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# CONSCIOUS CARMA



COVER STORY

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World's most sustainable competitive nation

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## ABUNDANT PARADISE

Sustainable Fashion Collection by Cocccon

## 8 EASY WAYS TO BECOME SUPER HEALTHY NATURALLY

## GLOBAL WELLNESS ECONOMY

## YOGA VS EXERCISE

Yogi Ashwini

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VOLUME 1 •ISSUE 6• SEPTEMBER- OCTOBER 2021

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We earned



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# From the desk of Editor-in-Chief

## Strike a Balance

Excess of anything is bad. Haven't we been advised regularly by our parents, *"Don't drink too much water, don't eat too much junk, don't watch too much tv, etc. etc"* Everything in moderation is OK, but the moment it becomes too much, the trouble begins.

**Consumption** is good, as it helps run an economy, but overconsumption kills the resources. Next time, you go out buying, please make sure you really need that packet of chips, really need that dress and a new phone, so to say. Also, make sure you don't buy excessive plastic instead of grocery, make a point to raise a concern towards plastic packaging. Single-use plastic in moderation is also not good, an exception to our theory of moderation.

**Manufacturing** is good, as it fulfils the need of society, but excessive manufacturing burdens the resources, which is definitely not good. There has to be optimum use of resources in the most sustainable and equitable way. Be it the natural resources or human resources, none of them should be exploited at the cost of huge profits. Remember, we are dependent on these resources as much as they are on us. Therefore, instead of using money and power, use compassion and common sense and strike a balance.

*Remember, if it is not a win-win situation for all, it certainly is not the ideal situation.*
*We need to strike a balance.*



**Poonam K Malhotra**
Editor-in--Chief

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# Sweden tops the Global Sustainable Competitiveness Index 2021

by **Poonam K Malhotra**

**The 10th edition** of **Sustainable Competitiveness Report by SolAbility**, an independent sustainability think-tank and advisory with a presence in Korea and Switzerland, ranks Sweden on top, followed by Finland, Switzerland, Denmark and Norway**. The average global score in the Global Sustainable Competitiveness Index 2021 (GSCI) is 45, out of a possible 100.** The highest score is achieved by Sweden is 61.8. Sustainable competitiveness is the ability to generate and sustain inclusive wealth without diminishing the future capability of sustaining or increasing current wealth levels.



Published in 2012, the Global Sustainable Competitiveness Index (GSCI) is the most comprehensive ranking of countries currently available. The GSCI measures the competitiveness of countries based on 131 measurable, quantitative indicators derived from reliable sources, such as the World Bank, the IMF, and various UN agencies. The 131 indicators are grouped into 5 sub-indexes: Natural Capital, Resource Efficiency & Intensity, Intellectual Capital, Governance Efficiency, and Social Cohesion. The GSCI is calculated based on both the latest available performance data and the development over the past 10 years of the data indicators.

# Highlights of the Global Sustainable Competitiveness Report 2021

- Sweden is leading the Sustainable Competitiveness Index, followed by all other Scandinavian nations. Only Switzerland on 3rd is breaking in.
- Only two countries in the Top 20 are not European: – Japan on 13, and New Zealand (14). South Korea follows on 21.



- China is ranked 32 – very strong in Intellectual Capital, but low on Natural Capital
- The USA is ranked 30, scoring low in resource efficiency and social capital - potentially further undermining the global status of the US in the future
- Germany ranks 8, the UK 17 – Brazil 49, Russia 51, and India 130.
- Some of the least developed nations have a considerable higher GSCI ranking than their GDP would suggest (e.g. Nepal, Guyana, Laos, Belize, ...)
- Asian nations (South Korea, Japan, Singapore, and China) lead the Intellectual Capital Index – the basis of innovation. However, achieving sustained prosperity is potentially compromised by Natural Capital constraints and increasing resource consumption.
- The Social Capital Index ranking is headed by Northern European (Scandinavian) countries, the result of economic growth combined with a commonly accepted social consensus

# The sustainable competitiveness model

The Sustainable Competitiveness Index is based on 5 pillars of equal importance:

**Governance Performance**: is the provision of a framework for sustained and sustainable wealth generation through resource allocation, infrastructure, market and employment structure guidance

**Resource Efficiency**: The efficiency of using available resources as a measurement of operational competitiveness in a resource-constraint World.




**Intellectual Capital**: the capability to generate wealth and jobs through innovation and value-added industries in the globalised markets.

**Social Capital**: health, security, freedom, equality and life satisfaction, facilitating development.

**Natural Capital**: the given natural environment, including the availability of resources, and the level of the depletion of those resources.



# State of the World 2021

The Global Competitiveness Index shows that, in fact, the World is not in a very good state. However, a large gap also equals large potential.

- The Global average Sustainable Competitiveness score in 2021 is 45.3.
- The gap to a perfect sustainable competitive World is 55 – we are still far away from a green, inclusive, circular society.
- Large gap between low and high performers in the Intellectual Capital subdimension raises the question: is education the key to development, or the result of development?
- Trend analysis shows small but positive developments in Social and intellectual Capital, and Governance Efficiency where slow but steady development could be expected in the right circumstances
- In Natural Capital, 50% of all indicators are going the wrong way. Unfortunately, we need to expect a further decline in the natural environment.
- The current pace of small positive changes in Resource Efficiency is most likely insufficient to avoid climate disaster. We need to up our game.
- Tribalism and struggles over perceived power are complicating (if not preventing) the implementation of simple, efficient and readily available solutions
- The corporate world is driven by competition and cost-benefit considerations – and therefore far ahead of politics (e.g. actual roadmaps to net-zero by 2025-2030)



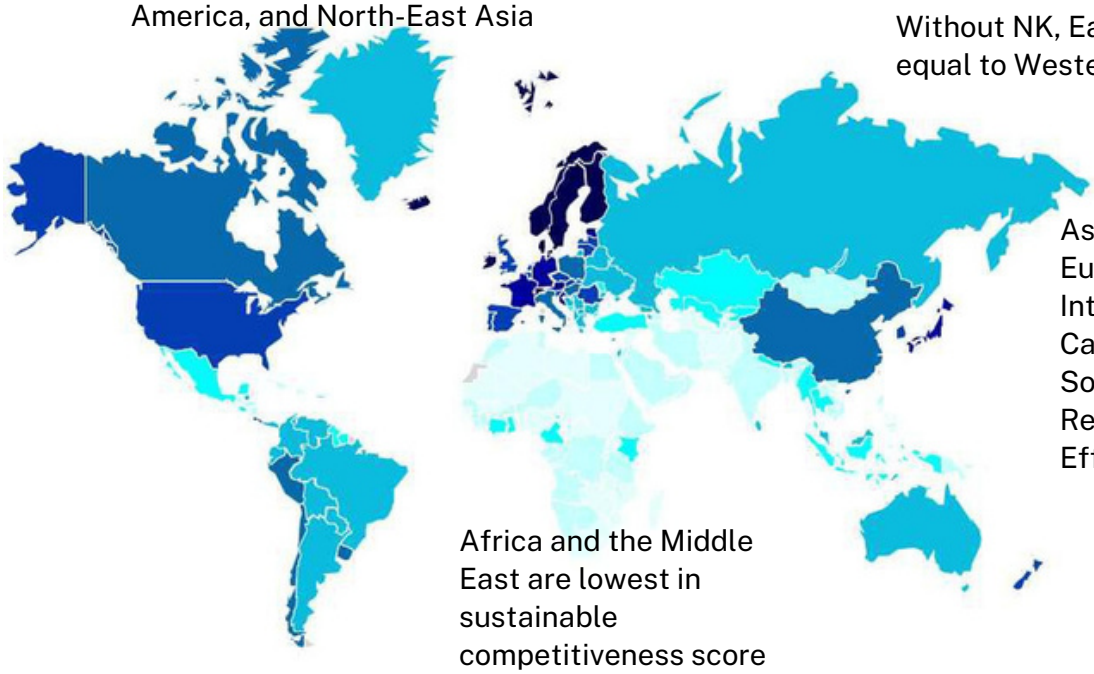
- Technology is evolving. Fast, and will keep evolving.
- Intellectual Capital has the highest percent of positive drivers (59%), mostly driven by Asian Nations. Positive development can therefore be expected in the future. However, these developments take time to translate into sustainable growth.
- There is still immense untapped potential. Policies geared to maximise efficiency improvements could lead to significant positive developments throughout all dimensions

# Regional breakdown

The regional differences on development level are not fully unexpected, with a few exceptions:

Scandinavia scores highest in sustainable competitiveness, before Western Europe, North America, and North-East Asia

North-East Asia score is significantly affected by North Korea's low score. Without NK, East Asia scores equal to Western Europe



Asia is leading Europe in Intellectual Capital, Europe in Social Capital and Resource Efficiency

Africa and the Middle East are lowest in sustainable competitiveness score

# Top 5 sustainable competitive countries

| Rank | Country | Score |
|---|---|---|
| 1 | Sweden | 61.2 |
| 2 | Finland | 60.7 |
| 3 | Switzerland | 60.4 |
| 4 | Denmark | 60.2 |
| 5 | Norway | 59.8 |
| 6 | Iceland | 59.8 |

## India Rank 133/180
## Score: 40.9 (66.8% of best)

India performs in the average in resource efficiency and governance, but significantly below in natural capital, social capital and intellectual capital, resulting in a low global ranking. In addition, a majority of natural capital indicators are negative, putting further strain on the densely populated country. On a positive note, more than 70%% of intellectual capital indicators are positive, raising hopes that the country can improve its future standing through improved education.

## GSCI vs GDP

According to the report, The integration of all relevant dimensions that form competitiveness is a more accurate representation of nation-economies than, for example, the commonly used GDP. The GSCI is the most comprehensive measurement of the competitiveness of nation-states and their future potential.

Measuring green growth Development that is not sustainable is not development. Conventional country comparisons, rankings and ratings are based on economic and/or financial indicators. However, economic and financial indicators - at best - reflect current economic success. They do not look at or explain what makes economic success possible. They also fail to account for current developments – financial and non-financial - that shape future success or decline.

To counter the lack of integral competitiveness measurement of nations, the **GSCI integrates all three dimensions of sustainable development: the environment, the society, the economy**. In addition, economic activities have adverse side-effects on the environment and societies: pollution and depletion of natural resources, climate change, health impacts, inequality and impacts on the socio-cultural fabric of a country. Neglect of these factors can diminish the very basis of current economic output and success measured in conventional ratings. Economic and financial indicators are therefore insufficient measurements for risk and investment analysis – or credit ratings. In other words: "**competitiveness**" in its current meaning and commonly used financial/industrial indicators, e.g. the GDP, is an insufficient basis for making policy and investment decisions.

## Education vs Sustainable Competitiveness

Sustainable competitiveness means that current wealth levels are not in danger of being reduced or diminished through over-exploitation of resources (i.e. natural and human resources), the lack of innovation investments required to compete in the globalised markets (i.e. education), or the discrimination, marginalisation or exploitation of segments of society. The leading nations on the GSCI ranking are mostly high-income countries, suggesting a certain correlation between Sustainable Competitiveness score and GDP per capita, or income levels (high income = high sustainability). The same is true when visualizing average deviations of GDP per capita and the sustainable competitiveness score. However, the correlation is superficial and refuted by too many exceptions to the rule. Resource economies (e.g. Sadia Arabia, Kuwait) are ranked significantly below their GDP ranks. This indicates that the correlation is not from GDP to sustainable competitiveness, but rather from sustainable competitiveness to income levels.

In other words: higher sustainable competitiveness can be associated with higher income levels. The presence of large natural resources allows for exploitation of the natural capital (e.g. the oil-rich countries of the Middle East). However, such wealth is highly unsustainable and the wealth generated will diminish with depletion of the resources in the absence of adequate alternative development and fostering of all 5 pillars.

# 12 Points Towards Sustainable Competitiveness

1 **A global climate tax**. Climate change is a gigantic market failure. We need a global climate tax - introduced in phases, paid back to the people in cash and reinvested in renewable energy infrastructure - to avoid disaster. Now.

2 **More democracy.** In the 21st century, it is not possible that individuals decide over whole countries. The people need to be consulted on policy and law changes through mandatory referenda, and the possibility to induce issues on the governing agenda. And - it is not possible that people have to stand in line to vote in the 21st century.

3 **Better governance.** It's silly to assign responsibility for an entity as complex as a country to a single individual. Winner-takes-it-all-systems allow minorities to govern. We need proportional representation systems everywhere to better represent the people. Ministries should be assigned according to national voter share, cabinet meetings are chaired by one of the ministers, in turns. The same applies in the corporate world: we don't need presidents and we don't need CEOs; we need teams of decision-makers.

4 **Quality education for all.** We need quality education, equal for all; taxed and redistributed at the national level so the same resources are available to each student



5 **Real market economy**. Markets only work when all costs are incorporated. The environmental costs of substances, materials and processes have to be integrated in the market price – based on a globally agreed level. The taxes generated need to be fiscally neutral (cash-back and/or used to offset the environmental cost).

6 **Working in financial markets.** We need financial markets that support the real economy, and not vice-versa. We created the markets, we can direct them to support development that is sustainable and competitive (e.g. starting with transaction taxes on, the minimal holding period for all financial instruments) while providing a soft landing from the current exacerbations

7 **Health care and social security for all.** We need affordable basic health care for all – paid for a percentage of income, directly deducted, with the choice of additional insurance for more luxurious health care. The same applies to social security (pensions, unemployment support)



8 **Impartial and efficient justice system accessible to all.** The justice system has to work fast, efficient, accessible to all while minimising abuse. Judges need to be completely impartial, appointed through a process that is safeguarded from any political influence.

9 **Unitary Taxing.** We need a global approach to tax multi-national corporations (e.g. by a combination of revenues/employees/sourcing per country), as well as private tax. These are not normal times. A wealth tax on the rich, maybe for a limited time, needs to be seriously considered.

10 **Fact-based, impartial information.** We need impartial, science- and fact-based information, not opinions. Financed through taxes, but safeguarded against any control attempts by governments/ politicians.

11 **Freedom for, and from, religion.** Faith is a choice. Science is not. Everybody is free to practice their faith, and nobody shall have their individual freedom impaired by faith. Faith is an individual choice. There is a need for a total separation of state governance and religions.

12 **Total equality.** It is a shame that this has to be mentioned in the 21st century – but we need total equality. Between genders, races, regions, wealth

Download The Global Sustainable Competitiveness Index 2021

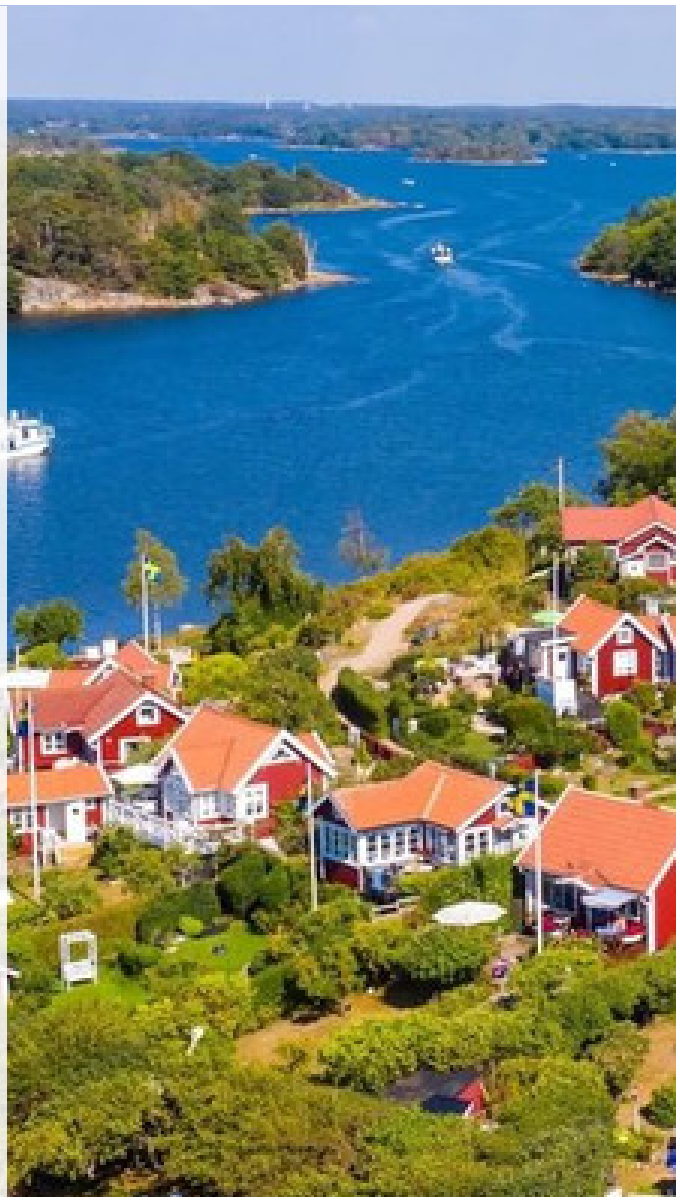
# What makes Sweden the most Sustainable Competitive country

by **Team Conscious Carma**

Sustainability is at the top of the Swedish government's agenda and Sweden aims to be a leader in the implementation of the 2030 Agenda. The Swedish government has set ambitious goals for sustainability, including going fossil-free by 2045 and 100 per cent renewable energy. Its green model integrates business and sustainability. Together with its Nordic neighbours, Sweden emphasises that green growth can drive transition through technical innovation rather than pose a risk.

> *'Emissions need to be reduced at a speed to ensure sustainable global growth. Transition needs to be effective and establish long-term rules,'* **Swedish Prime Minister Stefan Löfven**

**Sweden is the first country in the world to pass an environmental protection act in 1967,** Sweden also hosted the first UN conference on the global environment in 1972. Since then, Sweden has not looked back, managing to grow its economy substantially while reducing carbon emissions and limiting pollution. More than half of Sweden's national energy supply comes from renewables and a thorough legislation aims at further reducing greenhouse gas emissions.



# Swedish Environmental Milestones

**Sweden's reputation as an environmental pioneer began more than half a century ago. Here are some milestones, past and future.**

**1967** Sweden was the first country to establish an environmental protection agency, Naturvårdsverket.




**1972** Sweden hosted the first UN conference on the environment, which led to the creation of the United Nations Environment Programme (UNEP), the leading global environmental authority to this day.



**1995** Sweden was one of the first countries to introduce a carbon tax, which has helped reduce dependency on fossil fuels.



**1998 & 2002** Sweden was one of the first nations to sign and ratify the international climate change treaty Kyoto Protocol.



**2001** The Stockholm Convention, largely a Swedish initiative, was a global treaty aimed at phasing out the production and use of persistent organic pollutants.



**2017** Sweden ranked third in the Global Cleantech Innovation Index.



**2018** Sweden's renewable share of the total energy consumption is was nearly 55 per cent.



**2021** Sweden ranked second in the UN Sustainable Development Report and the Global Innovation Index and topped the Global Sustainable Competitiveness Index.



**2020** Sweden ranked second in the Global Innovation Index and topped the Global Sustainable Competitiveness Index.



**2030** Goal: The Swedish transport sector is fossil-free.



**2045** Goal: Sweden is fossil-free and, thus, climate-neutral.



**Sweden** is not only among the **world's most environmentally friendly countries**, but it also ranks at the top in sectors like technology, innovation, social stability, gender equality, government support and a responsible corporate sector, etc. All these factors make Sweden the most sustainably competitive country in the world.

## It's highly innovative

**The European Commission's European Innovation Scoreboard 2021 places Sweden in top place**, followed by Finland, Denmark and Belgium. Sweden's strengths are in Use of information technologies, Human resources and Attractive research systems.

This year's European innovation scoreboard (EIS) is based on a revised framework, which includes new indicators on digitalisation and environmental sustainability, bringing the scoreboard more in line with the EU political priorities.

## Tops the Environment, Social and Governance indicators

International investment company **RobecoSAM,** which specialises in sustainability investments**, ranks Sweden first of 150 countries in their RobecoSAM Country Sustainability Ranking**, based on environmental, social and governance (ESG) indicators.

## Ranks 5th worldwide in Gender equality

**The World Economic Forum's Global Gender Gap Report 2021 ranks Sweden fifth out of 156 assessed countries**, having closed over 82.3% of its overall gender gap. It has recently seen an increase in female legislators, senior officials and managers, and has reached parity in the number of women in ministerial positions. The report compares national gender gaps based on economic, political, education and health criteria.






## 3rd least corrupt country in the world

Corruption has been identified by the World Bank as one of the greatest threats to growth. **Sweden ranked as the third least corrupt country in the Transparency International's Corruption Perceptions Index 2020,** together with Finland, Singapore and Switzerland. The index ranks 180 countries and territories by their perceived levels of public sector corruption.

# Few Salient Sustainable Features of Swedish Economy



## World's first wireless electric road

The Swedish island of Gotland has opened the world's first wireless electric road, where electric trucks and buses can charge while driving. Electric power is transmitted to the electric vehicle through induction, a technology that uses electromagnetic fields – similar to how an electric toothbrush charger works.

One of Sweden's climate goals is to reduce emissions from domestic transport by at least 70 per cent by 2030 compared with 2010.

## World's first solar-powered hydrogen filling station

In 2019 the world's first off-grid solar-powered hydrogen-producing and filling station opened to the general public in the Swedish town of Mariestad. The station is powered by 100 per cent solar energy from a nearby solar cell park.

Solar energy is used to produce hydrogen gas, an emission-free gas that can be used as a backup power solution for the electricity grid, providing solar-powered energy at all hours of the day. The hydrogen gas can also act as fuel in cars, lorries, trains and – in the future – aeroplanes.

In this way, hydrogen may provide a competitive fossil-free source of fuel for transportation without the need for the expensive lithium batteries that electrical vehicles depend upon.

## A hub for environmental research

Investment in research pays off. Swedish innovation is ranked in the world top. Sweden ranks among the world's most innovative nations and investment in research is among the highest in the world in relation to GDP. The government invests heavily in education, and more than 3 per cent of Sweden's GDP goes towards R&D. Around 70 per cent of Sweden's research is financed by private companies.

Sweden's long-term focus on education and research has a major impact on the country's capacity for innovation. The last few decades have seen Sweden become a focus for leading environmental research, life sciences and nanotechnology.

## Government promotes sustainable initiatives

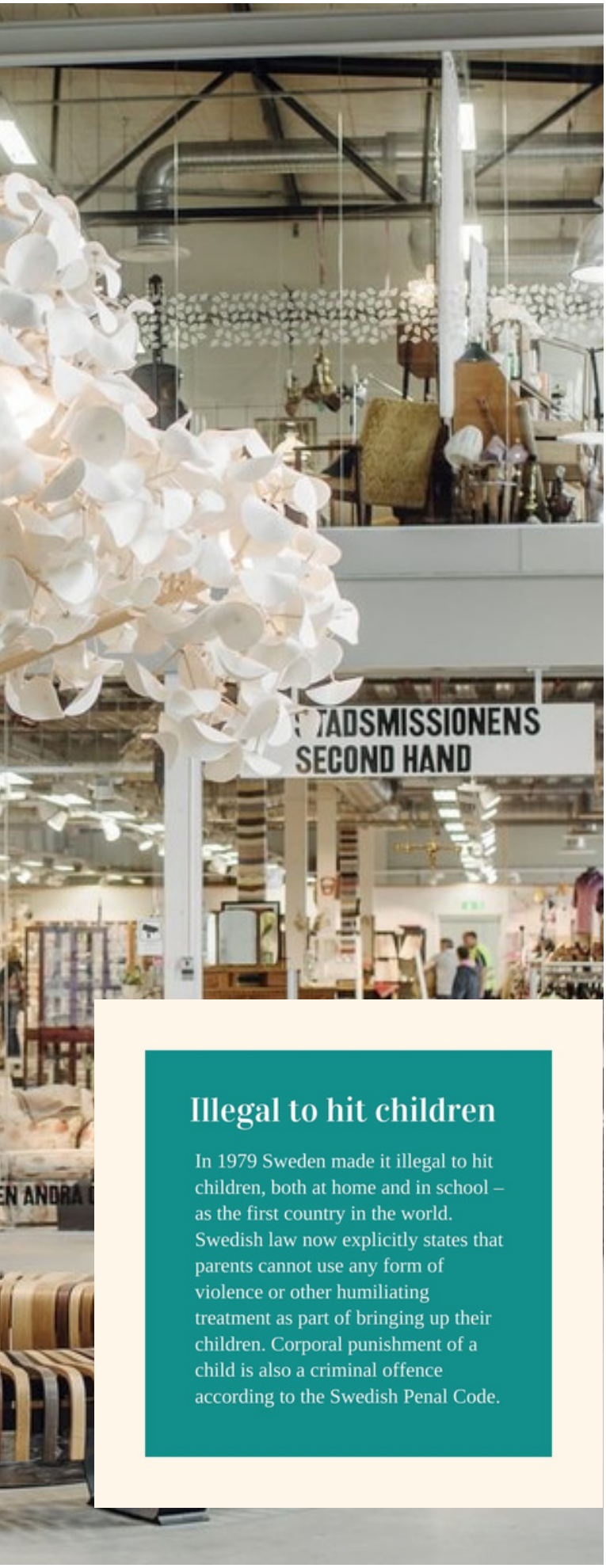
The Swedish government owns 46 companies of various sizes, two of which are listed companies. In 2007, Sweden became the first country to demand sustainability reports from state-owned enterprises. The reports have to comply with guidelines from the Global Reporting Initiative (GRI). Indicators include:

- Economic: results, market presence
- Environmental: materials, energy, emissions (air and water), waste
- Social: work methods and processes, human rights, society, product liability

In 2012, Sweden took another step by asking state-owned companies to set several sustainability goals. The targets are to be set by the company boards, with a focus on diversity, environmental issues, human rights, working conditions, anti-corruption measures, business ethics and gender equality. The targets must also be measurable, specific and relevant to the companies' operations.



ReTuna in Eskilstuna, central Sweden, is the world's first second-hand shopping centre. Each shop sells used things that have been repaired or upcycled (unwanted products that have been turned into new products)




### Illegal to hit children

In 1979 Sweden made it illegal to hit children, both at home and in school – as the first country in the world. Swedish law now explicitly states that parents cannot use any form of violence or other humiliating treatment as part of bringing up their children. Corporal punishment of a child is also a criminal offence according to the Swedish Penal Code.

## The growing share of Renewable Energy

The share of renewable energy used in Sweden keeps growing. Already in 2012, the country reached the government's 2020 target of 50 per cent. For the power sector, the target is 100 per cent renewable electricity production by 2040.

Sweden has a rich supply of moving water and biomass, which contributes to the country's high share of renewable energy. Hydropower (water) and bioenergy are the top renewable sources in Sweden – hydropower mostly for electricity production and bioenergy for heating.

Few countries consume more energy per capita than Sweden, but Swedish carbon emissions are low compared with those of other countries. According to statistics from the World Bank, the average American releases almost four times as much carbon dioxide ($CO_2$) per year into the atmosphere as the average Swede.

The reason for Sweden's low emission rate is that about 75 per cent of electricity production in Sweden comes from hydroelectric (45%) and nuclear (30%) power. And, more than 17 per cent of the electricity comes from wind power. Also, combined heat and power (CHP) plants account for around 8 per cent of the electricity output in Sweden, and these are mainly powered by biofuels.

## The Swedish school system

Education is key in Sweden. It's tax-financed and compulsory from the age of 6. Sweden's long focus on education is quoted as one of the explanations for the country's capacity for innovation.

## Electric buses are the new green

Several cities across Sweden are rolling out emission-free electric buses. Using renewable electric power in public transport contributes to improved air quality, reduced noise for the city's inhabitants and reduced negative environmental impact.

## Recycling

Swedes recycle about 84 per cent of their used plastic drink bottles and aluminium cans. Everyone who buys a plastic bottle or can has to pay a minor deposit, a deposit the consumers get back when they recycle the empty bottles and cans.

This sustainable recycling solution is one of Europe's oldest schemes. All drink bottles and cans ready for consumption must, by law, be included in an approved recycling system before being marketed in Sweden.

## From waste to district heating

Ever since the first Swedish district heating system was introduced in 1948, extensive efforts have been made to provide energy-efficient solutions for heating homes. District heating is the most common source of heating in Sweden. It has great environmental advantages, such as saving costs and lowering carbon dioxide ($CO_2$) emissions.

Instead of heating each building individually with electricity or oil, this climate-smart waste-to-energy solution uses local resources such as burnt rubbish or captured excess heat from industrial production or data centres to heat up water and distribute it to everyone connected to the system. By doing so, 93 per cent of all energy in the system is either recycled or comes from renewable resources.

### Sweden and road safety

Sweden's **'Vision Zero'** has become a global road safety role model. The idea? That no one should be killed or seriously injured as a result of traffic accidents. It is, in short, about adapting the roads, and the vehicles they carry, to match the capabilities of the people that use them.

### Recycling in Sweden – Key Figures:

- **4,839,430 tonnes** of household waste was managed in 2020, which equals 467 kilos per person per year.
- **46%** of the household waste was turned into energy in 2020.
- **84%** of bottles and cans were recycled in 2019 – 90% is the government target.
- **70%** of all packaging was recycled.

**Sources**: Swedish Waste Management Association, Swedish EPA



## Sustainability through urban farming

More than half of the vegetables eaten in Sweden are imported. That's probably part of the reason why urban farming is growing increasingly popular. It's about bringing farming closer to the consumers.

Founded in 1921, Koloniträdgårdsförbundet (the association of allotment gardens) is one of the oldest movements in Sweden, now focusing on sustainable food consumption practices. Members get access to community urban farming land all over the country. One of the greatest benefits of having green spaces in urban areas is the increase in biodiversity, with many different species thriving on the variety of plants found in urban agriculture.



## Sweden's Foodbanks

Swedish food waste amounts to about 1.3 million tonnes per year. Sweden's city mission charities, stadsmissioner, have several food banks in different parts of the country to help reduce food waste through redistribution. It's a way for food donations from restaurants and supermarkets to be passed on to people in need at reduced prices.

## Sweden's Site Zero to become 'world's largest plastic recycling plant'

Swedish Plastic Recycling, owned by a large part of the Swedish business community, is investing heavily in building the world's largest and most modern facility for plastic recycling, Site Zero.

The facility set to complete in 2023, will be able to recycle all plastic packaging from Swedish households and make plastics circular – completely without any CO2 emissions.

## Innovative Sustainable businesses

The environmental aspects of sustainable business are very broad, including areas such as paper recycling, the sustainable use of resources, minimising environmental footprints and reducing water consumption.

Since 2020 **H&M in Stockholm is transforming its customers' unwanted garments into new pieces of clothing through a garment-to-garment recycling system called Looop.** The old garments are cleaned, shredded into fibres and spun into new yarn, which is then knitted into new fashion favourites.Since 2020 H&M in Stockholm is transforming its customers' unwanted garments into new pieces of clothing through a garment-to-garment recycling system called Looop. The old garments are cleaned, shredded into fibres and spun into new yarn, which is then knitted into new fashion favourites.

Swedish company **Bee Urban is offering municipalities, companies and individuals the opportunity to adopt beehives**, thus contributing to the ecosystem and biodiversity within the urban environment.
**Sege Park in the southern city of Malmö has developed a new model for sustainable and ecological urban development, combining affordable housing with a focus on building a local sharing economy**. The idea is to make it easier for residents to share goods and services so that they own less but at the same time have access to more.





Image credits:
Sweden.se Instagram


Let's remake

# A paradigm shift in the global wellness economy

by **Poonam K Malhotra**



If there is one economy that has grown exponentially due to the pandemic, it is the **WELLNESS ECONOMY**. It has not only grown in size but has also become more holistic. Wellness, which basically meant fitness and nutrition earlier, now encompasses overall physical and mental wellbeing. It has taken a bigger meaning and has become the talk of the town. People, all over the world, are taking preventive measures and are working towards boosting their immunity, reducing their stress levels, slowing down and relaxing, etc. They are also shifting towards a natural and sustainable lifestyle for a healthier body.

**According to research by McKinsey, the global wellness market is worth $1.5 trillion and is growing fast at a rate of 5-10% per year.** Their future of wellness survey, being carried out among the consumers of 6 countries namely, Brazil, China, Germany, Japan, UK and US, revealed that consumers want to spend more on better health, better fitness, better nutrition, better sleep, better appearance and better mindfulness.

# Today's consumer views wellness across six dimensions.





**Better health,**
probably the most traditional category associated with wellness extends beyond medicine and supplements to include consumer medical devices as well as personal-health trackers. Consumers are increasingly taking their health into their own hands: we are seeing a rise in targeted, data-driven care, apps to help consumers seamlessly book their medical appointments or obtain the prescriptions they need and devices that help them monitor their own health and symptoms between doctor's appointments.

**Better fitness,**
has been challenging over the past year. Many consumers struggle to maintain pre-COVID-19 fitness levels when they can't go to their gyms as frequently or participate in sports in the same ways as before. For instance, a UK study found that a majority of consumers worked out less after the pandemic lockdowns began, and many did not return to their previous exercise levels even as those lockdowns were eased or lifted.3 However, fitness goals persist. Creative offerings (such as Peloton, Mirror, and Tonal) that meet the needs of consumers in their homes have seen unprecedented growth in the past year.

**Better nutrition**
has always been a part of wellness, but now consumers want food not only to taste good but also to help them accomplish their wellness goals. More than a third of consumers around the world report that they "probably" or "definitely" plan to increase spending on nutrition apps, diet programs, juice cleanses, and subscription food services over the next year.

**Better appearance,**
primarily involves wellness-oriented apparel ("athleisure") and beauty products (such as skincare and collagen supplements). A number of service-oriented offerings in this area have sprung up recently for non-surgical aesthetic procedures, such as micro needling, lasers, and oxygen jets.

**Better sleep,**
is a relatively new category popular with consumers — and maybe that's no wonder, given the stresses the pandemic has unleashed. Traditional sleep medications such as melatonin now have company: app-enabled sleep trackers and other sleep-enhancing products (for example, blackout curtains and gravity blankets). Half of the consumers around the world reported a desire for more products and services to meet the need for higher-quality slumber.

**Better mindfulness,**
has gained mainstream consumer acceptance relatively recently, in the form of meditation-focused apps, such as Headspace and Calm, and relaxation- and meditation-oriented offerings, such as Travaasa and Soothe. During the COVID-19 crisis, reports of mental distress have increased globally; more than half of consumers in each of our surveyed countries said they want to prioritize mindfulness more. Half of the consumers said they wished that more mindfulness products and services were available, indicating an opportunity for companies.

> Each of these six categories is important for consumers across our survey countries. Better health consistently appears as the most important wellness dimension (and the one with the highest level of spending) across every market we researched.



**The latest trends in the wellness economy from 2021 onwards have been listed in the Global Wellness Summit (GWS) Trends Report: "The Future of Wellness 2021". We are listing here a few of the trends from the report.**

## The Future of Immune Health: Stop Boosting, Start Balancing






*"People were blitzed with "immune-boosting" supplements, foods and therapies in 2020. The future: more evidence-backed approaches to immune health, with metabolic health, the microbiome, and personalized nutrition becoming crucial—along with more experimentation with everything from "positive stress" experiences to intermittent fasting for immune resilience"*, says **Beth McGroarty, VP, Research & Forecasting, Global Wellness Summit**

The idea that you can "boost" your immunity is unscientific nonsense, and "more boosting" is precisely the wrong approach: A supercharged immune system leads to the body attacking itself, the pathway to autoimmune diseases, and the cytokine storm that killed COVID-19 patients. Moreover, none of the "immune-boosting" superfoods and supplements, none of which can change the complex immune system much.

The future: approaches that lead to immuno-stabilization, immuno-balance. Most are the untrendy pillars of wellness: exercise, sleep and stress reduction.

After a long 2020, people are aware that their immune health is a holistic affair, that food and the microbiome are lynchpins, and that "slow" not "hyper" strategies are the difference-makers. People will keep gobbling trendy quick fixes in trendy bottles, but they're ready for more. A wellness industry newly focused on the hard — and fast-evolving — immune science could extend and save many lives. And help its own reputation along the way.



## 2 Spiritual and Numinous Moments in Architecture

In recent years, a storm of studies has demonstrated the powerful connection between the built environment and our physical health, and a new "**wellness architecture**" has taken off, heavily focused on functional design moves, whether circadian lighting or air purification.

*"What has been glossed over is a design that can tap into and nurture our spirituality. In 2021, we will see new attention paid to creating everyday spaces that can incite sacred and numinous moments, that elevate our consciousness and potential, and ground us in gravitas in the midst of a mindless, consumerist society. Architecture and design will move up Maslow's Pyramid, from our recent era of look-at-me, visually ostentatious fads to a new architecture reaching for the "Self-Actualization" tier—a built environment that can move our souls"*, says **Veronica Schreibeis Smith, Founding Principal, Vera Iconica Architecture and Developments**

We will witness ancient revivals in architecture. Feng shui principles are well-known, but we will see interest in other ancient traditions such as Vastu architecture, which also uses techniques like orientation, proportions, astrology, placement of rooms/furnishings, and blessing ceremonies to improve human energy. There will be more interest in sacred geometry and BioGeometry to create spiritual spaces rooted in the math of nature. And we will see a revival of the temple in both faith-based and everyday architecture.

We will see more experimentation with creating special "thin places" that dissolve the veil between ordinary, everyday places and the sacred realm. "Nudge architecture is", the concept of designing cues into the environment that influence behaviour while still allowing people to make their own choices. For example, placing meditation coves in workplace courtyards (baking spirituality into everyday life). Creating a Spiritual Home which will involve rethinking layouts in our homes that we take for granted, such as designing the "bathroom" as an elevated space for bathing rituals rather than basic hygiene (i.e., the toilet must move).

The new spiritual architecture means we will no longer accept secular environments that disregard a need to uplift us emotionally, maximize our cognitive performance, bring us to the present moment, and allow us space to breathe and be mindful. Spiritual wellbeing is an inextricable part of a good life and rightfully deserves more design consideration and designated spaces in our homes, workplaces, communities and urban landscapes.



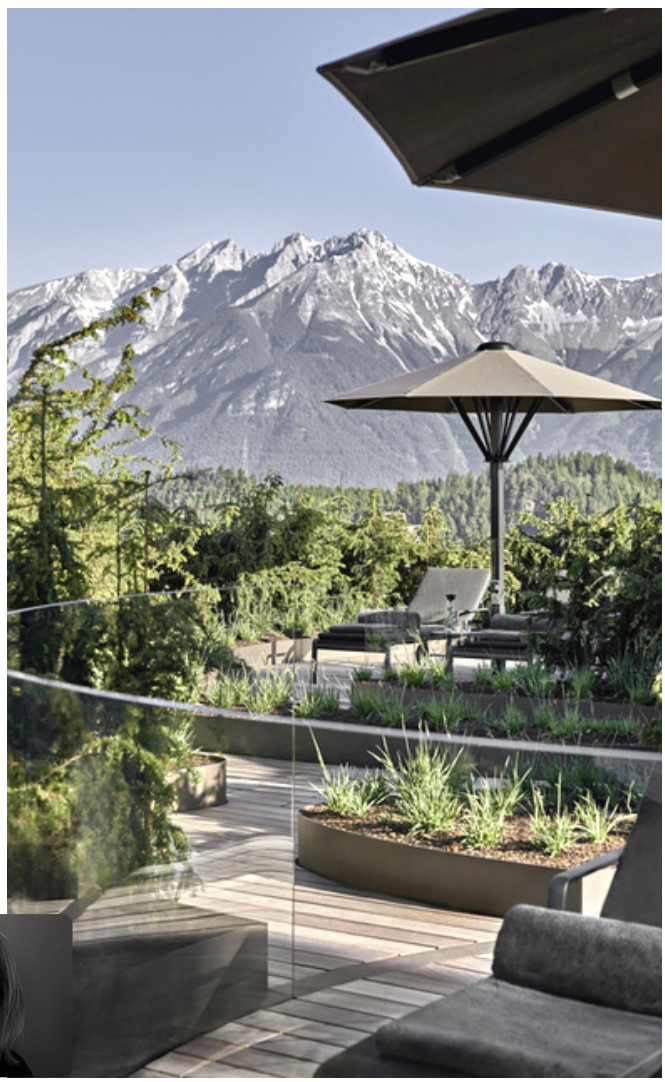
## 3 Just Breathe!

An increasing number of clinical studies from major universities like Harvard, Stanford and Johns Hopkins are putting science and data behind something we've actually known for centuries — the way we breathe has profound effects on our mental and physical health and abilities. It might even help us strengthen our immune systems. Many of us have heard of top performers (think leading athletes, elite military personnel and major rock stars) using their breath to aid focus and reduce fear at critical moments, but the beauty of breath is that anyone can access its power, even children.

> *"Practitioners are bringing breathwork to ever-larger audiences and pushing it into fascinating new territories, including rehabilitation, fitness and community building and relief from chronic stress, trauma and PTSD. Breath artist, Sage Rader, brings modern breathwork to the masses with a rock-star delivery, alchemizing science and spirituality into entertainment, while Jasmine Marie's Black Girls Breathing delivers meditational breathwork as mental healthcare for Black women. This trend looks at techniques, whether nose breathing, the lengthened exhale, or the "sigh," as specific brain and body medicine"*, says **Sandra Ballentine, Editor at Large, W Magazine**

If breathwork apps have been around, gaining traction now are handheld devices that track air quality and fitness/health wearables that incorporate breathing-related metrics like breathing rate, pulse oximetry, heart-rate variability and habitual breathing patterns. There's so much action in breath-tech, such as Israel-based start-up Anicca set to launch its Companion device, which regulates the wearer's emotions by amplifying the sensation of their breathing as a calming vibration on their body.

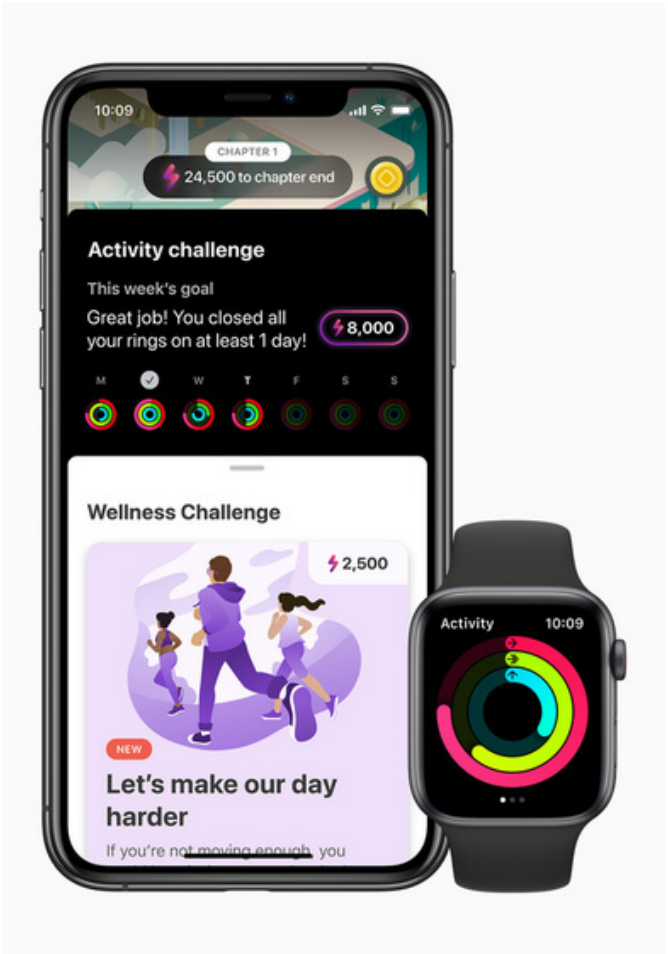
Certain breathing techniques can help strengthen the lungs post-COVID-19, and there are even studies that point to breathwork as a possible therapeutic for one of the world's deadliest diseases: hypertension. Perhaps the best part of all — this drug-free medicine costs absolutely nothing. And with so many accessible techniques and styles to choose from, there really is something for everyone and every situation.

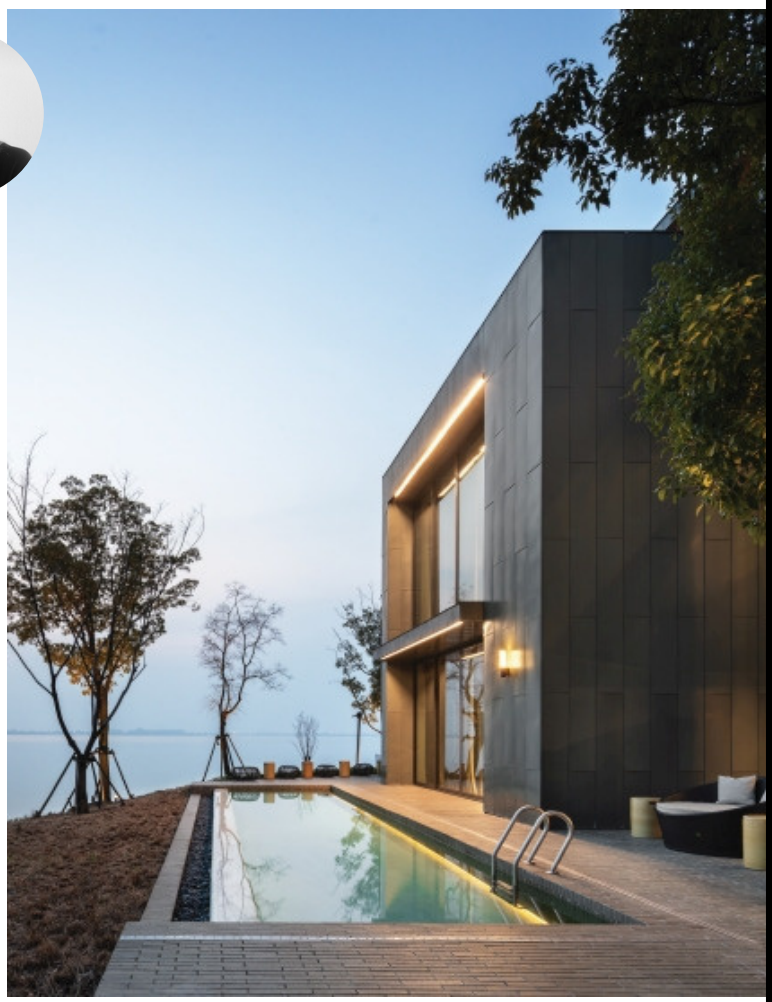


## 4 The Self-Care Renaissance: Where Wellness and Healthcare Converge

From 1400–1700, the Medical Renaissance marked a historic breakthrough in our approach to healthcare. Science began to dominate superstition. Anatomical discoveries paved the way for modern medicine. And yes, vaccines were in development.

> *"Over three hundred years later, we're undergoing a new kind of medical renaissance. One where two complementary yet often competing entities—healthcare and wellness—will converge. Wellness is learning to lean into science, establish standards, and hold itself accountable. At the same time, healthcare is beginning to borrow from the wellness playbook—transforming a once sterile and strictly curative industry into a more holistic, lifestyle-oriented, and even pleasurable one. In this new era, hospitals will take inspiration from five-star resorts, yoga studios might measure improved telomere length, and prescriptions may be coupled with hyper-personalized guides to optimal health"*, says **Cecelia Girr & Skyler Hubler of Backslash, TBWA Worldwide**



As we look to a future where healthcare and wellness converge, there's no better visual representation than Octave's Sangha Retreat in Suzhou, China. On the property, there's a corridor that runs from one side to the other. One end is home to conventional medicine, and the other hosts wellness practices ranging from acupuncture to more "out-there" devices that measure the age of your soul. Visitors are free to flow between the two sides based on their needs.

The corridor at the Sangha Retreat presents what we believe is next for healthcare and wellness. A kind of yin yang approach where two seemingly opposing forces finally discover that they can — and must — work together. As **Dr Kenneth R. Pelletier** puts it, *"Medicine is realizing that its roots have come from wellness traditions, and the wellness community is recognizing that not all doctors are evil."*

## 5 2021: The Year of the Travel Reset – The year that all travel may become wellness travel

The coronavirus pandemic acted as a near-complete break on travel in 2020. The pause gave everyone — consumers and suppliers — the opportunity to think about rebooting travel for the better by correcting overtourism, becoming more conscious of where the money goes, and how to use the enormous power of tourism to sustain cultures and environments and perhaps even leave them better off.

> *"Looking ahead, the year 2021 may be the year that all travel becomes wellness travel. As home and work lives merged during the pandemic, work grew for many, prompting employers to emphasize self-care, beginning with vacations. Additionally, health assessments—including pre-arrival COVID-19 tests—are becoming vital precursors to travel. And vaccine passports are in development. From the manic travel of 2019 —which was the ninth year of record-setting growth in travel, outpacing global economic expansion—2021 will be the year of the travel reset, going slower, nearer and more mindfully. Fitfully too, mirroring the vaccination rollout, which has prompted optimism as well as tentativeness"*, says **Elaine Glusac, columnist, New York Times**



## Some ways travel will be reset in 2021

**Making travel regenerative**: or leaving a place better off than you found it. An example includes the Svart lodge in Norway, which plans to be energy positive, producing more solar power than it needs.

**Challenging overtourism**: finding ways to ensure that when travel rebounds, it doesn't threaten to overrun attractions and communities.

**Correcting undertourism**: being mindful of the positive force travel can be by sustaining communities and ecosystems in encouraging conservation and local investment.

**Tentative travel:** taking cautious steps in travel to local and regional destinations before national and international ones as confidence in the health and safety of travel grow.

**Embracing nature**: discovering the healing power of nature, a movement unleashed during the pandemic, will continue as travellers continue to value isolation, slow travel and human-powered travel.

**Putting purpose first**: making travel more meaningful or purposeful, from planning family reunions to pursuing personal challenges like climbing Mt. Kilimanjaro.



Prevention is better than cure and the world has realized this more than ever, NOW. Holistic wellness is the buzzword and the entire world is hooked on it. Wellness has moved from a luxury few can afford, to an affordable necessity meant for all. For eg., a simple thing like a correct breathing technique can get rid of a lot of mental and physical ailments and has no cost attached to it. Ujjai, a simple yet powerful pranayama, is all about breathing the way a newborn breathes. Expanding stomach while inhaling and contracting while exhaling, keeping exhaling longer than inhaling. It is a complete balancing and purification technique ridding the body of toxins by heating the body to the temperature where toxins are removed and simultaneously cooling it, making for a complete balance.

Similarly, sound sleep, slow living and green natural surroundings, etc, all contribute to wellness. These are all things that have no cost involved. Money or no money, the Wellness trend is here to stay for a long long time.

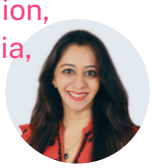
# Mental wellness takes centre stage in a pandemic stricken world

The world has been a different place since 2019/2020. From having started living a new normal which includes being physically away from everyone to living in fear of losing our loved ones and losing our source of income, it's been really challenging. Mental health has taken a great toll during this period, and more than ever, it needs greater attention now.

In India, the need for experts and services who can assist with mental health challenges is fast gaining ground, accelerated further by the pandemic. As per the latest WHO data, 7.5 per cent of the Indian population suffered from mental health disorders in 2020; of this, 56 million suffer from depression and 38 million more from anxiety disorders.

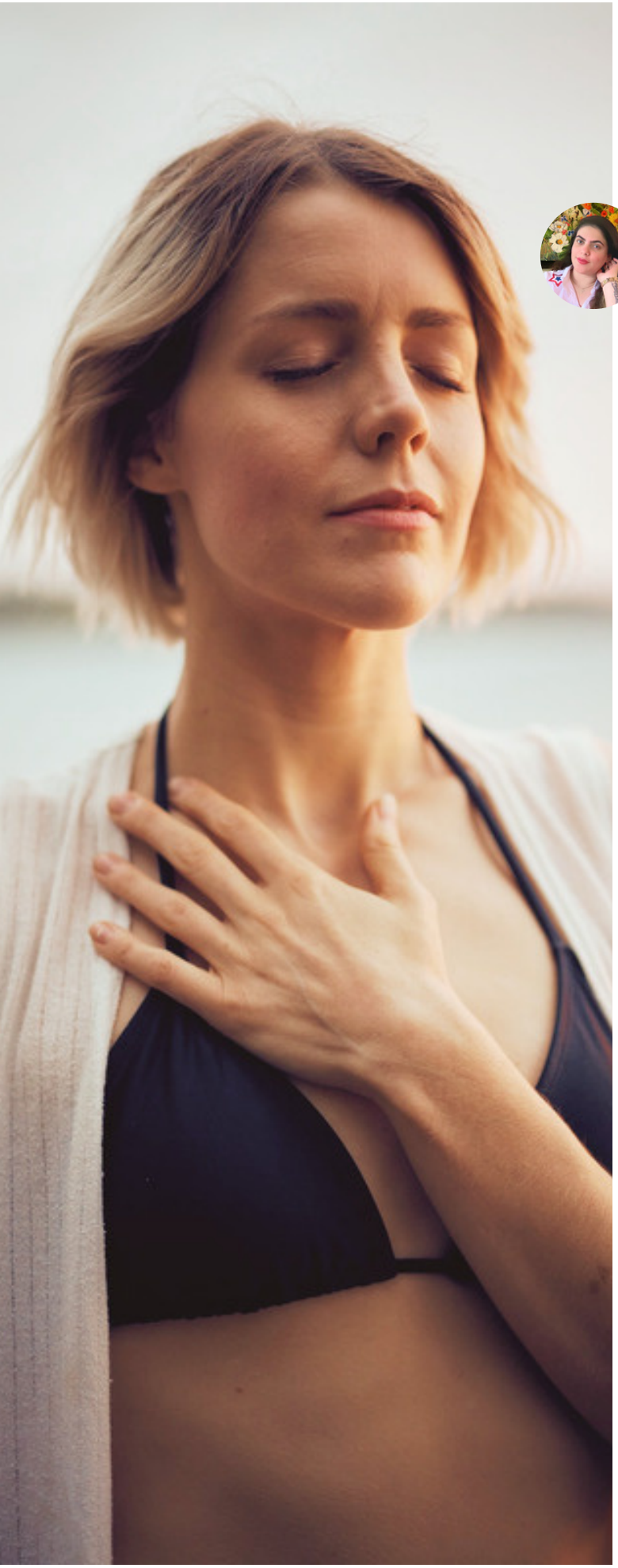
But yes, there has been a silver lining. The stigma around mental health has reduced and people are discussing their stress and anxiety openly and are taking necessary steps towards their mental wellbeing and toughness.

"Mental Toughness is the new superpower. It's a movement, it's healing. The pandemic has been a wake-up call, it showed how every person needs to work on their own mental health. We need to know how to bounce back from the lows, how to grow grit and stay unbroken in an uncertain and chaotic world. According to World Mental Health Atlas, 2017, there are only 0.29 psychiatrists per 100,000 population in India, child psychiatrists are rarer. The burden of a mental health crisis is huge on our economy. Every individual must take their mental health into their own hands, daily. Everyone must skill themselves to be mentally tough. Not by turning hard, but softer. You need tools of personal warfare: Emotion regulation, Impulse control, Empathy", says Nona Walia, journalist, author, motivational expert and wellness blogger.



Toughness means opening up to what is happening, instead of shutting down. Norwich University is among the first educational institutions to teach the skills associated with Mental Toughness. We need to teach people how to keep themselves emotionally balanced and mentally fit in classrooms. Whether you are an athlete, CEO, politician or the best stay-at-home parent, mental strength is the key to long-term success. After all, you need tremendous determination and tenacity to reach your optimal potential.

"Simple changes in your lifestyle can help combat the mental stress.. One thing which really helps is exercising. While yoga works really well for people looking for peace and a calm mind, High-intensity interval training & structural training with basic weights available at home helps those who are looking for a venting workout window in their hectic day. Another very useful technique is Journaling your thoughts every evening before going to bed, no matter how hard the day gets. Journaling helps one to reflect on their day, on their emotions and reactions which helps to analyse and to understand oneself and figure out a way to find a solution to the problem. A sound sleep, frank discussions with loved ones,





staying connected and a positive attitude work wonders. You don't need to resort to medications and expensive therapies, all you need is to train your mind to look at the brighter side", says Ishita Kotiya, Life Coach & Energy Healer.

"I feel the big secret of mastering Mental Toughness is to thrive or just survive when the tide is against you. This means, no matter what happens, you would strive relentlessly to grow, not simply be a cork floating on a stream. Tenacity is important to thrive, to blossom in life. There will always be obstacles and challenges that threaten to hold you back. Take micro-steps towards greatness. Stay motivated. Visualize your power moments. The trick is to reframe negative events as positive, look for some rainbow in the darkest of moments. To turn adversity into opportunity.", adds Walia.

## 5 MANTRAS OF MENTAL STRENGTH



# WELLNESS NATURALLY

## 8 Easy ways to become Super Healthy naturally

### Load up on protein early

Protein early on in the day helps maintain better glucose and insulin control than those who have lower-protein or no-protein meals. So instead of putting butter, smear some peanut butter on the toast, eat an egg in place of a parantha, and instead of plain juice, have a yoghurt based smoothie; simple switches can make your breakfast protein-packed and you far healthier.



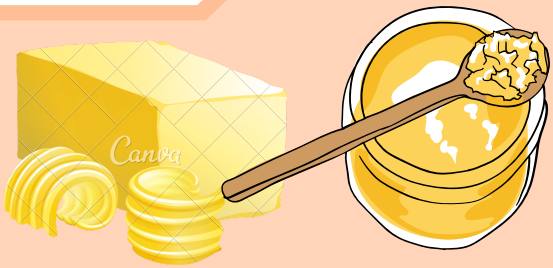


### Snack smart

Trade that muffin (and other carb-rich snacks like cookies) with almonds. A daily snack of 1.5 ounces of almonds (about 40 grams) significantly improves LDL and total cholesterol and reduces belly fat too.

### Stop calling butter and ghee names

Research has now blown the roof off the claim that saturated fat leads to heart disease. So the new mantra is don't ban SF, just go easy on it.

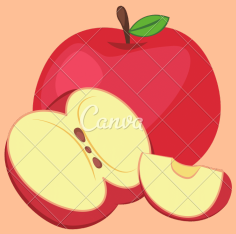



### Say no to diet drinks




A lot of studies to date have categorically associated consumption of diet drinks with an increased risk of heart disease, stroke and mortality rate. And the numbers are huge: researchers have tabled a 30% increase in a cardiovascular event and a 50% increased risk of death from a related event such as stroke.

## Apple over chips, please!



Research has found that compared to people who never eat fruit, those who eat fruit every day cut their heart disease risk by a whopping 25% to 40%. Those who ate the max amount of fruit also have much lower blood pressure compared to the participants who never ate the fruit. Reason enough to chomp these antioxidant powerhouses more!

## Weed out trans fats

After heart, now trans fats, scientists say is bad for our memory too. Those who consume the most trans fats show notably worse performance on a word memory test. Time to really weed them out of our diet; found in margarine, fast foods, baked goods, snack foods etc and in foods made with partially hydrogenated oils.



## Rice is not a four-letter word

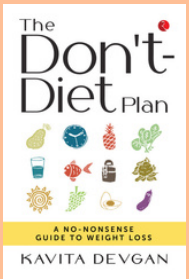


In fact, people who eat rice (white or brown) every day tend to have better overall diet quality and nutrient intake. Researchers have found that those who eat rice tend to have more fruit, dark green/orange vegetables, grain, meat and bean and less added sugar and saturated fat. There!

## Go green for your brain

Your green cuppa can not just keep heart disease away and help prevent cancer, it can help boost your cognitive abilities too. The study findings report that drinking green tea increases connectivity between the parietal and the frontal cortex of the brain, which improves task performance.








**Kavita Devgan is a Delhi based nutritionist, weight management consultant, health columnist, speaker and author of 4 bestsellers Don't Diet, Ultimate Grandmother hacks, Fix it with food and the recently released The Don't Diet Plan**

# Abundant Paradise

## It's a utopia, not a fantasy

***Cocccon presents Spring/Summer 2022 Collection at FDCI x LFW, Oct. 2021***

Fair trade social entrepreneurship turned sustainable fashion label Cocccon, Creativity Can Care, has changed the way the world perceives sustainable fashion. Cocccon has entrenched itself as a renowned sustainable fashion label in Germany, recognized for signature peace organic silk, exotic colours, patterns and prints.

Designer duo Georg Andreas Suhr & Chandra Prakash Jha showcased their sustainable Spring/Summer 2022 collection, ABUNDANT PARADISE at **FDCI x Lakmé Fashion Week** held in India in October 2021.

"This collection is extremely similar to what we all are experiencing and longing for- Normalcy, a normal life. It's a utopia rather than a fantasy. In between all these experiences, we've also realized how great a life close to spirituality and nature could be.
We figured that the tribes of Jharkhand are the optimistic bunch of people who lead a simple yet a highly rational life and most importantly fight and pray for Mother nature. The collection showcases how sustainable fashion can be cool, crazy and sexy at the same time- Sustainability is the new Black", says Georg & Prakash.





***The collection is inspired from the mundane life of tribes from Jharkhand. The design elements are inspired from the local sisal (Agave sisalana) plants, culture, livestock, & the presence of elephants in the surrounding. It's an approach when Bauhaus blends with indigenous art, and bio diversity of Jharkhand. The mood of our collection is playful and experimental.***

The Collection is a wonderful blend of luxury night wear, home wear, street wear, formal suits, avant grade dresses, scarves, sarees, pillow cases etc. The principal materials are organically produced peace Silk, where silkworms complete their full life cycle and become beautiful butterflies. Sericulture is performed under strict fair-trade & organic procedures.

Patterns of this collection is made using zero waste techniques. Waste from side cut is used as applications to form sisal look on other designs. Some of the designs are made of silk fur, which can be a sustainable alternative for animal fur.

This collection is plastic free (crude oil free) in terms of auxiliaries. Materials such as Silicon/ plastic boning, polyester mesh can-can, chemical adhesive-based fusing, pasting etc. are avoided, and instead alternative materials are used from natural resources like bamboo or cane. Dyeing & Printing is done with low or zero impact dyestuff.



# Sustainable Startup STORIES




## EKOBARN
### Promoting zero-waste sustainable lifestyle

Ekobarn, a Mumbai based startup, is born out of the passion for zero-waste sustainable lifestyles. While examining the vast waste management problem in India, in fact, the whole world faces, the trio, Lalit Vashista, Sujatha Krishnamurthy and Vaidehi Naik-Nandola started examining in more detail - solutions to address the problem. Whereas the solutions and awareness abound for plastic waste, they realised, how underestimated the issue of dumping organic treatable waste into landfills were. And that set the tone for Ekobarn's foundation in March 2021.




"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", says the founders.






Lalit, with over 35 years of experience in environmental engineering and separation, spear-heads the technology, Vaidehi, an architect and urban infrastructure expert specialising in sustainable architecture heads the product design and operations, while Sujatha, a chemical engineer &sales expert take charge of sales, marketing & PR.

## Learning and Unlearning

It's been an amazing journey so far, of learning, unlearning and relearning. Ekobarn's first product was the home composter **EKOBin** launched in April 2021**.** They quickly learnt that while the product is an absolute necessity and is extremely easy to use, all they needed was to first shatter misconceptions people have around the waste. They also needed to educate them on the importance of what they were doing. And to top it all, they had to navigate sales during the peak of the second COVID wave.

However, their interactions with customers bore fruit and led them to innovate another product. Having realized the necessity to introduce solutions for community-based composting, they soon launched EKOCycler in October 2021.

Along the way, they also launched compost Ganeshas, to provide sustainable alternatives to everyday items, towards their mission of promoting a zero waste lifestyle. They were a little apprehensive about people accepting an idol made from upcycled waste and were thrilled to witness the overwhelming response from the eco-sensitive consumers.

## Achievement and Accolades

Within a short span of just over 6 months, Ekobarn has received an incredible response from all over India, which has surpassed our expectations. The consumers are willing to go in for environment-friendly solutions and have shown tremendous response to our workshops and interactions.

They have also received a grant from SEED, Germany and have recently been incubated by AGBI Chennai.

## Vision & Mission

Ekobarn's vision is to become the one-stop shop for sustainable living in India. And the immediate mission is to take the EKOCycler and EKOBin to every corner of the country and make zero-waste living an affordable reality for Indian households. The founders are leaving no stone unturned for the same, which is quite visible from their startup growth story.

## Availability

Ekobarn products can be ordered from the company's Website www.ekobarn.com, Amazon and Flipkart. And for consultation for bulk or community composting, one can reach out to them either through their website or email them at info@ekobarn.com

# Sustainable Startup STORIES

## EMotorad
## Made in India electric cycles







**Founded in 2020, Pune-based EMotorad is an EV startup that aims to bring across premium quality electric cycles at an affordable price.**

Electric Vehicles (EVs) are the future of mobility. With the Indian EV market yet to reach its full potential, many upcoming EV startups in the country have been developing smart mobility solutions. One of the latest entrants in the sector is Pune-based e-cycle startup EMotorad (EM).

Founded in 2020 by Rajib Gangopadhyay, Kunal Gupta, Aditya Oza, and Sumedh Battewar, the EV startup aims to bring across premium quality electric cycles at an affordable price, utilising its local sourcing and manufacturing capabilities.

*"The core idea behind developing these e-cycles is that the availability of similar specifications and features are still a luxury for a common man. EM strongly believes that the local setup, where industry giants like Tata are stepping into the field of battery, motor, and high-end technology for EV, will lead to job creation, innovation in the industry, and reduced prices for OEMs like EMotorad", says Kunal Gupta, Co-Founder and CEO, EMotorad.*







## Commendable Growth

EMotorad got its first customer set in the month of August last year. The sale of their first set of bikes was a blissful surprise as they ended up selling 1,200+ bikes in the first 40 days of launch.

The startup, with clients in 58 countries, is offering three models at present and aims to give commuters an environment-friendly and economical way of commuting. They currently have 2000+ e-bikes on the road in India.

The startup expanded its presence in the UAE (Dubai, Abu Dhabi, Sharjah, and Oman) with the launch of two new products - Trible, a tri-fold e-bike; and Ener-G, a mini scooter for delivery, in August this year.

EM is also building a tracking and security app that will relay the data on the customer's smartphone. The app will have an odometer reading, trip meter, the voltage of the battery, battery status, calories burnt, and so on.

## Product range and competitiveness

EMotorad has launched a dual-suspension e-bike, touted to be India's first, called **EMX**. It can achieve the maximum speed capacity of 28 km/hour and the model is capable to travel a distance of 45 km on a single charge.

Its second flagship product, T-Rex, launched in January this year, has been designed keeping in mind rough Indian terrains. The startup's third product Doodle is a fat-tyre foldable e-bike, and this sustainable entity plans on going international from June.

EMX, T-Rex, and Doodle are currently priced at Rs 54,990, Rs 38,990, and Rs 75,990, respectively. The cost difference is mainly on the basis of display, battery capacity, frame, derailleurs, handlebar, stem, etc. Similar e-bikes from other brands range anywhere between Rs 80,000 and Rs 1 lakh.

## Mission

**The bootstrapped startup is in the process of raising its initial funding.** They have invested Rs 20 crore in the entire business till now. Their revenue in the Indian B2C market will be exceeding $1 million in less than six months. In the international B2B market, they are targeting $25 million revenue by the end of the last quarter this year, having $6 million purchase orders already in place.

## Vision

EMotorad believes 'electric' is the future of mobility and with the EV Market yet to reach anywhere close to its fullest potential, the automotive segment has already taken a significant step towards its autonomous future. EM hopes to play a critical role in spreading awareness of the same, engaging end consumers, and delivering the products fitting their requirements at a price they can afford, they like to call affordable luxury.

The company aims to bring across top quality electric cycles which would currently cost much higher in the Indian market at an affordable price utilising its local sourcing and manufacturing capabilities. EM strongly believes in the fact that the local setup will not only help reduce the pricing but will also bring about innovations and job creations in various parts of the country where they plan to expand.

## Availability

EM e-bikes have a presence in170+ offline dealers in 65+ cities across the country. They can be ordered online from their website (https://www.emotorad.com) or bought offline through their dealers. They are also available on online marketplaces like Amazon, Flipkart, BFL Marketplace, ChooseMyBicycle, BLive, eWheeler, Droom.in.

# Don't Dump Series : Part II

# Managing Paper and Paper waste




***Paper is an integral part of the daily lives of people. It is one of the most environmentally sustainable products as it is biodegradable, recyclable and is produced from sources that are renewable and sustainable.***

There are certain myths surrounding Paper, being not environment friendly, use of paper means killing trees and denuding forests. Rohit Pandit, Secretary General, IPMA (Indian Paper Manufacturers Association), the apex and national body which represents the interests and development of the paper industry in the country, clears the myths and throws light on how paper can be an optimum solution to get rid of single use plastic, the major cause of environmental degradation.

## Myth 1: Paper is not environment friendly

**Reality**: Paper industry is not only conserving the environment but also regenerating natural resources. It uses mainly degraded marginal land to grow trees for paper. And also recycles the wastepaper and agricultural waste (like wheat straw) which otherwise would have been burnt in the fields. The Paper industry has therefore struck a fine balance between growth and sustainability, unmatched by many other industries.

Two significant global pollution problems being faced are disposal of single-use plastic and e-waste. Paper provides an eco-friendly alternate in both areas.

## Myth 2: Paper industry is denuding forests

**Reality**: Paper industry in India is agro and rural-based and through agro / farm forestry, has brought over 1.2 million hectares under pulp-wood plantations, mainly degraded marginal lands of farmers.

Currently, the industry is using over 90% of the total wood requirement from agro / farm forestry, and the rest from government sources.




### Myth 3: Paper means killing trees and harming the environment

**Reality**: Paper industry is wood positive, that is, the industry continuously grows more trees through its agro / farm forestry initiative than it harvests. Paper is made from cultivated trees (trees-outside-forests) planted especially for this purpose. Trees cultivated for paper production emit tonnes of oxygen before they are harvested, thus helping the environment through carbon sequestration.

## Strike a Balance – Paper vs Plastic vs Digital

Every resource has its own pros and cons. Therefore, we need to figure out the best alternative to reduce our carbon footprint and protect the environment.

We can't do away with all the plastic but yes, we can easily replace single-use plastic with Paper. Plastic bags start out as fossil fuels and end up as deadly waste in landfills and the ocean. It takes 1,000 years for a plastic bag to degrade in a landfill. Unfortunately, the bags don't break down completely, they become microplastics and leak harmful pollutants into the ground and water.

Paper can easily replace single-use plastic and is not at all harmful. It is 100% biodegradable, renewable, recyclable and also sustainable.

Similarly, electronic devices are also a cause of pollution. For eg., an average PC uses 746 kilowatts of power each year, requiring more power than a refrigerator, which uses only 500 kilowatts. Computers add to the strain on power plants to produce enough energy to power the world and the production of energy create pollution and emissions. Also, e-waste is a huge environmental issue, the world is facing today. E-waste contains toxic components that are dangerous to the health of all living beings.

Hence going completely paperless also adds strain on the resources as well as is hazardous.

## Use judiciously and dispose responsibly

India needs more paper than it is producing and recycling. India's demand for paper is increasing at about 6-7% per annum. It has been estimated that the demand for paper in the country by 2025 would be close to 25 million metric tonnes.

Mills producing paper and paperboard using

V recycled fibre (wastepaper) account for 70% of domestic production and the remaining 30% is met by the wood and agro residue segment in India.

However, India is only able to recover every year around 8 million tonnes of waste paper, which is about 40% of the total. When we compare this with other countries, the amount is comparatively very low. For instance, developed countries like Japan recover 80% wastepaper, USA 66% etc.

To meet the growing demand, Indian mills have to import wastepaper because of a lack of indigenous collection.



## Ways to Save Paper

Paper is the most essential renewable raw material for the paper industry and as citizens, we can contribute to a certain extent towards import reduction.

- **Ensure optimum utilization**: Before throwing away the piece of paper by crumpling it, just spare yourself a minute and give thought. Do you really need to throw that piece of paper or can it be used for some other purpose?
- **Don't Dump**: Paper is a highly recyclable substance and can be easily recycled up to six-seven times. So dumping should be the last resort after all possibilities to recycle paper have been exhausted.
- **Proper disposal**: Traditionally kabadiwala is the primary point of contact to dispose of waste paper, especially from homes. All of us need to learn to segregate waste, including all kinds of paper, at the source so that it can be collected and recycled. There are several other agencies, including NGOs, both in the Government and private domain that are involved in the recycling of paper.
- **Compost**: Paper can be easily composted along with kitchen waste.





## How Government can help in recycling of Paper

Recycling of paper helps in conserving resources. However, proper segregation of wastepaper is a big challenge in India. A significant percentage of paper in the country is dumped in the absence of proper segregation at the source.

- An incentivisation programme run by the Government aimed at the segregation of wastepaper will help.
- Strengthening source segregation, collection mechanism and utilisation of wastepaper are also crucial.
- Large mass-based campaigns to generate consumer awareness about paper recycling is very important.
- Paper Recycling Promotion Center should also be set up with a national focus.

## Upcycle Paper

**While paper can be recycled up to 6-7 times, it can also be upcycled to create beautiful lifestyle products.**

- The cost of disposing of any material is many times more than recycling and upcycling it. That includes paper too.
- One of the most recycled products on this earth which can be easily re-used is paper.
- Used paper is being used in creating art on it, also being used to make beautiful lifestyle products, carry bags, etc.

# Conscious Products

## Niraa – Sustainable contemporary wear

Label Niraa by Designer Jyoti Jain, was created with an intention of shunning away the notions of having a perfect body and cherishing age-old traditional textile methods. Niraa makes anti-fit silhouettes, that fall beautifully on the bodies of all shapes and sizes without being clingy. Drafted on the softest and imperfectly unique natural fabrics, Niraa's pieces are here to celebrate the perennial craftsmanship of the weavers. Each piece is unique in its inception, is sustainable, is created with love that's handcrafted.

Chosen from a variety of ambient hues, these garments are an ultimate personification of relevance and utility. These minimal, classic drapes and clean cuts in handloom fabrics are nothing short of a luxury suited to seasons across the country and a solace against humid climates. Not only do these garments radiate exuberance, but have also been crafted in a sustainable environment, ensuring to revive the Indian handloom and various textiles of India. An evident selection of affection & ardour, dip into an incarnation of your ethereal- self adorning Niraa.

**Availability**: http://www.niraa.co/





## Adorn your home with exquisite Macrame products by The Artsy Barrel

An inquisitive and creative mind of HR professional Ritika Jain led her to learn the Macrame technique from her mother during the lockdown in 2020. Fascinated by the beauty of this art, she researched about it more and in few months launched **'The Artsy Barrel'**, a small homegrown brand in Delhi, India.

"We handcraft bohemian lifestyle and home aesthetics with an aim to help the underprivileged sections of the society (especially women) across the country. What makes our product more special is that it's 100 % desi, natural, eco-friendly and biodegradable and yes, it's MADE IN INDIA", says the enthusiast founder.

Check out their latest home décor and lifestyle products, a must-have for every home.

**Availability**: Instagram page theartsybarrel.in, LBB and propshop24

## ABALONE – Natural handmade products by tribal artisans

Today, there are many skilled tribal artisans who are an inseparable part of the ABALONE family.

Fashion Designer Sristi's concern towards the growing use of plastic, artificial toxic materials, industrial pollution and cheap Chinese products, encouraged her to launch Abalone in 2015. The designer trained and skilled tribal artisans to make products with Indian natural fibres which are alternatives to imported products from China, Indonesia etc. These natural products can replace plastic very easily and are durable, eco-friendly and sustainable. The natural fibre is beautiful to look at. It has an interesting grain that is both elegant and natural-looking. While aesthetics are important for any quality product, they also have multiple benefits.

Jute fabric presents a lot of benefits due to its wonderful property, pollution-free environment and especially contributes to sustainable development. This biodegradable material has a high moisture retention capacity and fire-resistant properties too. It is usually used as a geotextile. Kauna grass (water reed) is naturally resistant to insects and helps combat water pollution by absorbing toxic microorganisms and poisonous metals. Sabai grass is known for its flexibility and strength, the leaves are utilized for making ropes and other rope-based utility items.

**Availability**: To place an order, contact: 6290744782 / 6291514742



## AGRAJAIN : A sustainable brand where every piece of fashion is a work of art

**Label 'Agrajain'** founded in 2018 is a *sustainable luxury couture label that is proving that sustainable fashion can also be glamorous, luxurious and fun rather than just being earthy & organic.* Their first Indian wear collection for men & women being launched in 2021, inspired by paintings of the Mughal empire, is worth going in for this festive season.

Designer Agraj Jain fell in love with sustainable fashion while participating in "The Kering Award for Sustainable fashion" during his final year of Bachelor of Fashion Design Technology from the University of the Arts London. "I proposed an idea of using a cruelty-free silk which is an Ahimsa Silk/'Peace Silk' which got invented in India only & is certified by the government. The entire journey of that competition was an eye-opener for me because that's when I realised that sustainability in the fashion industry is way more than just recycling & reusing. The sustainability has to be present in each DNA of a fashion brand from production to marketing, consumer awareness to environmental impact, selling of goods to sourcing one", says the young designer hailing from the city of Agra, India.

The collection has been made with a sustainable approach, using the shaded dye technique which requires less water & energy loss, and non-plastic cann cann skirts being developed by them with smart fabrics and techniques which is 50% less in weight than the one available in the market. It is more comfortable more durable, easy to carry, easy to maintain, etc.

Availability: http://www.agrajjain.com/









## Conscious gifting collection from BEEJ

An amazingly stunning collection handcrafted from premium cork, BEEJ has come out with special handcrafted products for the festive season. BEEJ, a renowned label for bags and accessories made from plant-based materials, responsibly sourced from across the globe, the brand takes pride in their supply chain transparency and commitment to consciousness.

Beej's festive range includes wine bags, photo frames, coaster sets, multi-purpose stand and men's accessories, etc.

"With this collection, we'd like to nudge festive gifting in a more mindful direction. Handcrafted, and thoughtful, we hope to give people options that are great for gifting and for the planet. And like our product, our packaging too is zero plastic and zero waste", says its founder Arundhati Kumar.

Availability : www.studiobeej.com



## Luxury home décor and furniture from SIROHI

Sirohi is a sustainable home & lifestyle luxury brand that advocates a slow and simple lifestyle based on values of Indian heritage and culture. The products are handwoven by skilled women artisans that are made from waste & salvaged materially locally generated in their region. To make sustainable marketable products for a global buyer, these artisans are even being connected with designers from all over the globe to help them understand modern design sensibilities.

Sirohi is being supported by Skilled Samaritan Foundation. The Foundation provides income opportunities to women from marginalised communities in India by recognising their existing craft skills and providing them 'tech-based' design support to make well-designed products.
Sirohi's vibrant festive range includes boxes, trays, baskets, home décor and furniture

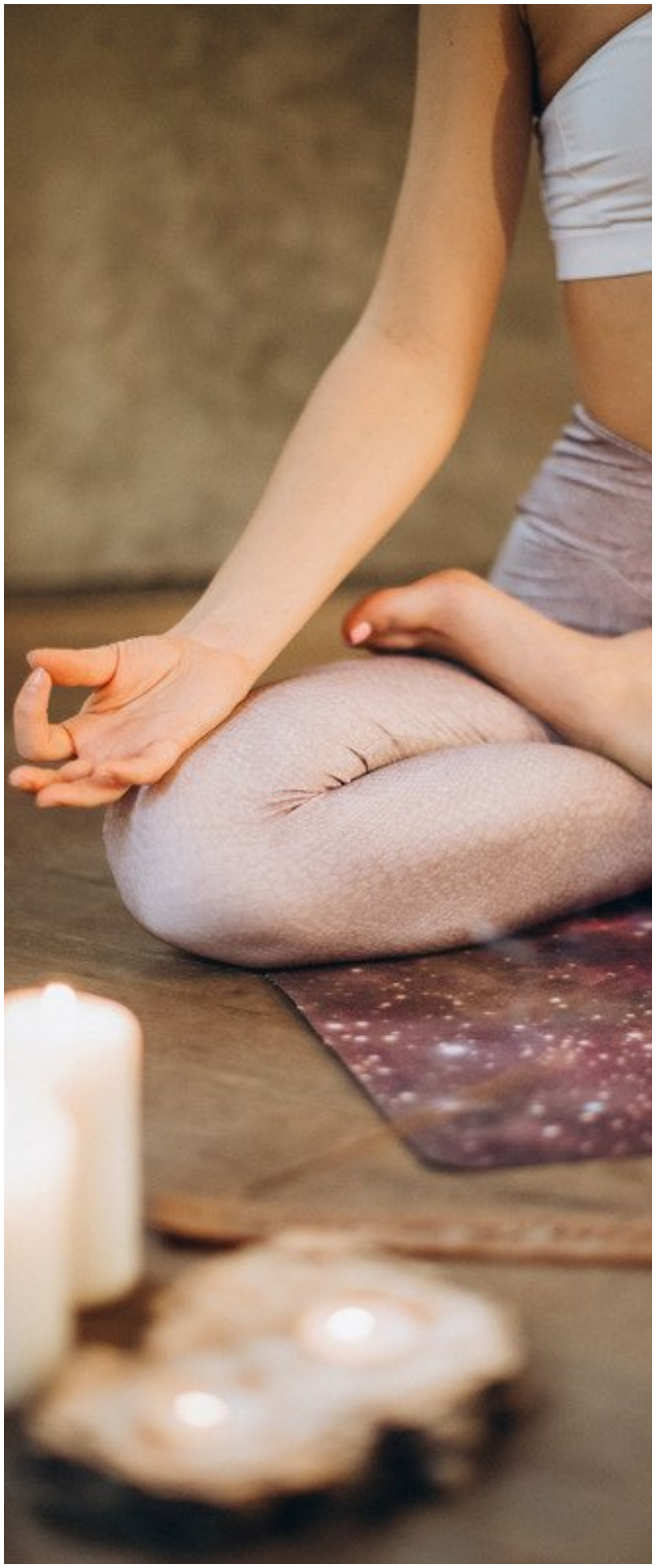
*"Opt for Sirohi's handcrafted luxury that is festive, fun & functional!"*

Availability : www.sirohi.org

# Yoga vs Exercise

## The real picture





The Yog Sutras describes an asana as '**Sthir Sukham Asanam**', , it means that posture that you can hold for any long period of time, peacefully, with it giving you pleasure, it is an asana. Only when an asana is perfected do you feel bliss and stillness in that posture which is indicative of you having thoroughly gone over the yoni, which that asana is indicative of.

In Ashtang Yoga, asana is just the 1/8th aspect; that is one of the eight limbs. Confusing just asanas as yoga is one of the biggest misconceptions about this amazing science.

# Here are a few points of difference between Asanas and Exercise

- Asanas slow down your pulse and breath rate. Whereas exercise works on the principle of increasing the metabolic rate of the body. Asanas bring it down to an optimal level.

- Exercise results in faster wear and tear of the body (ageing), while asanas are the key to longevity and forever youth.

- Monitoring breath and keeping eyes closed are important requisites for asanas. Asanas draw your awareness inwards, so that you become aware of the physical and subtler aspects of your own body, and attune you to nature. On the other hand, while following modern exercise routines, your complete focus is taken away from yourself and you are made to follow others. Following others mechanically is not going to help, rather it may cause damage while trying to outperform others.

- Yoga increases with age, exercise decreases with age.

- Asanas bring stillness and stability. They are maintained for long periods of time, unlike exercises that are repeated vigorously. Slowly asanas increase the capacity of the body by maintaining an optimal level of efficiency, where without straining yourself you can achieve seemingly impossible feats. In comparison, exercise makes you hyper.

- If you do yoga under the sanidhya of a Guru, it cannot cause bodily harm, whereas in exercises every two years you get to know about how an old method is defunct or not right and a new method is introduced. It is said that gymming continuously for years can ruin your knees, dry up your vital fluids, and damage your spine. So perfect is the science of asanas that not even one asana puts strain on the 5th or 6th vertebra, which can cause serious damage to the body.

- Every asana represents a yoni (level of existence), e.g. Padmasan represents the yoni of the lotus. Perfecting the asana helps one imbibe the subtler attributes of the yoni and evolve through it.

*Before starting any asana, always pay reverence to the Guru. A word of caution, asanas are never done in isolation and need to be done under supervision. While performing asanas ensure that you are wearing comfortable clothes made from natural materials; avoid deodorants, perfumes, aftershave... basically anything with a smell that activates lower chakras.*



**Yogi Ashwini, Dhyan Ashram**

For more information, 9999567895,
www.dhyanfoundation.com

# THE GAU PALAK (COW NURTURER)

## *Rama Vyas Varma, Vice President of Wipro Technologies left his high flying career to take care of gauvansh*

For every IT professional, landing a job at Wipro, India's leading IT company, is a great honour and highly commendable. Imagine, how prestigious and worthy is to be a Vice President of Wipro Technologies.

Rama Vyas Varma, Vice President in Wipro Technologies and the global head for 7 years heading various divisions and managing a business of $150 Million USD, with a global team of 1000+ consultants, left all this to tender the motherless calves and badly wounded cows and bulls at Dhyan Foundation's Mandya Gaushala, Bangalore.

A person who spent 27 years in the IT industry, proved his mettle and reached the topmost level, a professional, who's travelled extensively all over the globe, having a loving family and all the riches in life, ultimately found contentment in a gaushala

### His Inner Calling

In 2014, a colleague at Wipro introduced Vyas to the wonderful work being done at Dhyan Foundation (DF) Animal Shelters. "Many of these animals were having serious injuries caused during illegal trafficking and were coming with traumatic experiences, almost now fearful of humans. I made a few visits and I was very moved by the work being done by DF volunteers to relieve extreme pain in creation. And I started contributing financially to support this cause and doing monthly visits to the shelter", says Vyas. Dhyan Foundation is the only organization in the country, rehabilitating cattle rescued by Border Security Force (BSF) from being illegally smuggled to Bangladesh.



### Life-changing moment

3 years ago, he got an opportunity to meet Yogi Ashwini of Dhyan Ashram, who is the guiding force for the selfless work being carried out by Dhyan Foundation volunteers. That was a life-changing moment for him. He realized the scale at which illegal trafficking of gauvansh was going on and the extreme cruelty these mute ones were being subjected to. Hundreds were being rescued & rehabilitated every month at DF shelters. He felt more people needed to join the cause. At that point, he promised himself to spend more time, and actively participate in the cause.

The turning point came six months later when at DF Chaitra Goshala located in Mandya, Karnataka, they received a tempo full of newborn male calves, stuffed

together. These calves were being illegally trafficked for slaughter and rescued by local cops.

"There were 45 newborn calves, looking so weak, fragile, scared & lost. I was just stumped. I couldn't fathom what was going on? Who are these people who deprive these babies of their mother's milk & love; who are these people who slaughter these babies for meat? Are they even humans? The whole night these babies were crying for their mother. We purchased milk, fed them, cared for them. Slowly those cries stopped. Deprived of mother's milk, low on immunity many died in front of our eyes. These cows & nandis, that serve us humans their entire life and are revered in our culture, how could we let them suffer like this when they are non-productive / old. At least we humans can speak and express ourselves. I felt I could become their voice. My physical presence could make a difference in their lives in terms of care and feeding, to spread awareness and motivate more people to support their cause". That was the day I finally decided to leave my work and devote full time to the cause".





## His days Then and Now

**As VP, Wipro Technologies**: Calls, presentations with worldwide clients. Living in a suitcase, up in the air. 15-20 days international travel every month - meeting CXOs and senior management to sell Wipro's products & services.

**Now as Gau Palak**: Nurturing over 700+ rescued calves & gauvansh, feeding them, providing love & care. Being the voice for the mute ones, calling and meeting people to get funds for their milk, fodder, care & shelters. Growing as well as procuring fodder for them.

## Humble and Humane

*Honestly, I should have started much earlier, there is so much to do, so much pain to relieve. I am grateful to my Guru and Shree Hari (God), I got this extraordinary opportunity to serve. I am much more at peace and content with my life as compared to earlier.*

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