattle.



Khaana Chahiye Foundation

started as a citizen-led campaign in March 2020, looked after the immediate, lockdown-induced food demands of the homeless, migrant workers, daily wage labourers, and other vulnerable populations in the city of Mumbai



Hemkunt Foundation

Gurugram based NGO distributed Oxygen Cylinders to COVID-19 patients for free and also operated oxygen centres 24X7 accommodating 500 people at a time. The organisation is based upon the most popular Sikh principle of 'Sarbat Da Bhalla' which means welfare for all.

A Few more notable foundations...

T.E.A.M.

a student-led emergency relief group initiated a Vaccine Education and Distribution drive for local communities in over 10 native languages. With the help of social media fund-raising campaigns and outreach initiatives, they raised over INR 1.5 cr and helped over 45,000 people.

Simply Blood

Kiran Verma along with many other like-minded persons started initiatives like **Simply Blood** in Delhi NCR to provide blood, plasma and platelet support to Covid19 patients. Another initiative, "**Change with one meal**" providing an unlimited meal at the doorstep at Rs.10 in Delhi. He wasn't spared by the virus, but that didn't deter him from continuing with his mission. He is planning to walk across India in December, for the awareness of blood donation and plans to cover around 300 cities.

Grateful to the World Economies

The World came to its rescue, with countries rushing critical emergency use equipment to enable India to counter the deadly second wave. This act of solidarity among nations was heartwarming.

Amid the aid and wishes pouring in from around the world, a video of people in Israel chanting '**Om Namah Shivay**' for the well-being of the country went viral on social media.

The video was shared by **Pawan K Pal**, an Indian diplomat in Israel, on his Instagram page, along with a caption that read, "*When whole Israel unites to give you a ray of hope.*" In the clip, hundreds of people are seen sitting at Habima Square in Tel Aviv and chanting the mantra.



A big thanks to THE CORPORATE WORLD

India Inc pitched in too, donating oxygen plants, oxygen concentrators, oxygen cylinders, ventilator beds and other critical devices to hospitals. Created mini-hospitals with equipment for critical districts in India. Stood with their employees and their families in the hour of need, providing them with financial and moral support, TATA, Wipro, Mahindra, Borosil, Radisson Hotel, Byju's, Paytm, FITTR, Internshala, Diageo, Hartek Group, Vedanta, Hyundai, the list is endless as almost every organization pitched in. The heart winner is Tata Steel announcing that the family of the deceased employee will the receive last drawn salary till 60 years of his age along with medical benefits and housing facilities.



The warriors won the war

The country's brave warriors won the war against Covid's second wave, however, the country lost 776 doctors, the **GREAT HEROES** who laid down their lives serving humanity (figure stated by **Indian Medical Association**). The country also lost nearly 1.5 lakh citizens.

Over 10 million Indians have lost their jobs because of the second wave of COVID-19, and around 97 per cent of households' incomes have declined since the beginning of the pandemic last year, according to a report by the Centre for Monitoring Indian Economy (CMIE).

But this too shall pass and will pass. India's ray of hope is its people, their humanity, their compassion and their willingness to be there for others in need. Of course, barring a few who chose to gain from the pandemic, but then that is life. It's their Karma and they will have to deal with it, sooner or later. As they say, whatever you do, good or bad, comes back to you manifold.

We shall be forever indebted...

- TATA Group sourced 200-300 tonne medical oxygen daily to overcome the shortage of oxygen. TATA Steel diverted oxygen resources from its plants for medical purpose. Last year, TATA Group pledged Rs.1500 crore for battling the pandemic.

- Azim Premji Foundation (Rs 1,000 crore), Wipro (Rs 100 crore), and Wipro Enterprises (Rs 25 crore) committed Rs 1,125 crore towards tackling the COVID-19 pandemic outbreak.

- Tech Mahindra, in collaboration with Fortis hospital, converted its cafeteria into a Covid Care facility. Tech Mahindra Foundation also supported Mission Oxygen to set up 50 oxygen plants for charitable and government hospitals to ensure immediate access to oxygen in tier-2 cities.

- Borosil Limited and Borosil Renewables Ltd. announced that the family members of an employee losing life due to Covid-19 will continue to receive the salary for the next two years (in addition to all the other benefits they are entitled to). The company will also take care of the education of the children till their graduation.

- ITC Limited tied with Linde India Ltd to airlift 24 cryogenic ISO containers from Asian countries to ease medical oxygen supply to hospitals. It also airlifted a large number of oxygen concentrators and its paper unit in Bhadrachalam commenced supply of oxygen to neighbouring areas.

- Radisson Gurgaon started complimentary meals in Gurugram for COVID positive patients in isolation.

- Paytm airlifted 21,000 oxygen concentrators.

- Boeing Announced $10 Million Aid For India's Fight Against Covid.

- Hartek Group started complimentary meals in Mohali & Chandigarh for Covid patients and the needy.

- FITTR committed 1 Cr ($140,000 USD) to Atharvani Global Foundation for #covid19relief.

- Royal Orchid Hotels offered free training and employment to dependents of Covid victims.

- Diageo pledged INR 45 crores to support India’s COVID public health infrastructure.

- Hyundai Motor India Foundation donated a package of Rs.10 crores towards Pandemic Relief to Tamil Nadu Government.

- Vedanta pledged INR 150 crores to aid in the fight against the second wave.

- Google has announced a Rs113 crore grant through its philanthropic arm, Google.org, towards covid-19 relief efforts in India, setting up oxygen generation plants and improving healthcare infrastructure in rural areas. It had also committed earlier in April Rs.135 crore funding



Startup Success **STORIES**

23:23 DESIGNS

Sustainable products as unique as its name

23:23 Designs & Sourcing is a young social enterprise, established in 2018, by a husband & wife duo to help the people and the planet. It is a creative and sustainable collection of traditional and contemporary crafts and all that which has evolved through the generations. The use of up-cycled, handmade and vintage materials is the foundation of their designs. They partner with a careful selection of organizations and directly with artisans to ensure that all artisans are fairly paid and treated.

A bootstrapped enterprise, the duo have managed to create a niche for themselves among the various stakeholders due to their hard work, ethical & transparent practices and professionalism. Within a span of just two years, the journey of the brand towards its mission of bringing a change by connecting people to products & the planet for a greater good has had considerable milestones.



Sooti syahi- sari



Ajrakh necklace -DITI



Facewash - Spa veda



Ammiji



Pencils - 23:23 Designs



Monab bags

THE MISSION: "PEOPLE | PLANET | PARTNERSHIPS"

The mission of the company is to provide a means of livelihood to the marginalized section of society and protect the environment. To accomplish the same, they skill them in creating sustainable lifestyle products and help sell their products. Creating a beautiful partnership between the people and the planet to survive and thrive is the mantra they swear by.

23:23 Designs works in the social development sector with other NGOs, SHGs (Self-help groups), trusts & societies, clusters & social enterprises and supports market linkages, product development & diversification, project management, skill development & capacity building, retail management, business development, education & training.

The year 2021 saw the launch of their online marketplace, a one-stop shop for everything sustainable, handcrafted and made ethically. The platform extensively promotes social enterprises, young startups and women-led organizations.

"Working as aggregators and facilitating market linkages, 23:23 Designs currently supports and Impacts 4000+ beneficiaries Pan India. We broadly cover products like recycled paper, sustainable stationery, handloom textiles, natural grass basketry, organic food, skincare and much more. And the crafts we are bringing to the fore are, terracotta & ceramics, woodwork, handknitting, hand crochet & macrame, upcycled & sustainable solutions, etc" says **Himanshu Pal, Co-founder 23:23 Designs**.

"We are also working with renowned International & national Brands such as Anthropologie, TOAST, Nicobar, Iconic Fashions, Reliance Swadesh, and promoting Traditional Indian Craft on the World Map. For our customers, aesthetics with sustainable solutions is the core value of our products", adds **Himanshu**.

STORYTELLING

The brand believes the people, skills and heritage behind each product are just as beautiful as the product itself. These stories deserve to be told and revisited. With every product, we bring together a little bit of history that was lost somewhere in time. Each of our products beholds a story waiting to be told and we endeavour to be as transparent as possible in the storytelling part.

AND THE STORY BEHIND THE NAME 23:23

There are many social enterprises in India now, doing good and making an impact, we are one amongst them….But people do remember us, not just for the good we are doing but also for our Unique name….and as mentioned before, we are storytellers too…and this story is our favourite one…

23:23(Twenty Three: Twenty Three), is based on the concept of Synchronicity. Synchronicity is a concept, which holds that events are meaningful coincidences, they occur with no causal relationship yet seem to be meaningfully related. The Founders of 23:23 Designs saw double digits in timepieces, vehicles number plates, and many more "Meaningful Coincidences". Synchronicity led us to, getting conscious of little occurrences as signs of being on the right path for a greater good. The universe winks and nods at you from time to time, to let you know that you are treading on the path of doing good. Once you start noticing these little cosmic cairns, once you understand that you're on a path at all, you'll begin to see them everywhere. We believe that our unconscious yearning to give back to the community and planet led us to a conscious effort of starting 23:23 Designs & Sourcing.

THE VISION

A world where every citizen can live a safe, secure, and fulfilling life, in harmony with nature.

Visit the website for more designs: https://2323designs.in

Startup Success **STORIES**

ipanelKlean

Inoviea's breakthrough innovation in solar panel efficiency; An automatic and waterless Solar Panel cleaning system

Suchin Jain, an IIT, Delhi and IIM, Ahmedabad alumni, and an ex-navy officer, took a dive into the sea of startups in the year 2014. Having spent his life in the Naval services, he did find entrepreneurship a lot different but that didn't deter him from taking the plunge. his passion for developing technological innovations.

The bootstrapped startup, Inoviea based in Noida, UP, started initially as a consulting company. However, Suchin's passion for innovation and his engineering mind continuously worked on innovating new technologies that could solve some nagging problems. In the year 2015, Suchin decided to focus on developing niche and indigenous solutions in solar and since then he claims to have grown 100 per cent year-on-year for the last five years and is maintaining a turnover of Rs 1-1.2 crore every year.









INDIA'S FIRST E-BOAT DEVELOPED BY INOVIEA

Soon, Inoviea developed the **first E-boat of the Country** which was launched by honourable **Prime Minister Shri Narendra Modi on 01 May 2016.** It was a diesel-powered boat being converted to a solar-charged Electric-boat within a span of just eight days, to reduce water pollution on Assi Ghat in river Ganga at Varanasi. He also developed a Touchless Intelligent Disinfection Gate to fight CoVid-19.

IPANELKLEAN, AN AUTOMATIC AND WATERLESS SOLAR PANEL CLEANING SYSTEM

Inoviea's latest innovation is **ipanelKlean**, an automatic and waterless solar panel cleaning system. *"This state-of-the-art patented engineering solution doubles the benefits of investment in rooftop solar power plants. It increases power generation anywhere from 30% to 100% and reduction in payback period by up to 40%". The automatic cleaning solution helps save one billion litres of water per GW (gigawatt) annually. This solution can also save 1,700 tonnes of CO2 per GW every day"*, says **Suchin**.

Today, most solar power plants are performing way below their installed capacities due to many reasons such as dust deposition, degradation of solar panels, their structures and rooftop structures. Due to the constant use of water for cleaning, the use of brush causes aberrations on panel surfaces that decrease their yield year on year. Moreover, it's difficult to clean solar panels which are installed on high-rise roofs. It also poses life-risks to cleaning manpower due to possibilities of electrocution from high-voltage DC and falling from roof-tops.

"We are using a combined system of slippery coating and compressed air to keep the solar panels clean from dust. The entire process is done without water or human interventions automatically, and that too multiple times in a day. The solution can be installed in both existing and new solar panels. The coating over the panels does not allow dust to stick to the panels, and the air compressors installed across the solar panel helps in blowing away the dust", he adds.

ACCOLADES AND AWARDS

The technology has won numerous accolades and awards. Named among the top 5 technologies making India green during the World Intellectual Property day event. Green listed with Gomassive.in and Amplus solar. Selected by Capitaland Sustainability X Challenge, Singapore among the top 10 technologies among 270 participants from 30 countries. Selected by Ministry of Science & Technology and Ministry of Electronics for BIG-17 grant and international patent grant. Shortlisted by a leading government solar panel manufacturer as a Technology partner. The startup is presently incubated at Nexus, the startup hub of the US govt at the American Embassy New Delhi. The startup also won $500 from a Facebook competition.

As a Naval Architect, Suchin was primarily a warship designer, who undertook structural design analysis of indigenous aircraft carrier 'Vikrant', been part of the modernization of INS Vikramaditya, undertaken design, construction and repair of numerous other naval warships and submarine projects during 26 years of his career in Indian Navy that positioned him in Technical leadership role.

"Transition from a whole life defence guy to an entrepreneur was not easy. Economic scenario, market changes, global slowdown and later corona shown me a roller-coaster of the startup world that led me to focus on the collaborative work culture and eventually convert my office into a vibrant Co-working space focused on innovation. My startup journey has been helping me find my mojo" adds Jain.

FUTURE PLANS

The company is currently looking to raise its Seed round of funding, aimed at setting up its own manufacturing unit to ramp up its production and capture the entire Indian market. Apart from this, the company is also looking to foster joint ventures abroad by licensing the technology.

Visit the website for more information: https://www.inoviea.com/

Celebrity
CORNER

PRAGYA KAPOOR

Phenomenal producer, sensational environmentalist and a loving mother of two, Pragya Kapoor, born and brought up in a small, quaint town of Sweden, relocated to India in 2009 to try her hand at acting. Post her Bollywood debut in the 2014 film 'Hawaa Hawaai', the actress tied the knot with the celebrated film director Abhishek Kapoor in 2015.

Whilst pursuing her work in Hindi cinema, Pragya is also an avid conservationist with colossal zeal for sustainability and eco-friendly practices. Her practice of ensuring zero waste at home later inspired her to establish Ek Saath- The Earth Foundation, a not for profit entity that works towards making the country more sustainable. Pragya also strives to inculcate the idea of sustainability in her role as a mother as she celebrated her younger son's birthday by organizing a beach clean-up drive. Recently, even her production house went 100% green by switching to solar power!

"It's overwhelming to see how our youth today has begun to raise important questions, come out on the streets to save trees and support other causes"









Conscious Carma gets into a candid chat with the Environmentalist

How and when were you inspired towards sustainability?

Spending my formative years in a country like Sweden ensured that I'm raised in an environment that has values of sustainability ingrained in its very culture. So practising recycling or managing our waste responsibly were things that just came naturally to us. But it was a completely different story down here in Mumbai. It took me a fair amount of time while getting used to the drastically different ways of living here. That was until I became a mother and the thought of raising my kids in a world which doesn't offer the same values that I inculcated growing up, seemed unacceptable to me. That triggered a drive in me to not be complacent with how things are and trace back my sustainable ways of living, one step at a time.

You've been in India for more than a decade. Have you seen any remarkable difference in people's and organisational behaviour with respect to the conservation of environment?

Most certainly. It's hard to turn a blind eye towards nature when its severe consequences are all around you. People are starting to care, it's overwhelming to see how our youth today has begun to raise important questions, come out on the streets to save trees and support other causes. Organisations too are offering increasing support to important initiatives that would never see the light of the day without their aid. Social Media has played a crucial role in setting up the momentum for so many important movements that have overturned government's decisions, led to landmark verdicts and what not. So yes, there's been a remarkable shift in the attitude and that's also the need of the hour. That being said, I think we still have a long way to go in order to bring about a considerable change. The kind of ecological hazard these consumer giants have become today, it's hard to compensate for that with a few CSR drives from the aware ones. Until we don't strive to change the very model on which these companies function, there's little we can do to salvage the situation.

Going forward, how do you plan to take forward your mission of saving the environment.

Last year we broadened our horizons by setting up a waste management centre in Rakccham, a tiny picturesque hamlet in Himachal Pradesh, with an objective of eliminating primitive waste disposal methods and promoting eco-tourism. Going forward, we aim to move across different parts of the state to make it the first waste-free state of India. Apart from that we shall also continue with our existing drives- afforestation programmes, beach clean-ups, awareness campaigns. Our two main goals for the year remain promoting sustainable development and waste management. We aim to make the corporations, government and the masses aware of the sustainable alternatives they can opt for without compromising on their convenience to reduce their carbon footprints. Waste is another major issue plaguing our ecosystems. Other than being a breeding ground for diseases, improper disposal methods have had devastating impacts on marine life. We hope to minimise the damage by making people and organisations more responsible with their waste.

Please tell us more about Ek Saath- The Earth Foundation and its various activities.

Ek Saath was a lifelong dream that I happened to realise last year. Over time, we've grown to sideline the tender relationship we all share with nature. We've forgotten what it's like to climb trees, walk barefoot on grass. Instead, we pollute our seas, land, air only to face the consequences of it later. The more we nourish our surroundings, the more it shall nurture us in turn. Ek Saath stands to harmonise this very critical rapport that lies terribly compromised of late. In barely a year we've managed to conquer such great heights, we've conducted massive beach clean-up drives to rid it off tons of harmful plastic trash, carried out urban afforestation drives to make our cities greener. Throughout the lockdown period, we took up the daunting task of supporting thousands of needy migrant families by providing them with daily meals and rations to help them sustain the threatening phase. More than an NGO, I consider Ek Saath to be a force that is out there to make people accountable for their own surroundings. It's a drive to empower people to take charge of the nature around them. A team effort that unites like-minded individuals headed in the same direction.

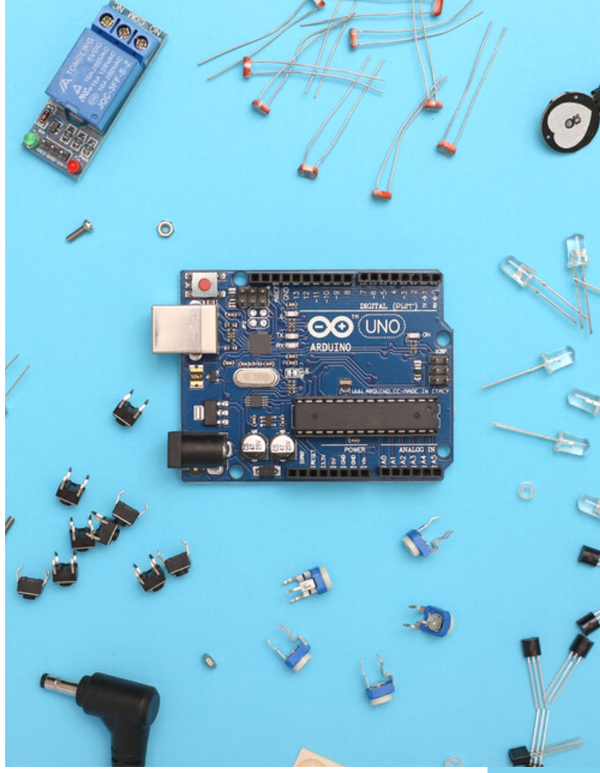


E-waste posing a threat to public health and the environment in India

India generated 708,445-tonne e-waste in 2017-18 and 771,215 tonnes in the following fiscal, said a recent report by the **Central Pollution Control Board**. In 2019-20, the figure rose 32 per cent to 1,014,961 tonne.

Worldwide, a record 53.6 metric tonnes (Mt) of electronic waste was generated in 2019, up 21 per cent in just five years, according to the **UN's Global E-waste Monitor 2020**. The report also predicts global e-waste – discarded products with a battery or plug – will reach 74 Mt by 2030, almost a doubling of e-waste in just 16 years. This makes e-waste the world's fastest-growing domestic waste stream, fueled mainly by higher consumption rates of electric and electronic equipment, short life cycles, and few options for repair.

"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 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 of 70% of computer devices, 12% in Telecom sector, 8% Medical Equipment, and 7% Electrical equipment.",
says **Shyama Soorya, Director-Business & Services Sales, Sureworks Infotech Pvt Ltd.**



According to a 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.

"We should retain our electronic products for a longer period, repair them, refurbish them. And instead of dumping them at a later date, we should donate them for reuse, else sell them to authorized recycling dealers",
says **Poonam K Malhotra, Founder Editor, Conscious Carma**, India's first global magazine on Sustainability & Responsibility.



To commemorate Environment Day, Conscious Carma led a campaign to create awareness about the hazards of recycling and dumping e-waste. *"It's necessary to educate the consumers about e-waste hazard to their health and environment so that they are more conscious about their consumption as well as disposal of electronic products"* added **Malhotra**.

Conscious Products

Save life, Stay safe and Create livelihood with AG
By ASHA GAUTAM

The Pandemic has taught us one thing that we are at the mercy of nature and uncertainty in life. It also made us realise how we need to take care of our friends and family more while they are healthy.

"Our artisans are also part of our family as our relation with them is not less than that of a family. During these times apart from giving them economical security, medical assistance and dignified life we also need to ensure that we keep planning for times ahead. One cannot support anyone through charity all our life and this is why we at ASHA GAUTAM always believe in empowerment and self reliance. Seeing the situation we decided to create an affordable collection under the brand name AG by ASHA GAUTAM" says ***Designer Gautam Gupta***



The collection is for any women who dress keeping in Indian sensibilities in mind. Some weavers who have looms at home and raw material available at their place have already started producing it to support their family members during this pandemic. The pattern master, designer and merchandisers are working from home to create next product line.

The collection includes Kurta Set, Kurtis, Suit-sets, Semi- formals and depicts the various needs of a multi-tasking urban woman.

Availability: http://www.ashagautam.com/



Let it Bee collection from Inhabit

This Bar Unit from Inhabit's Bespoke Series – Let it Bee Collection is inspired by the structure of a honeycomb and made with reclaimed teakwood and natural teak polish. The use of brass elements plays the highlighter here to evoke an immediate sense of indulgence and affluence. The charcoal black finish instantly sets itself on a path of creating a classy design that makes an eloquent statement. The designer wanted to create an eclectic mood, hence the forest pine Green and plush turmeric colours. The caning weave was incorporated while keeping in mind the drive to create sustainable products. The designs bridge quality and craftsmanship with stunning attention to detail. Marrying form and function, the effortless style unravels a new note to luxury.

Availability: http://www.neetakumar.com



La Fuori' unveils Mirrors in Murano

La Fuori' means 'Out there' in Italian. **The designer and founder, Vidur Adlakha**, thought it was best suited as our goal as a brand is to showcase the art, architecture, emotions, thoughts, artisans, different cultures that's 'out there' - all over the globe.

Every season the brand picks a small area in the world for their inspiration. "*We are committed to producing 30% of each collection at the source of inspiration, i.e. directly in contact with the community of craftsmen and artists who inspired us for the garments of a particular season*", says Vidur. **Their newest collection- 'Mirrors in Murano'- takes you around Italian lanes of Burano and their delicate crafts.**

Working towards our goal of sustainability and love for the environment, we envision ourselves working hands-on with organic fabrics, dyes and elements to make this world a better place. Crafting our own long journey in the sustainable lifestyle space, we believe in the beauty of slow living. Sustainability is not only about the raw products but its a lifestyle and process- for example, we indulge in digital printing to save on water and chemical consumption.

Most importantly our brand and designs truly convey and hold true to the statement that - **Slow fashion does not have to be boring.**

Availability: https://belafuori.com/



Recycle.Green launches the world's first circular economy based waste management app

Recycle Green, a green startup based in Ahmedabad has launched the world's first eco-friendly circular economy based app that will now allow citizens from the city to sell their waste as well as buy products from the platform to promote zero waste and sustainable practices. The app, launched on Google Play store, connects consumers, waste collection partners, product delivery partners, recyclers, zero waste product manufacturers, sellers, artisans, manufacturing brands with each other.

Speaking about the initiative, **Hardik Shah, Founder of Recycle Green** commented, "*The rationale behind launching Recycle Green was simple. We wanted to create an impact in environmental sustainability by bringing together all the discerning citizens of Ahmedabad. We want the whole Ahmedabad community to be a part of this revolutionary circular economy initiative and showcase to the world that ecological balance can be achieved by being more mindful about our practices and how we consume things.*"

Availability: https://play.google.com/store/apps/details?id=com.recycle.green

Cinnamon Soul, an oil based clean beauty solution for your daily skin care regime.

Cinnamon Soul, a Bangalore based clean beauty brand is all about helping you achieve a simple and effective clean beauty regime. An amalgamation of oils such as Broccoli Seed oil, Milk Thistle, Almond oil, Argan and Jojoba, the products help you achieve healthy skin.

Started by Nidha Adeni, Cinnamon Soul was an answer to the founder's woes in finding good quality and nice smelling products for sensitive skin. She went on to study organic formulation and understood the science behind every naturally-sourced ingredient. Her products are ethically produced in her Bangalore based lab along with the support of a pharmacist.

Their Gentlemen's range includes Hand made soaps, Body Oils, Face oils and 2 variants of beard oil. Made for all weather conditions across India, these multi-purpose products can help you make a conscious switch.

Availability: www.cinnamonsoul.in





Revora Organics Hair Essential Combo

Revóra Pure Organics is about reconnecting with nature in its purest and most essential state, with 100% pure & organic plant extracts and cold-pressed oils. All the products are made from herbs & plants that are organically grown in local fields and yielded when they are at their peak of maturity and the concentration of active ingredients is highest.

The **Revora Pure Organics Nourishing Hair Elixir & Revitalising Hair Mask** is formulated with the finest quality of herbs, which delivers all the essential vitamins and nutrients to the scalp. This elixir is a unique blend of coconut, mustard, and olive oil along with potent herbs, which soothes the scalp for healthy hair growth and repairs hair damage. With this unique elixir, you can finally bid goodbye to all your hair problems.

The hair mask has a blend of soothing botanicals like curry leaves, fenugreek seeds, hibiscus amongst others.

Availability: https://revoraorganics.com/



House of beauty unveils Blue Spot Roller

The Blue Spot roller from House of Beauty is great for Skin with pigmentation, brown spots or pimple marks. The natural stone facial roller detoxifies your complexion with lymphatic massage, improving skin elasticity and eliminates puffiness. This slimming facial roller promotes healthy toning while reducing under-eye circles, puffiness and may help reduce acne scars. Dual design facial roller with 2 ends roller massager. The big roller is designed for your face, chin, forehead and neck while the smaller one is better for your nose and eye. Your skin will look tighter and brighter after continuous use.

The blue spot roller is made of 100% natural blue spot jasper stone and comes as a kit with face oil and cleaning spray. The packaging does not have any plastic used and products are cruelty-free and not tested on animals.

Availability: www.houseofbeautyindia.com

Vedic Civilisation is the most advanced Civilisation across time

by **Yogi Ashwini,**

Every Vedic practice and concept is rooted in science and reason

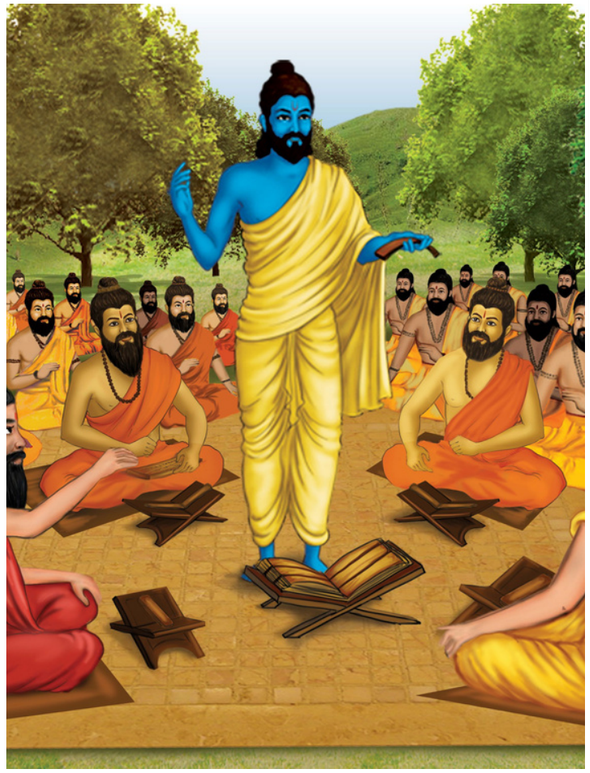
Creation is not linear; it is cyclical in nature. There is childbirth and death and rebirth. Sun rises and sets to rise again. Seed gives rise to a tree that produces more seeds for more trees to grow. Moon follows a cycle, so does water. The cyclical pattern is seen in human evolution too. Lighter thoughts, thoughts for creation and selfless actions make one rise and heavier thoughts, *asuric* disposition put one on the descending cycle. The extent, to which one rises or falls depends on the influence of *asurs* and devas in his/her life. Asuric *shaktis* pave way for disruption of various aspects of creation, *daivik shaktis* aid growth and development.

Ravan, for example, ascended to become one of the greatest pandits of all times who extemporaneously created the Shiv Tandav Stotram, to perfect which calls for *sadhna* of many years together. Ravan could do this owing to the strong influence of *devik shaktis* on him. But as *asuric shaktis* took over, he started disturbing the rishis and munis, and so his descend began.

In economics, it is said that a company whose graph is horizontal, that is, where there is no upturn or downturn, that company would shut down in a short while. Even a downturn is considered a growth factor. This law is constant in all aspects of creation. It is also applicable to yogis and to huge empires. Upturn and downturn cycles are very important for growth. With every downturn, one must use its momentum to reach a new high.

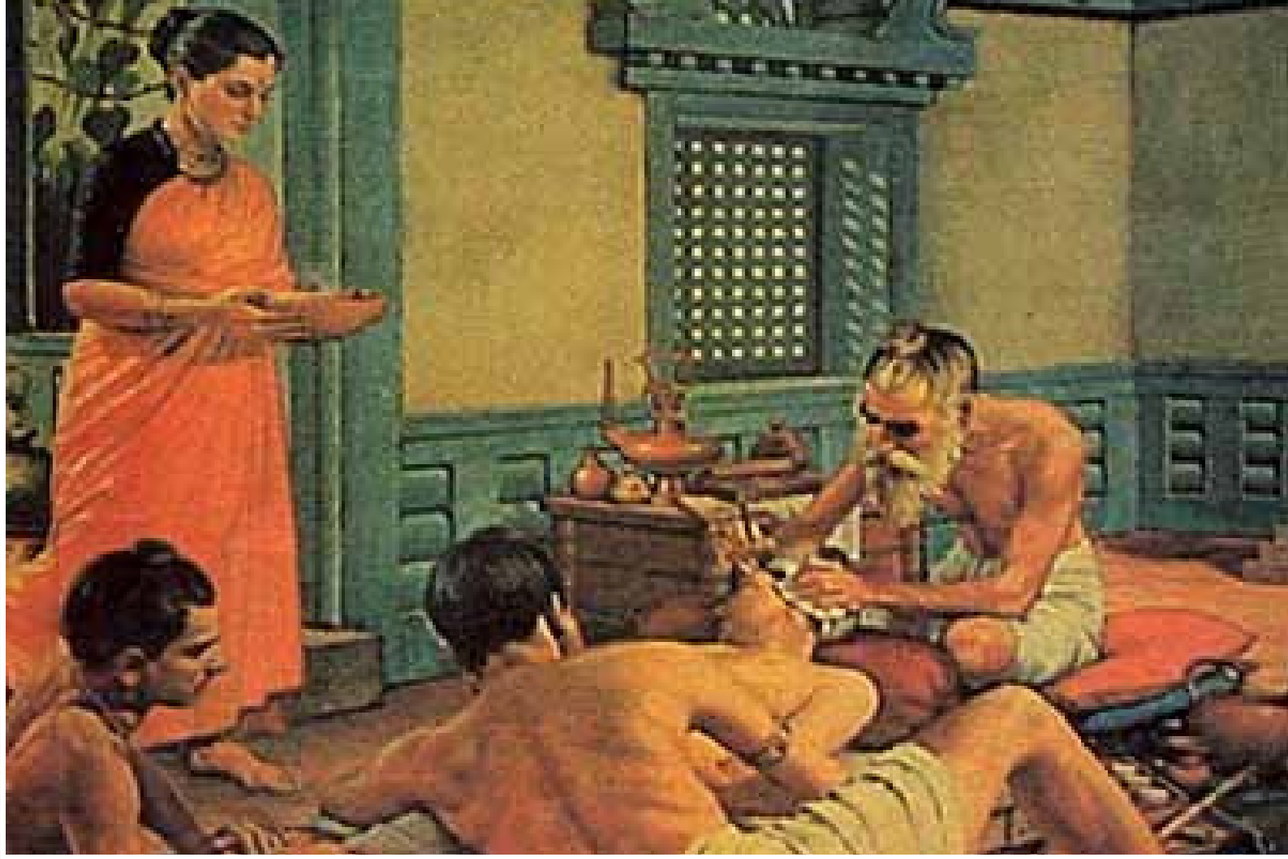
Saffron has been worn by rishis and munis for thousands of years and for thousands of years it has been attacked by the *asurs*. We all know of Lord Ram who went to defend the *yagya* of Rishi Vishvamitra against the attack of *asurs*. Yagyas create positivity and asurs thrive on negativity.

In today's world, the increasing influence of asuric forces can be traced back to the beginning of invasions by nomadic tribes of the Arabian Peninsula and tribes from the far reach of Europe. Take, for example, the Portuguese invasion of the West coast of India in the sixteenth century that brought in its wake large-scale destruction of the temples, burning of ancient scriptures as well as disbanding of yagyas and other spiritual practices in the region or the invasions by Ghori and Ghazni. Mahmud of Ghazni destroyed thousands of temples during his raids including the Somnath temple in 1025AD, killing over 50000 people who tried to defend it. In the early years of British penetration in India, there was an uprising of the saints termed as the Sanyasi Revolt. British fearing the power of these men in saffron and knowing that they would not be able to establish their rule in India till these people are suppressed, killed 150 saints.



In present times, the term 'saffronisation' has been coined by negative, asuric forces to uproot the vedic culture and undermine the saints. Corrupt so-called saints are highlighted in the media repeatedly to pull down the image of saffron, while hardly ever is a saint working for animals or people or environment brought to fore. Our country is known to produce saints like **Ramkrishna Paramhans, Ramana Maharishi** and their modern counterparts, but no one talks about them. No one even talks about so-called saints from any other community, when many are known to have committed crimes against humanity. I wonder why the media handpicks only a specific few.

In such times it becomes our prime duty to uphold saffron, by understanding what it is all about, by understanding the Vedas and what they talk about and not a myopic opinion based on a minority highlighted in the media.



Vedic civilisation is perhaps the most advanced civilisations across time. The kind of knowledge and understanding of various aspects of creation that was possessed by the Vedic seers and is documented at length in ancient texts is unmatched till date. While the rest of the world was inhabited by barbarics as per modern historians, Vedic masters were dispelling the gyan of shanti (peace), preservation and protection of nature and its resources, compassion to animals and envisioning universes and galaxies far and beyond.

DID YOU KNOW

Rishi Agastya made the first electric cell

Rishi Kanad described the atom aeons before Mendeleev and Bohr

Plastic surgery was practised in India at the time of Rishi Shushruta (Nasa-sandhana of Sushruta became the precursor of Rhinoplasty and to date, all operations which involve the replacement of skin from the immediate vicinity of loss are known as 'Indian Plastic Surgery').

To quote from Rigveda, ***"Sun moves in its orbit which itself is moving. Earth and other bodies move around the sun due to the force of attraction, because the sun is heavier than them."* (RV 1.164.13) *"The moving moon always receives a ray of light from the sun."* – (RV 1.84.15).** In the 5th century itself, Aryabhatt knew that the earth revolves around the sun, is spherical in shape, rotates on its axis, and is suspended in space. He understood the laws of gravity, the circumference of the earth, the distance between the planets and the sun, the revolutionary movement of the earth around the sun, and so on. At least 1100 years before Galileo and Newton, Aryabhatt wrote in his Aryabhateeyam, ***"Just as a person travelling in a boat feels that the trees on the banks are moving, people on the earth feel that the sun is moving."***

Slowly and gradually modern science is progressing, only to appreciate and validate the Vedic concepts and way of life. This is to say, that **every Vedic practice and concept is rooted in science and reason,** some modern science agrees with present times, for some others it needs to further develop to understand. **This is the heritage of Bharatvarsha, the phenomenal power of saffron and Vedas. Let us not encourage asurik shaktis in bringing down this glorious culture. Let us delve deeper into our ancient sciences, the Vedas and revive them for the benefit of mankind, for an ascend.**



Yogi Ashwini, Dhyan Ashram

For more information, 9999567895,
www.dhyanfoundation.com

Saluting the Awakened Soul

Jitender Singh 'Shunty', Founder Shaheed Bhagat Singh Sewa Dal

Former MLA from Shahdara, Delhi, Jitender Singh 'Shunty' has been running a free ambulance service and cremating bodies for over two decades. During the pandemic he and his team picked up bodies from homes and hospitals free of cost and performed their last rites, giving a respectful adieu of hundreds of them daily. He made a makeshift office outside the Seemapuri crematorium. During the Covid peak, they would start as early as 6 am in the morning and worked till 11 pm at night.



Shunty and his family contracted the virus last year but that didn't deter them from performing their noble deed. Also, he lost one of his colleagues, **Arif Khan**, to covid who took hundreds of Covid patients to hospital and many dead bodies for cremation.

Around 25 years ago, Shunty saw a man who was collecting burnt wood at Nigambodh crematorium and thought he was a thief. It was later, he found that he did not have money to buy wood to cremate his son. This incident propelled Shunty to move out of his business of sale and purchase of cars to help in the transport of bodies from hospitals to crematoriums. Since then he has been selflessly helping the poor and needy in organizing the last rites of their loved ones.

Singh was awarded Padma Shri for Social work this year.

Shunty is also known as **"Donor Singh"**, being the first Sikh in the world to donate blood 100 times.



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