conscious carma

A MAGAZINE FOR THE CONSCIOUSLY DRIVEN

CONSCIOUS CARMA



INDIAN SUSTAINABLE FABRIC INDUSTRY

ZERO WASTE WEDDINGS

Aaradhana & Prateek Kashyap

SUSTAINABILITY TRENDS 2022

Sushobhan Mahanty

CHOICE OF CONCEPTION

Yogi Ashwini

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the happy human

Editor's Note

Make peace not war









Poonam K Malhotra
Editor-in--Chief

The entire world is like a big family where we are taking some and giving some to each other depending upon everyone's needs. While one country has an excess of oil, the other has agro products, someone else has technology, so on and so forth.

When we all have our boundaries set, until, of course, we keep claiming other's land, why is there a need to get into conflicts, why can't we remain as one big family helping each other grow and sustain?

When a child is born into a family, every family member tries to teach the younger one the right values, good habits, etc, I am just wondering what happens to these adults when they enter their respective corporate boardrooms, administrative and judicial offices, etc. Why are they hell-bent on devising strategies, at times the harmful ones as well, to beat their competition, to increase their sales, to safeguard their region, state or country or even their religion. While the young one gets to become a good human, at least till the time he or she is not grown enough to get into this rat race, the adults are not practising what they preach.

In the name of business, religion or area, why do we have to bring others down for our survival? Believe me, it's really not needed. It's only to make ourselves richer, stronger or more supreme, that we indulge in these practices. To lead a decent life, everyone needs money and resources to a certain extent. It's not our need but our greed, which is polluting our minds.

Just visualize and imagine a mother's grief on losing her child in the ongoing war between Russia and Ukraine. Is it really worth giving or receiving this kind of pain?

Meet our Team



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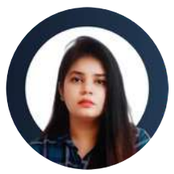
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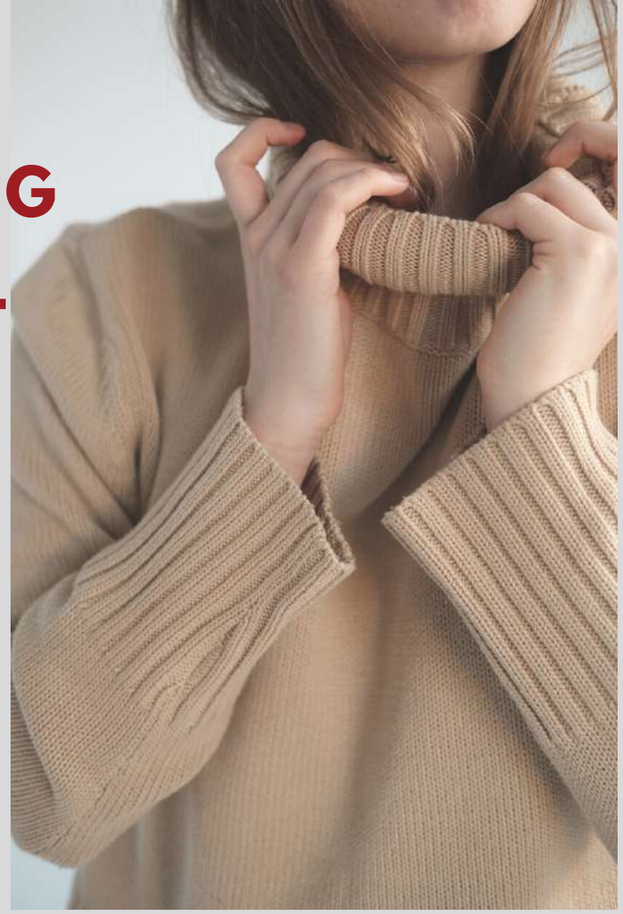
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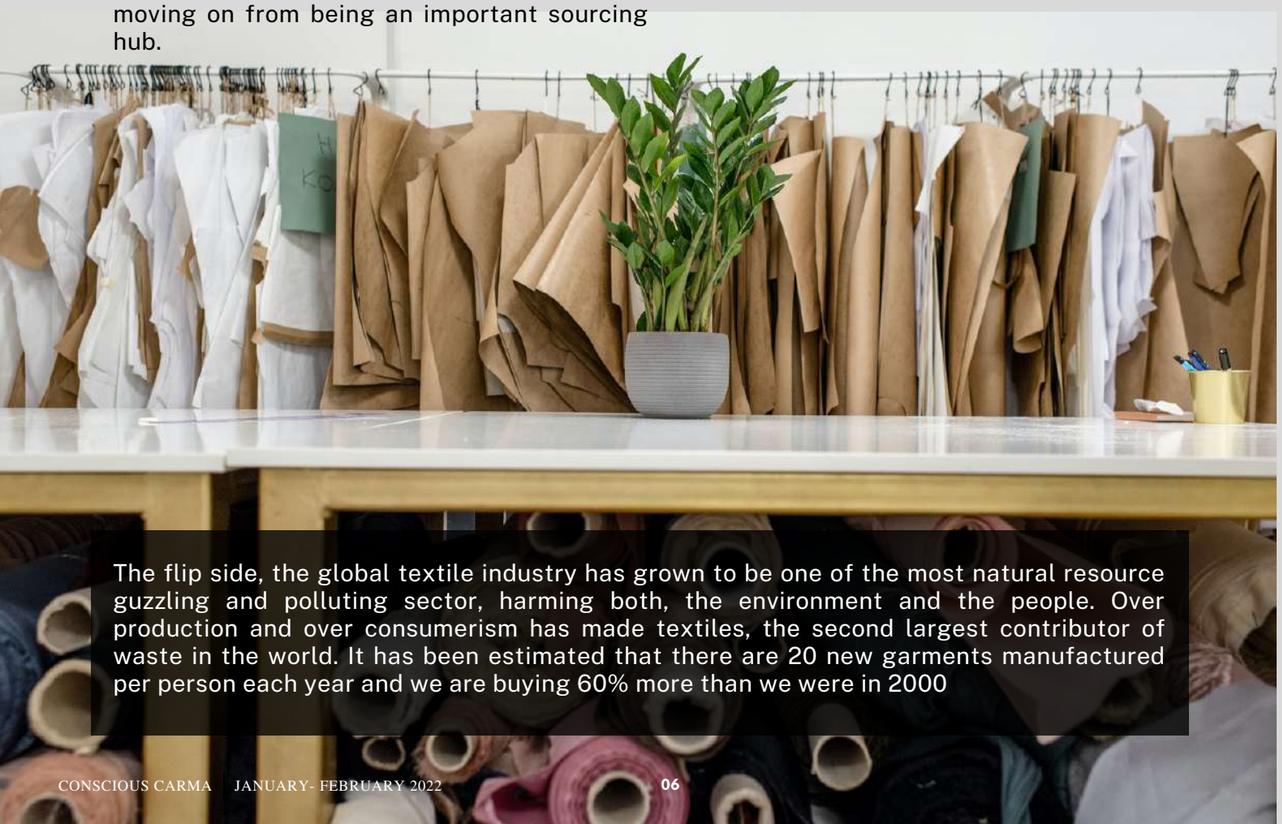
SUSTAINABLE FABRICS MAKING THEIR WAY IN INDIAN MARKET

-By Poonam K Malhotra



India is amongst the world's largest producers and exporters of textiles. The domestic market for textiles in India was valued at $100 billion in 2019-20 with rising exports valued at ~ $50 billion.

McKinsey's State of Fashion report marks the ascent of India into the global fashion industry due to Asia's economic expansion. India will occupy the centre stage in the fashion industry, with a rapidly growing middle class and powerful manufacturing sector. The Indian apparel market is estimated to cross $59 billion in 2022, making it the sixth largest in the world, according McKinsey's Fashion Scope. Moreover, India is set to become one of the most attractive consumer markets outside the Western world moving on from being an important sourcing hub.



The flip side, the global textile industry has grown to be one of the most natural resource guzzling and polluting sector, harming both, the environment and the people. Over production and over consumerism has made textiles, the second largest contributor of waste in the world. It has been estimated that there are 20 new garments manufactured per person each year and we are buying 60% more than we were in 2000

In 2016, a **McKinsey report** on "Style that's sustainable: A new fast- fashion formula" claimed that fashion was witnessing a major changing in buying trends, with production doubling from 2000 to 2014, and the purchase index of an average consumer increasing by 60 percent. This has led to a "fast fashion cycle" wherein consumers are purchasing clothes for summer, autumn, spring and winter, which has forced the fashion industry towards unsustainable fashion. Meaning, the industry is producing more synthetic fibres, polyester, nylon waste water and plastic waste.



Textile industry is a highly water intensive industry and chemical intensive too. Millions of gallons of Water, the scarce natural resource is used everyday and the same is polluted by the chemicals used for producing, bleaching, dyeing and cleaning the textiles, and if not treated before releasing it, the waste water pollutes the rivers and harm the health of water bodies and humans. Non-organic cotton is responsible for the consumption of 16 percent of the world's total production of insecticides and around 7 percent of it is pesticides. Almost 2000 different varieties of chemicals are used in this industry. Mere chemical processing in this industry constitutes 70 percent of the overall pollution. Also the synthetic textiles release microplastics in the environment. Non-organic cotton is responsible for the consumption of 16 percent of the world's total production of insecticides and around 7 percent of it is pesticides

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It is imperative for the textile industry to move towards sustainability, as well as effectively recycle. While consumers should consume less and consume sustainable and also consider options like upcycling and thrifting, etc.

SOME STARTLING FACTS OF WASTE GENERATED BY TEXTILES GLOBALLY

According to the National Climate Change Journal (2018), textile production is one of the most polluting industries and produced 1.2 billion tonnes of greenhouse gas emissions, which is more than the emissions of international flights and maritime shipping put together.

The United Nations Environment Program estimates that the fashion industry produces 20% of global wastewater and 10% of global carbon emissions.

According to evaluations of the World Bank, about 17 to 20 percent of all present water pollution is solely induced by coloring and finishing patterns. Nearly 72 unique toxic synthetics are stated to be available in water only for coloring patterns.

One truck capacity of textiles is landfilled or burnt every second somewhere in the world, according to the Isle of Wight-based Ellen MacArthur Foundation

The fashion industry's annual production is 400 billion square metre of textiles leading to cutting room floor waste of 60 billion square metre.

According to the UNFCCC, carbon emissions from the apparel industry is set to cross 60 percent by 2030. In Asian countries like India and China, emerging fashion trends have increased the carbon foot print per garment, due to the use of coal fuelled plants.

INDIAN TEXTILES MOVING THE SUSTAINABLE WAY

The global climate crisis and the pandemic has been a resetting button for the manufacturers as well as consumers across the globe. In India too, there's increased efforts by the government as well as manufacturers to shift to sustainable textile and move to a circular economy.

Prominent players in India are undertaking major strides in introducing sustainability in the textile manufacturing value chain, including the use of newer, more eco-friendly technologies, materials and production methods.

The industry recognizing cotton as a vital ally, is opting for organic cotton. Organic cotton farming uses 62% less energy and 88% less water than conventional cotton. Also, switching to natural colours for dyeing clothes. The industry is also remodelling its operations from linear to circular, from sourcing raw materials to production, supply chain and waste recycling.

Recycled fabrics like Ecovera which are produced from recycled plastic bottles using biofuels and energy efficient processes, is being manufactured by India's leading textile manufacturer and fashion retailer, Raymond Group in collaboration with India's leading conglomerate, Reliance Industries.

Another Indian conglomerate, Aditya Birla Group, has launched Liva-branded Viscose Staple Fiber. The man-made, biodegradable fiber is derived from wood pulp, a renewable source

Also, the Country's leading fashion designers and fashion brands are also using sustainable fabrics in their collections. Designers like Anita Dongre, Ritu Kumar are leading the sustainable fashion in India. And a slew of Indian startups can be seen entering the sustainable textile and fashion market which is a very positive sign.

Coupled with this is the consumer shift towards sustainable clothing and slow fashion, Sustainable fabrics market size in India is anticipated to surpass of CAGR 11.4% by 2023, as reported in the latest study by market research future

EXAMPLE OF SUSTAINABLE FABRICS

Sustainable Natural & Vegan Fabrics	Sustainable Semi-Synthetic Fabrics	Synthetic Fabrics
• Organic Cotton • Recycled Cotton • Organic Hemp • Organic Linen • Organic Bamboo • Linen Cork	• Lyocell • Modal • Bamboo • EcoVero • Pinatex • Cupro	• ECONYL • Recycled Polyester

FABRICS TO AVOID

- Acrylic
- Elastane(a.k.a.Spandex or Lycra)
- Nylon
- Polyamide
- Polyester
- Polyurethane
- Sequin

All of these are made using oil, processed into a plastic thread, and then woven into wearable fabric. When washed, they shed microplastics. And when they're thrown away, they take hundreds of years to degrade.

150 billion clothes: *The number of clothes produced annually in the world; enough to provide 20 new clothes to each person in the world every year.*

A. Water Consumption

20,000 litres: The amount of water consumed to produce one kilogram of cotton production; equivalent to the amount a person drinks in 15 years
7,000 litres: The amount of water consumed to produce 1 pair of jeans only; equivalent to the amount a person drinks in 5-6 years
2,700 litres: The amount of water consumed to produce 1 t-shirt; equivalent to the amount a person drinks in 2.5 years

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Why this is important?

Our access to clean water only accounts for 1% of the global water supply. By 2025, over 2.8 billion people in almost 48 countries are likely to face water problems including scarcity. This would get even worse with numbers reaching 7 billion by 2050.
2 billion jeans: are produced every year in the world

B. Raw materials

70 million barrels: The amount of crude oil consumed every year to produce the most commonly used fiber in textiles — polyester.
70 million trees: The number of trees logged every year to produce fabrics like rayon, viscose, lyocell, and modal.
Why this is important?
Two mature trees can provide enough oxygen for a family of four. We can save oxygen for around
35 million families.
90% of cotton: is genetically modified which uses huge amount of water and chemicals.
18% of pesticide: in the world is used for the cotton production while 25% of total insecticides in the world is used for the same 25% of chemicals: produced in the world are consumed by the textiles industry.

C. Energy Consumption – by fiber type

30% of clothes: The percentage of clothes that are never sold.
$210 billion dollars: is the value of inventory distortion in the global apparels and fashion industry. This is the gap between consumer's wants and what retailers provide in their store.
One-in-six people: in the world work in the fashion and textiles industry.
80% of garment workers: are women.
1%: The percentage of retail price of one clothing item is what the living wage of garment workers constitute of.
Number 1: is the rank of Germany in providing the highest hourly compensations in the apparel manufacturing industry when compared to other international apparel manufacturing countries
Lowest rank: Philippines ranks the lowest in providing the hourly compensations among the countries studied.
90% of labours: in Bangladesh cannot afford the basic necessity of life – food for themselves and/or their families

Consumption

80 billion: clothing pieces are consumed every year in the world; 400% more as compared to 20 years ago.
$460 billion: The value of clothes being discarded every year which consumers could continue to wear.
50% of clothes: The percentage of clothes are discarded within one year of buying.
> 3 years: The lifetime of a clothing item in developed countries is less than 3 years
36%: The worldwide utilization of clothes (before discarding it completely to waste) has been reduced by 36% as compared to 15 years ago

Why this is important?

The lifetime of a clothing item is reducing and the purchase of regular new clothing pieces is rising, thereby increasing the total consumption of fashion and garments. 250% increase: in google searches (made by the consumers) for sustainable fashion between 2017-1



Emissions

A. Production

1.2 billion tons: The amount of total greenhouse gases emitted globally due to textile production; produced more than all the international flights and maritime combined.
8 per cent: of global greenhouse emissions come from the apparel and footwear industry.
262 per cent: more CO2 is emitted to manufacture one polyester t-shirt as compared to one cotton t-shirt.

Why this is important?

Substituting polyester offers: a 60% reduction in energy consumption, around 40% fewer emissions, and 90% fewer toxic substances

B. Consumption

24 per cent: of emissions can be reduced if we double the useful life of clothing from one year to two years **400 per cent more carbon emissions:** is produced per item per year when we wear fast fashion garments, which are only worn 5 times and kept for 35 days, as compared to clothing items worn at least 50 times and kept for one full year.

Why this is important?

Increasing greenhouse gas emissions cause the earth's atmosphere to trap excessive heat which can cause global warming



Waste

20% of waste: in the world is generated by the textiles industry.
92 million tons of textile waste: is generated by the global fashion industry; around 12.3 kg per capita across the globe.
85% of plastics: in the ocean is due to microfibers that come from synthetic textiles **15% of fabric:** is wasted in the cutting room which could've been used for clothing production.
70 pounds: of clothing and shoes are being discarded by one person annually instead of recycling.
70% of people: in the world consume second hand clothes.
$550 on unworn clothing: According to a survey of 2137 women (aged 18 and above), around $550 worth of clothing in their closet has never been worn by them.
20% of clothing: is not even worn once by the consumers in the world.

Landfills

12.8 million tons of clothing: ends up on landfills every year.
Only 10% of the clothes: that are donated to thrift stores or charity organizations are actually sold, while the rest goes to landfill.
95% of textile waste: that ends up on landfills every year could actually be recycled.
200 years: The number of years for polyester to break down**.**
20,000 litres of water: can be saved if we start using recycled cotton.



Country stats

3rd largest water wasting industry: Textiles is the third largest water wasting industry in China, discharging more than 2.5 billion tons of wastewater each year.
2.5 billion tons: of wastewater is generated by the Chinese textile industry every year 253 tons of textile waste ends up in landfills in Hong Kong every day.
91 per cent: The percentage of Australian fashion brands that do not pay their workers a living wage. Second, largest Australia is the second-largest consumer of textiles in the world, after the US.
27 kilograms: is the average unit of new clothing and textiles are bought by Australians every year 23 kilograms: is the average unit of clothing that Australians discard every year.
40% of apparel: that are sold in the United States are imported from China; the US is also the largest apparels importer in the world.

1 billion pounds of used clothing: is exported from the United States, making it the largest exporter of second-hand clothing.
10.5 million tons of textile: in the United States are sent to landfills each year 70 pounds of clothing: is discarded by an American every year.
70 clothing items: are bought on an average per consumer in the United States every year.
$46.7 billion: is the value of unworn clothes by consumers in the United Kingdom.
$66 billion: is the total consumption of clothes per household in the United Kingdom every year.

Source : https://www.sustainablefashion.earth/the-reality/

Q&A with Mikio Ota

General Manager (Sales), Asahi Kasei



Team Conscious Carma in a candid with Mr. Mikio Ota, General Manager, Bemberg, Sales Department, Asahi Kasei, the only cupro fiber producer in the World

1. Please share background of Asahi Kasei Group and its founders, their various business sectors in brief, like materials, healthcare and homes.

Ans: Asahi Kasei was founded for the purpose of "improving people's standard of living by supplying an abundance of the highest-quality daily necessities." In the century since then, we have always striven to meet the changing needs of society while holding this objective to heart. But we have never wavered from our original purpose. We are into different business sectors with three main categories – Materials, Health care and homes. The product Bemberg™, is into Materials sector. We have been manufacturing Bemberg™ yarn in Japan since 1921 and this is the 90th anniversary of Bemberg™. Bemberg is actually the brand of cupro fiber, a regenerated cellulose fiber made using cotton linter- by product of the cottonseed oil industry.

2. Asahi Kasei is the only producer of cupro fiber in the world. And they are manufacturing it for the past 90 years. What is the reason that there is no other player for cupro fiber in the world.

Ans: Earlier there were various cupro fiber manufacturers. Cupro fiber manufacturing requires highly sophisticated technology and process. To maintain this process to give the best quality and with less environmental impact was something that the other cupro manufacturers were not able to cope up, we heard. Asahi Kasei today is the only manufacturer of this fiber and this is due to our strong commitment towards quality, towards environment , towards customers and towards the comfort of the people in general. We have also been very adaptive to the changes in the external conditions and hence were able to cope up.

3. How do you compare Bemberg, the brand name of cupro fiber with other sustainable fibres made from Bamboo and Hemp, etc:

Ans: Every fiber has its own characteristics and features even if they sit in the same category. Bamboo and hemp have their own and Bemberg has its own. Bemberg has the comfort of the natural fiber and features of the man made fiber. Bemberg is appreciated by its users for having good dyeability, better moisture absorption and release, gentle touch on skin, unique sheen and fluid drape. Added to that Bemberg is also sustainable on three parts – Material – Production process – Social contribution.(details at https://www.asahi-kasei.co.jp/fibers/en/bemberg/sustainability/)



4. What is the pricing of fabric made from Bemberg as compared to other sustainable fabrics and what is the percentage share of Bemberg in global clothing industry?

Ans: Unfortunately it's hard to answer because the price of sustainable fabrics could be very different depending on the definition. Bemberg itself is not really cheap, thus most of our customers are focusing on quality and sustainability, and they're into luxury or premium segment. The share of Bemberg is around 0.02 % because it's manufactured only by us. Thus Bemberg is regarded as a rare material.

5. How long has Bemberg being in India. Kindly name the big Indian brands and designers who use Bemberg?

Ans: Bemberg is used in India since last more than 40 years now. Its majorly used in the women's ethnic wear like saree, dupatta, dress material, scarves etc as a premium material. The major consumption of Bemberg yarn happens in Surat, Varanasi, Bengaluru, North India, East India, Delhi etc. Its being used by both in Indian ethnic as well as fusion wear. Lot of fabric made from Bemberg is also exported to various fashion house across the globe.

6. What is the acceptance level and the growth of Bemberg in India?

Ans: Since we started in India,40 years back the consumption of Bemberg in India has been growing continuously. This indicates the acceptance of Bemberg in India.

7. What's the vision of Bemberg?

Ans: We will strive for technological innovation that leads to the improvement of environmental performance and benefits to society. Moreover, we will pursue enhanced added value with Bemberg™ as a one-of-a-kind material in demand throughout the world. (*Maeda san's comment from 90th anniversary page)

Asahi Kasei in India

Asahi Kasei has been associated with weavers in Surat to manufacture fabric from Bemberg and has been contributing towards women empowerment in India. The company has also tied up with various institutes in India like NIFT ,NID and DKTE to educate the students about material, properties and also Sustainability. Under its initiative Business Call to Action (BCtA), Asahi Kasei imparts knowledge to students about the textile trends in markets while also introducing Bemberg as an environment responsive material . "The core of the industry-academia cooperation in India is the development of young talent that will lead the textile and fashion industries in the future. The ability to gain more customers through the greater visibility of Bemberg™ materials will also support the weavers involved in the production of Bemberg™ in India", says Mr. Mikio Ota, General Manager, Asahi Kasei Corporation, Japan.



Wardrobe detox journey of Designer Cherry Nair

An interesting journey of a Mumbai based multitasker Cherry Nair from being a die hard shopaholic to sustainable and sensible shopper.

"In a world that's obsessed with shopping, I choose solitude! Hugging trees, dancing with the wind, and collecting pinecones!", Cherry Nair

These would not be my words a few years back!

Cherry is the Director in her family business, fashion designer, plant-mom and content creator. Originally from Kerala, Cherry is currently based out of Mumbai where she lives by herself in a cozy apartment that is decorated mainly with natural, upcycled, cruelty free and ethically made items. She's a proud owner of a minimal clutter-free closet – she parted ways with over 2000 pieces from her wardrobe in exchange for peace of mind and an authentic signature style. (In a box)

Over a decade ago, on our annual family holiday in Dubai - I danced in glee in Forever 21, splurging and shopping the latest season as if it were my last days to spend. I was swoon away by the enchantment of being in H&M, filling my baskets with blouses, sweaters, and dresses. I was strutting from one shop to another in search of sky-high heels which I intended to wear once in its lifetime! Every cell in my body would cry with joy each time I stepped out of a store with shopping bags larger than my frame! On returning home from my holidays, I would stack each item one by one with love making promises of "Till death do us apart". Days, weeks, and months went by and slowly with that my happiness every time I opened my wardrobe. I felt uneasy, restless, and confused!

I had over 2000 pieces of clothing and yet I had nothing to wear!!!!!

Every morning I would open my closet and look left to right at the kaleidoscope of colours around me. Prints dancing on pyjamas, fringes, and frills on dresses! Ahhh, I had everything a girl could dream of! And somehow it left me feeling more and more dissatisfied. My wardrobe had become the cause of my disappointment and decision fatigue. I would spend hours in front of the mirror trying to put together a cohesive outfit only to leave the house feeling unpolished and uninspired. I started to dig deep within myself to find answers. I refused to sleep till my closet confusion was a thing of the past! I prayed to all the heavenly angels, witches and God's seeking their assistance to take my shopping curse away!

And abracadabra - a sustainable witch cast a spell on me!

And BOOM, there went my old shopping habits out of the window!

With the cast of her spell, the reasons I shopped came to the surface. I shopped out of addiction.

I shopped to impress people I didn't like. I shopped to cover up my depression.
I shopped to fit in. I shopped out of impulse. It came to me as a strong hard punch in the face that I didn't like more than half of the clothes I owned, they didn't reflect who I was, my values and beliefs and neither were they relevant to my current lifestyle!



Was I a mindless hoarder? Yes, I was, and I changed it! How you ask?

I conducted a serious Wardrobe Detox. What started with a simple cleaning ritual turned into nothing less than a surgical Strike. I eliminated pieces I no longer needed or resonated with in exchange for a smaller wardrobe, minimal lifestyle, and peace of mind.

I sold, distributed, and upcycled pieces from my closet. And let me tell you, it felt liberating!!! My wardrobe and me were ready to be reincarnated. And in my quest to become a sustainable & sensible shopper - I decided to QUIT! Quit shopping for as long as I could and as often as I could - it started with 3 months, that turned into 6 and eventually 18 months!

And there I was standing tall on top of the mountain - celebrating my victory of an uncluttered closet and no new purchases in 18 months! Not breaking the bank on new outfits made me relook my existing wardrobe and reinvent styles from the pieces I owned.

Today, I shop in seldom. My purchases are frugal, intentional, and mindful. I realised that while Forever 21 makes me feel younger, it ages the earth! I learnt the art of living is less is actually living with more. I no longer spent time chasing the right outfits - the right outfits chase me! For me shopping is now a soulful experience and clothes are an extension of my personality that I want to put out for the world to see! I finally have a wardrobe I actually like that aligns with the highest version of myself and is a source of my happiness.

My Wardrobe Detox journey has been a fun and fulfilling experience and I see how decluttering my wardrobe helped me declutter my life and create the space for better experiences and things to manifest.
I now help busy women find their signature style, detox their wardrobes (and lives) consciously through Wardrobe Detox, a free Facebook group where I spill all my secrets to detox any wardrobe effectively!

Annual Farmers and Flea Market, Nashik

It was raining "Organic" at the Grape County's precincts

-By Dr. Freeda Maria



Natural stones available in the region

There is no greater joy than seeing your hard work, being recognized and the fruits of your labor being appreciated. There is no greater joy for a farmer who has toiled on his fields, fighting the harsh weathers with a grit to see his blooms. There is no greater joy, than to finally see his blooms and produce, laid out for people to buy and consume. The joy gets doubled, when he finds his produce displayed in a place which is frequented by all kinds of people, local and from outside, for its green practices

A 20-acre property fanning out within the 250-acre sprawling biodiverse rich area. A 2000-acre reserve forestland just a stone's throw away!

Welcome to the **Annual Flea and Farmer's Market** conceptualized by **Green Spaces', Grape County Resort, Nashik (https://www.grapecounty.in/)**. And this is the fourth time in a row for four years that they have hosted the event, in their resort premise. Carefully curated and crafted: for the best producers around this beautiful countryside, come together to showcase their labor of love.

The Valley as we call it, Nasik lies on the western edge of the Deccan Plateau, an ancient volcanic formation. Flowing through these open fertile lands are the Girna and the Godavari rivers. Being a grape country, half of our country's vineyards and wineries are located here. A whopping 90 percent of all wine produced in our country comes from these Valleys. The strategic location of this place the bounty that is water and fertile land present, farmers have seen some good crops and are constantly thinking of employing good and sustainable practices in farming. They pride themselves of growing organic vegetables with zero use of chemical pesticides and insecticides.





What stands apart with this Farmers market and Flea market is that both have been combined. The flea market which is essentially a large open-air market where goods that are second hand, home-made crafts or merchandise are spread out for sales. Whereas Farmers markets are more retail markets that allows people to sell homegrown fruits and vegetables directly from the farmer to the customer. These markets are not limited to fruits and vegetables and can also have meat, live animals, baked goods, dairy products, poultry, and various other food items.

The Nashik Valley is a Sugarcane, Onions, Grapes and Pomegranate land. Every aim of this Market is to promote the indigenous farmers, who have marginalised lands. The stalls are given free of cost for three days with an aim to add it as an annual activity.

The Concept of having a Framers' market and Flea market at GC (Grape County) was to give an opportunity to both kinds. The stalls at GC, reflect the sheer variety and innovation in their products and blooms. There even was an organic sugarcane juice maker bidding his business of zero maintenance and pure freshly pressed juice with the work his hands! The Machine runs with no motor or battery, the turning of the two wheels is the magic behind that refreshing glass of pure pleasure!

I chanced upon a brick slab on which few loosely packed products were placed and sitting by it this very elegant and smiling lady… neatly dressed in her traditional attire and going about her day, with her weary eyes looking for customers.

Her offer was that of packets of homemade jaggery powder, from sugarcane grown on her fields, ragi powder and chakki (mill stone) pressed green gram, unpolished and broken down and unpolished raw rice.

One individual caught my immediate attention as I walked past, throwing glances at the many counters that had an array of things displayed. Shrushti organics grows its products using “Jeevamruth” to control pests replacing the chemical ones. This is the traditional Indian bio pesticide and organic manure that is prepared combining and fermenting cow dung, cow urine, jaggery, pulses flour, soil and water. His specialties include Rice, Sugarcane and Jaggery, processed products like Oils of Mustard, groundnut, sunflower, sesame and Desi Ghee.

A special mention goes out to the counter of Viveda Wellness Village, a unique concept of self care and healing, this wellness centre has become a place of organic and wellness products. The centre uses traditional knowledge and local ingredients to make products like face packs, healing oils, bathing, and self-care products. **(https://vivedawellness.com/)**. The counter of Grape County had its fruits, juices and other delectables, from farm to the counter, fresh and organic.

Our Flea Market was abuzz with Colours, and with creations from Local Women Entrepreneurs. Paintings, natural stones, Homemade soaps and cosmetics, I was spoilt for choices! Here are some pictures …











Tips for a Zero Waste Wedding

It is estimated that more than 10 million weddings take place in India every year and all of these celebrations leave behind truckloads of trash in the form of discarded plastic cutlery used flowers and a large amount of food, etc. Add to it the other waste related to weddings like the wedding cards, return gifts and unwanted wedding gifts.

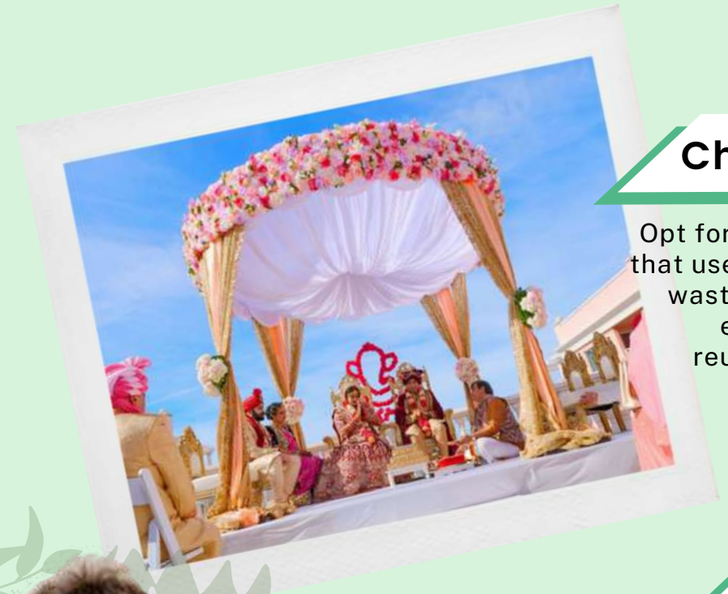
Wedding curators Aaradhana & Prateek Kashyap of Made in Heaven lists down some tips for a Zero Waste Wedding

Opt for a hybrid wedding

The pandemic has made hybrid weddings, the norm of the day. It's safe, can be low on cost and make it a very intimate and personal celebration. Having the guest count to a minimum, you can stay long enough and have an elaborate wedding. A small guest list will also help to better plan catering, favours, and décor, as well as implement low-waste solutions that may not be possible with a larger wedding party.

Prefer a day wedding

This will help avoid the gensets and the electricity load at the venue. Choose a venue with an open lawn and natural beauty and shade with flowers and trees aplenty. If the venue is naturally attractive, you can avoid the decoration waste.





Choose your venue wisely

Opt for a sustainable and eco-friendly venue that uses solar energy, composts and recycle waste, has tie-ups with NGOs for donating excess food, fresh flowers, space with reusable décor, lawn for day events, etc.

Avoid theme weddings

A theme wedding involves elaborate structures, involving the use of wood, thermocol and other materials that cannot be used, therefore it's advisable to avoid theme weddings. If at all, you plan a themed event, rent rather than buy decor and equipment, rent it! This will ensure that there is less wastage and you are not contributing directly to it!

Decor wisely

Avoid plastics, instead use local fresh flowers and a support a small entrepreneur. The flower waste can be given to NGOs who upcycle them and make products from fresh flower waste. Also, make sure to use foam free floral installations. Use live plants as centrepieces, you can even give them away to your guests as favours. Use scrap cloth for décor or reusable props. Avoid electric lights, instead, use solar lanterns. At a typical Indian wedding, more than Rs.2 lakh is spent on lighting alone. Hire a wedding curator who specializes in sustainable weddings. Use minimum construction.

Keep a check on Food waste

It’s startling to note that between 10-20 per cent of the food goes to waste at an average Indian wedding. To avoid food waste, opt for plated dinners, have a plan about saving leftovers if you are doing a buffet for eg., tying up with a cloud kitchen or food service that can take up the extra food and provide to those who need it. What’s better than to donate food to a food bank at your wedding?. Support local farmers by choosing locally-sourced food, opt for seasonal food and more vegetarian dishes than non-vegetarian.

Replace plastic water bottles with water stations with flavoured filtered water. Opt for reusable water bottles and jugs in the guest rooms. Replace paper napkins with cloth napkins. For cutlery, use ceramic, steel or bamboo. Segregate dry and wet waste so that composting is easier after the celebrations are over.

Wedding Gifts

You can opt for gift registry services or e-giftcards which can reduce waste generated by gifts alone by almost 50%. However, if you are not in need of any gifts, you can request guests to support a charity as gifts. Donating gifts to those in need is a conscientious way to begin your life together.







Cheers to Sustainability!!

Wedding favours

While you can't always control what guests gift you, you can be sustainable with return gifts. So, opt for zero-waste themed wedding favours. Don't use plastic gift wraps, instead use reusable containers, jute bags or cloth purses.

Wedding Outfits

Buy from sustainable brands, upcycle your wedding dress or borrow from your mother or father’s wardrobe, it’s nostalgic to wear what your parents wore on their D-day. You can even rent your wedding attire

Go for e-invites or, recycled and seed paper invites

Avoid paper invites and go for e-invites. If at all, you want to go for physical invites, limit the number and opt for recycled paper or bamboo and even seeded invites.

Sustainability Trends to watch out for in 2022



By Sushobhan Mahanty.

The idea that the health of the planet is as important as human health is gathering steam and sustainability will be its driving force. Be it the net-zero goals set at the **2021 Climate Change Conference in Glasgow (COP26)** or the launch of the **Green Grids Initiative-One Sun One World One Grid (GGI-OSOWOG)** — sustainability will be the keyword. The ongoing threat from the COVID-19 pandemic will continue to act as a catalyst for embedding sustainability in all walks of life. Both COP26 and COVID-19 will prove to be inflection points for the future reset

This year, we should expect to see stricter laws to expose 'green washers' and rising demand for clear disclosure and reporting standards. The prolonged coronavirus pandemic continued to force seismic shifts in public policy and company behaviour. It brought about important fixes in the financial system and altered how businesses reacted to the impacts of climate change. Before the COP26 climate conference in Glasgow, more than 1,000 companies had committed to adopt science-based targets to reduce emissions in line with the Paris Agreement goals. At the landmark summit, governments and businesses put forth more grand pledges and ambitious plans to decarbonize. These governments and corporates, however, have given scant detail on how they plan to meet their climate pledges. In the year 2022, there would be a need to push for more transparency, to ensure that the promises are matched with genuine action. The key outcomes from COP26 are expected to influence climate action.

Sustainability, as the new normal for the conduct of life and business, will give a push to the ongoing trends as well as throw up new trends. Here are some sustainability trends to watch out for in 2022:

- **All about data:** With the spotlight on sustainability, data will be the ticket to not only the low-carbon bandwagon but also to showcase results to the regulators, investors, and other stakeholders. All this while the data analytics lifecycle keeps getting more nuanced to better measure, manage, record, and showcase results. Companies will have to keep track of emerging products like leading asset manager Arabesque's recently launched ESG Book, a data platform for companies and investors to disclose ESG data in real-time.



- **Rise in ESG investment**: Investing is being guided more and more by ESG (Environmental, Social, and Governance) considerations. Triggered by COVID-19, ESG investment, which factors in a lasting impact on the environment and the society, has got a boost. The surge in ESG investments is expected to continue and now has a helping hand from the Omicron coronavirus variant, which may not even be the last variant

- **Push for renewable power:** The phasing down of the use of unabated coal and subsidies for fossil fuels were mentioned in the Glasgow Climate Pact adopted by 197 countries. That can be achieved, to a large extent, on the back of retiring coal power plants that are warming up the planet and by increasing the share of renewables in the energy mix. More investments will flow for the setting up of solar, wind, and other renewable energy facilities as compared to fossil fuel facilities.

- **Push for carbon offsetting**: Carbon offsetting is about the replacement or reduction of carbon emissions. Usually, high-emission companies fund projects that either prevent the emission of greenhouse gases (GHGs) or remove GHGs. These projects can range from planting trees to deploying technology to capture carbon emissions. With the framing of carbon market rules, low-carbon emitters will increasingly tap the carbon offset market.



- **From net-zero to climate-positive**: Nations and companies committed to net zero or climate neutrality will sooner or later set the climate-positive or carbon-negative goals. While cutting down on emissions and removing carbon dioxide is expected to check global warming, climate positivity is needed to enrich the environment to reverse degradation.

- **More stringent regulations:** While emission reduction regulation will keep getting tighter, reporting and compliance will be enforced strictly as we go forward and as the process deadlines of net-zero near. Leaders indulging in a lofty talk on sustainability will have to walk the talk under the scrutiny of not only regulators but also investors.

- **Increase in stakeholders' influence:** Mass awareness about sustainability is on an upswing. Not just investors, even customers, employees, and job seekers are subjecting companies to the lens of sustainability. From being only shareholder-centric, companies will have to become stakeholder-sensitive.

- **More shelf space for green products:** The younger population is more concerned about the environmental challenges that threaten to become bigger with each day. Add to that the future generation and the two will together make up a major share of the eco-conscious population. From food to fashion to lifestyle, green products will occupy not only a larger mind space but also a bigger shelf space.

- **Work from homestays for good:** It is convenient for a lot of employees and is also beneficial for the environment as it reduces commute and vehicles on the road and also energy use in office buildings, thereby reducing emissions. It is a win-win situation for the employees and employers as well as the planet. Work from home will continue and become permanently institutionalized as part of a more acceptable hybrid working model.

- **Electric vehicles to rev up:** At present, it is one of the lesser-known annual days but World EV Day, first celebrated on September 9, 2020, is set to become popular. While India seeks to achieve its vision of 100% electric vehicles by 2030, there will be pressure on the industry to source its raw material responsibly. The bigger issue will be to overcome the challenge of sourcing electricity from renewable sources to charge vehicles.

Innovation will be the key as always. We need to groom innovative minds so that we can eliminate the cons we discuss all around. Let's hope for a cleaner future.

Sushobhan Mahanty is pursuing electrical engineering. Having a keen interest in sustainability, he is currently exploring various sustainable fields like renewables and electric vehicles, etc and is running a newsletter on Linkedin, “Sustainability Vibes”.

Sustainable Startup STORIES



NEEMAN'S

– shoes made for you and the environment

The launch story of the brand might sound peculiar, but it came into being when **Taran Chhabra and Amar Preet Singh**, were going to Spain for a holiday. While packing their shoes, they realized that we were packing more than a couple of pairs for different purposes and occasions, which led to space and weight. So, they started looking for one pair that would suffice all their needs. When it didn't happen, the duo themselves decided to produce comfortable footwear for all-day wear, but with the added trait of making them sustainable. Thus started the journey of **Neeman's**.

Prior to his entrepreneurial venture, Taran has worked in the USA in business analytics and strategy for various companies. While Amar, a veteran in operations with over 15 years of experience, has worked with various start-ups.

Started in the year **2018** by two shoe aficionados, Neeman's is India's first footwear brand that uses Natural, Renewable, Recycled and biodegradable fibres in its shoes. It is committed to leading the culture of sustainability, superior comfort, and style with its every range. Thus, the driving force behind the brand is innovation. The entire range is designed using varied fabrics and materials that are renewable or eco-friendly, and in case it's neither, the company converts them into sustainable components.

"Traditionally, shoes are constructed using plastic, toxic dyes, leather from animal skin, and harmful synthetic materials that harm the environment; Neeman's uses natural and renewable materials that reduce carbon footprints. Furthermore, all the materials used- from the uppers, insoles, soles to packaging, are high quality and eco-friendly. It also fills the gap of one shoe for anytime, anywhere purpose. Neeman's footwear is designed to change how India wears shoes", says **Taran Chhabra, Founder and CEO**, Neeman's. He leads the R&D and is the visionary behind launching some unique fibres in the Indian footwear industry that were unheard of and unexplored.

"Research shows (according to Quantis, a sustainability consulting group) sneaker production accounts for 1.4% of the global greenhouse gas emissions. And let's not forget that India is the 15th highest plastic polluter globally. We couldn't ignore these stats while creating a product and the result was a range of shoes made using bamboo insoles, castor bean oil, natural and recycled rubber and PET bottles. ," says **Amar, the Co-founder and COO** at Neeman's. He leads the daily operations and ensures the goal and the company are aligned with the overall strategy.



THE CHALLENGES, VICTORIES AND THE MILESTONES

The challenge for any new brand entering the market is to garner attention, especially since marketplaces have become increasingly crowded and competitive. However, at Neeman's, it was also about informing people about sustainable footwear and its importance. So marketing and sharing the story, USP, is essential during the initial months. Furthermore, as all companies dealt with the pandemic and the lockdown, so for us too, it was a speed breaker but, thankfully, not a roadblock. Victory for brand Neeman's come in the form of customer's acceptance. As a relatively new footwear brand trying to do something different by introducing revolutionary sustainable footwear, the customers have appreciated the comprehensive collection of shoes.

Since the launch, the brand has introduced many revolutionary fibres in the Indian market. The journey started with **Merino Wool Sneakers** made with Merino Wool that comes from Australian Sheep and is the finest and the softest wool and also apt for all year wear. Next was the **Classic Cotton** sneakers made with naturally grown cotton thus, 100% environmentally friendly. In addition, the **ReLive Knits** are made with 100% recycled PET bottles and use 8 PET bottles per pair and the **Eco Flip slippers** with recycled tyres.

People have valued the planet-friendly pairs made from natural yarns and materials that are harmful to the environment. This feedback indicates that the Indian customer is open to sustainable and comfortable footwear.

FUTURE PLAN

Neeman's is dedicated to intensive product development and exploring diverse natural and sustainable materials. In addition, it is also looking at expanding categories and strengthening its commitment to the planet by being a sustainability champion through comprehensive research and development. Expanding offline presence and opening a flagship store in the future is also on the cards. Launching the international operations of Neeman's is another aspect under consideration.

VISION

Creating Neeman's, a brand that is synonymous with comfortable and sustainable shoes for all day wear.

RELIVE KNITS

Plastic bottles being dumped in oceans have been a constant concern for the country. So, being in the business of sustainable footwear, we took a revolutionary step of recycling the PET bottles into a shoe that offers supreme comfort and reduces carbon footprints. Every pair of ReLive Knits uses eight PET bottles . Neeman's has so far recycled over one million PET bottles

Sustainable Startup STORIES

SWATTI KAPOOR



Clothes are an expression of one's own self

- Designer Swatti Kapoor

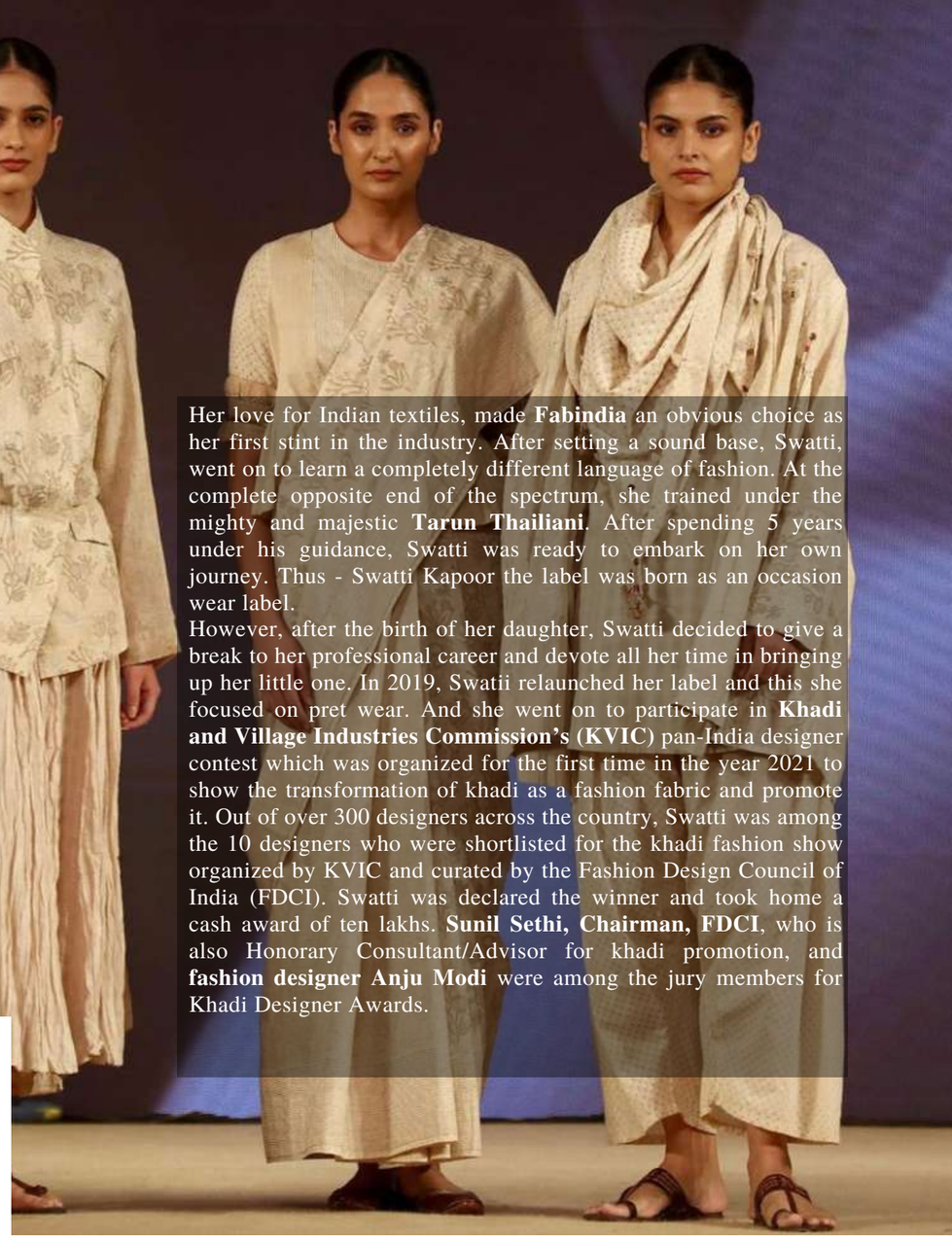
SWATTI KAPOOR embodies a way of life that is rooted in culture, craft and community. We stand at an interesting intersection of local and global, traditional and innovative, classic and contemporary. We believe in looking back while moving forward. We are about slow living with sustainability at its heart. For us the process is as important as the product. Our story is a collective narrative of all the makers whose shared efforts culminate in a beautiful legacy.

SWATTI KAPOOR grew as a response to an ever-changing world. It signals a shift from rapid consumption and disposal to ethical choices and mindful living. It recognizes that green fashion is no longer an alternative, but a necessity. "***We take responsibility for the earth in our small way and consciously strive towards reducing waste and devising eco-friendly methods of crafting our garments. We also operate on a made-to-order model, eliminating typical inventory issues that lead to over production***.", says Designer Swatti Kapoor.

Swatti's interest in fashion started early on in her life. Seeing her mother work in the garment industry for many years, she grew up surrounded by sketches and swatches! She understood that clothes were an expression of one's own self... a story with an effortless narrative. To hone her craft and to fall deeper in love, Swatti joined the **National Institute of Fashion Technology (NIFT)** in the capital and graduated in the year 2010.







Her love for Indian textiles, made **Fabindia** an obvious choice as her first stint in the industry. After setting a sound base, Swatti, went on to learn a completely different language of fashion. At the complete opposite end of the spectrum, she trained under the mighty and majestic **Tarun Thailiani**. After spending 5 years under his guidance, Swatti was ready to embark on her own journey. Thus - Swatti Kapoor the label was born as an occasion wear label.

However, after the birth of her daughter, Swatti decided to give a break to her professional career and devote all her time in bringing up her little one. In 2019, Swatii relaunched her label and this she focused on pret wear. And she went on to participate in **Khadi and Village Industries Commission's (KVIC)** pan-India designer contest which was organized for the first time in the year 2021 to show the transformation of khadi as a fashion fabric and promote it. Out of over 300 designers across the country, Swatti was among the 10 designers who were shortlisted for the khadi fashion show organized by KVIC and curated by the Fashion Design Council of India (FDCI). Swatti was declared the winner and took home a cash award of ten lakhs. **Sunil Sethi, Chairman, FDCI**, who is also Honorary Consultant/Advisor for khadi promotion, and **fashion designer Anju Modi** were among the jury members for Khadi Designer Awards.



"***I work with handloom, and I wanted to present a sustainable collection. The focus was on presenting khadi with a lot of Indian craft and technique***", said the designer about her award winning collection. At Swatti Kapoor, our range of clothing revolves around the premise of inspiring thoughtfulness. We use handwoven textiles, natural materials and artisanal techniques to create products with a global and timeless appeal.

Swatti is now looking forward to her participation in the forthcoming FDCI X Lakme Fashion Week to be held from 23rd to 27th March 2022, in New Delhi. Her Fashion show is slated on March 25th wherein she will be showcasing her latest pret collection.

Label Swatti Kapoor available at : www. swattikapoor.com

Sustainable Startup **STORIES**



Mitti Ke Rang

A social venture to empower women across the country

Hailing from Bhusawal, Maharashtra, Amit Jain, Co-founder, MItti Ke Rang, was barely 3 years old when he lost his father. His grandfather opened a tailoring shop for his mother and his cousins supported them which helped him to survive.

After graduation, Jain came to Pune in 2012 with 1,000 INR to look for a job and within a month's struggle got a job at The Bank of New York Mellon. And his life took a drastic change

Mitti Ke Rang took shape

He was lucky to get support from his relatives during their struggling day, now when he had enough, he wanted to help and support the needy. In 2014, he started a social group with Saket Deshmukh, where they started collecting clothes from people and donating them NGOs and slum areas. Soon volunteers started joining them and their group started getting bigger, and they named it Mitti Ke Rang (MKR). For a couple of years, they kept doing various social activities alongwith their full-time jobs.

Having realized there were many women in their community Pune, looking for opportunities to earn a livelihood, In 2019, Amit took a drastic step and left his cushy bank job to give MKR his full time and attention and help empower women economically.

Soon, they started training women entrepreneurs to make cloth and paper bags and got a few orders which helped them introduce more products for Diwali like tea light candles and sold more than 52,000 units in 40 days and generated Rs 17,500 each for five women entrepreneurs.





After Diwali, Amit decided to backpack across India, to meet women entrepreneurs across rural areas and understand the women entrepreneur ecosystem and challenges they faced in their businesses. "***I had a plan to backpack across India covering Kanyakumari to Kashmir, Arunachal to Bombay. I started from Mumbai and went till Kanyakumari, then from there till Arunachal Pradesh. Then a lockdown happened due to which I got stuck in Guwahati for 70 days***", says the young social entrepreneur



During that journey, he met a lot of women entrepreneurs in different cities and after interacting with them, concluded that while many women want to start their own business, technology and social media as a means to promote and sell their products posed a big challenge for them

"We thought that we already have a platform, so why not assist all such women entrepreneurs with the platform to ease the process and help them get the customers from across the globe. And by end of December 2020, they started full-fledged operations of their e-commerce site by end of December 2020. We feel proud to say the MKR turned the Covid crisis into an opportunity for several women entrepreneurs. Many of them started the business at home as an experiment and now they are looking at making it mainstream and expanding it".

Roadblocks and important milestones

There were many roadblocks, when we took this full time we did not have a full-proof plan of what products we would be making. Then, slowly we kept improvising. When we thought now we have some good plan, Covid came in. Everything got halted for some time. Initially, Logistics was a big challenge and making people aware of the platform. But, over a period of time with everyone's support and hardwork, we were able to pass all hurdles and create more livelihood opportunities for women entrepreneurs.

In a year of launch of our e-Commerce platform, we have bagged 5,281 Ordersfor our women entrepreneurs from all over the country. Also, we have onboarded more than 200+ Women entrepreneurs from 25 states in India. And, Shipped to more than 250+ cities, and 5 countries.

Our mission and vision

Amit, all of 30 years and Saket 33, are currently bootstrapping this beautiful social venture and are aiming to support more and more women entrepreneurs with livelihood opportunities by selling online through Mitti Ke Rang



IS THE ERA OF EFFICIENCY OVER?

The efficiency paradox in the sustainable world is making us rethink what it means to be super-efficient!



By Nona Walia

Has the pandemic slowed down the industrial trait of super efficiency? Does maximization of efficiency give maximum returns or has the pandemic slowdown made us realise that we are more than efficiency machines. Are we witnessing the law of diminishing returns in being super-efficient? The price of efficiency is too high and creates an emotional vacuum. Says psychologist Gitanjali Sharma, "The cult of super-efficiency lures you into a trap where you trade-off your mental health. Personal efficiency systems make you want to do everything at once. We take our personal efficiency to the workplace and start working like machines, we have become machines in our personal lives too. It's taking a huge emotional toll on our health."

In the pandemic, the efficiency paradox has exposed how humans as super-efficient machines become more stressed. The internet is full of efficiency apps, telling you how to be super-efficient; how to sort out to-do lists; how to boost your productivity… We live in a culture that worships efficiency: same day deliveries, doing more with less. We believe, efficiency is good, inefficiency is wasteful. Even as management gurus debate that we can't afford an inefficient world, the price of efficiency isn't sustainable, as continuous super efficiency takes the joy out of life. The pandemic has witnessed a catastrophic drop in employee productivity. According to **Champion health survey**, 67% of workers are experiencing high level of stress, admitting productivity has been impacted. In the industrial world, we wanted to squeeze systems into super-productivity. In the wellness world, we want to be efficient, creative and mentally healthy. Creativity is not an outcome of efficiency. The cultural world does not believe in tightening the systems but rather going with the flow. Instability is the new normal in business. In the workplace of 2022, super efficiency will be replaced by resiliency and agility. As we walk into a new age, just being efficient isn't enough as systems are fragile and vulnerable. We need to create new paradigms of wellbeing, where humans are more than just machines.

Escape the Tyranny of Efficiency

Escaping the world of efficiency doesn't mean getting trapped in limitless inefficiency. Right now, everyone wants to scale efficiencies, to speed up processes, optimize behaviours, and maximize time, but it doesn't result in super productivity. The future belongs to people who do things differently. The global wellness movement is rethinking efficiency. Super-efficient systems weigh the world with social disorder, it creates competition and stress. Wellness gurus who advocate maximization of happiness believe efficiency isn't in favour of happiness index. When we look at our personal efficiency during the day, we want to get everything done at once. We try to juggle different tasks quickly. We have internalized a factory owner's mindset, trying to take most productivity out of every hour. We treat our bodies like machines. We measure the value of our days by how much got done rather than other qualities like joy, appreciation and connectedness. Young parents are forever trying to drive their children to be over-efficient; this is stressing them out young. This unnecessary focus on efficiency ends up tyrannizing people in all age groups, as a result everyone is more stressed. According to **Psychology Today**, it is time to soften the need to function like a machine. Escape the cult of personal efficiency, focus on well-being rather than efficiency. Let's rethink what it means to be personally and professionally efficient!





Nona Walia is a successful journalist and writer. She's the author of The Art of Mental Toughness: Survival Lessons from the Pandemic. A motivational expert, she is passionate about helping people live their lives in the best possible way. A wellness warrior and a wellness blogger, Walia has done certified online course on Science of Well-Being from the Yale University. She runs a Wellness Channel on YouTube. She has worked with The Times of India for 24 years as a Senior Assistant Editor and is also the acclaimed writer of many articles for Thrive Global

Conscious Products

Aab, connecting folks to folk embroidery



"Aab is connecting folks to folk embroidery! A reinterpretation of heritage hand - embroideries, Aab' s journey originated in the vibrant culture of Punjab and is inspired by the graceful Phulkari", founder Shreya Mehra.

Their latest launch Matsya, is a Collection of marine life motifs inspired by the first Avatar of Vishnu on contemporary silhouettes infused with the defining bright colours and geometric designs of Phulkari. The collection has been made using Recycled Handloom Fabrics & natural dyes.



The Mátsya collection celebrates this relationship between fish, and water representing Mátsya & Aab. Existing in Tandem, revitalising the cycle of being. Mátsya is a collection of marine life motifs on contemporary silhouettes infused with the defining bright colours and geometric designs of Phulkari. Matsya is a heritage craft outfit which is hand-embroidered, handwoven, sustainable, recycled, and made up of traditional techniques. Aab was founded in 2021 by Shreya Mehra, a media graduate from the London School of Economics and Political Science. It's the first brand to innovate Phulkari in contemporary silhouettes. Her vision is to re-ignite the lost charm and breathe a new life into this 2000 year old heirloom craft through the medium of design intervention and storytelling.

Availability- https://aab-label.com/



It is often said that our skin is a reflection of our internal health and wellness. But we also know that with the surge in pollution and the everyday rigmarole, keeping your skin healthy can seem like a challenge. More often than not, the multi-step skincare regimen overwhelms us and we end up resigning the idea of healthy, soft and supple skin.

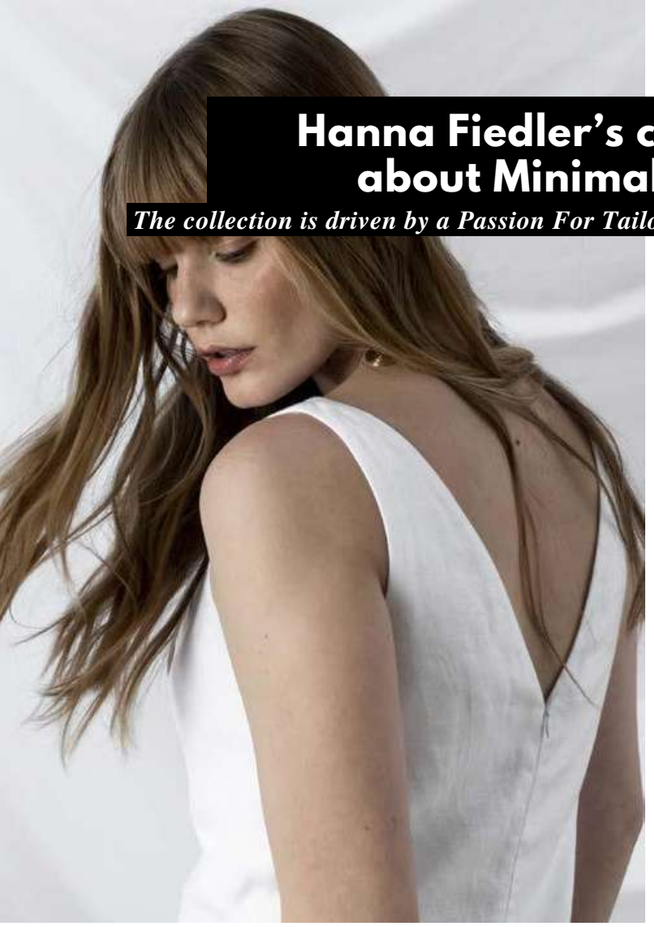
Amrutam, an Ayurvedic Lifestyle Brand and a Wellness Community established in 2006 by husband-wife duo Chandrakanta and Ashok Gupta, has devised a one-stop-solution to holistically heal and nourish your skin! Amrutam Face Clean-Up is an age-old Vedic recipe that is crafted with the goodness of Chandan, Haldi, Aloe Vera and Kesar among other natural herbs, and can be **used as a face mask, scrub or face pack**. The cooling properties of the ingredients calm the irritated skin and the aroma is truly mesmerizing. Not only do the herbs heal and repair the skin, their antibacterial and antifungal properties help prevent acne and dark spots. And the best part? There are no side effects! Simply put, Amrutam Face Clean-Up is just the recipe you need for all your skin-related problems.

Livpure unveils pocket-friendly gravity water purifiers

The term 'smart living' has become a buzzword in recent times. From navigation to home appliances - be it the water we drink, air conditioners, or other devices, every aspect of our lives now has technology woven into it. Against this backdrop, Livpure, a leading manufacturer of water purifiers, air conditioners, and sleep and wellness solutions, has recently launched an array of new, state-of-the-art tech-backed products. Underlining its commitment to simplify and transform the lives of consumers with innovative, tech-driven solutions, the brand has introduced three new water purifiers with extensive features. Livpure has stepped up its innovation and introduced first-time technologies such as nanotechnology, non-electric operation, chemical-free purification, ultrafiltration technology, and gravity-based purification in water purifiers that will disrupt the kitchen appliances market. The products launched are **Livpure Brahma Neo Gravity, Livpure Brahma Gravity and Livpure Fit Gravity**



In a short span of 8 years, Livpure has delivered many Firsts in ensuring 100% Sampoorna Suraksha. Last year in a Consumer Survey by Forbes India, Livpure figured as "Most Respected Consumer Tech Brand" in the water category.



Hanna Fiedler's collection is all about Minimalist Luxury

The collection is driven by a Passion For Tailoring And Uncompromising Craftsmanship



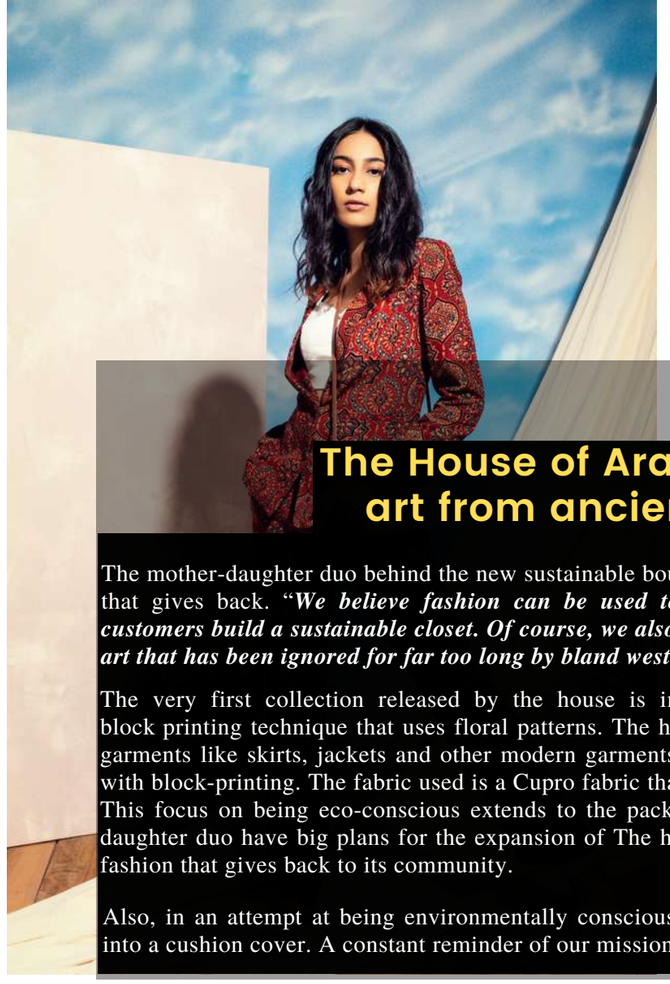
Founded in 2018, Hanna Fiedler is a London-based womenswear brand that specialises in effortless and timeless pieces that equip women to feel empowered, free, and comfortable.

Working with a small-scale network of manufacturers across the UK, Hanna Fiedler merges traditional tailoring methods with a minimalist aesthetic to create high-quality garments whilst supporting local British craftmanship and working exclusively with natural fabrics including organic cotton, linen, silk, and wool.

"I call my collections chapters rather than seasons. Like chapters in a book, each collection ties in with the next one and like a book's characters, my designs have a story to tell which goes beyond a short-lived appearance, they develop and keep having an impact on the story of the brand overall."
Founder and Creative Director, Hanna Fiedler



Availability : www.hannafiedler.com, Burlington Arcade and Harrods





The House of Ara - Manifesting art from ancient traditions

The mother-daughter duo behind the new sustainable boutique on the block have a vision of creating fashion that gives back. "***We believe fashion can be used to uplift artisans, change attitudes and help our customers build a sustainable closet. Of course, we also want to exhibit and explore the traditional Indian art that has been ignored for far too long by bland western styles of fast fashion***" Avani Chandan

The very first collection released by the house is inspired by the Indian art of Ajrakh, which is a block printing technique that uses floral patterns. The house of Ara has used this traditional style to create garments like skirts, jackets and other modern garments which would previously never have been adorned with block-printing. The fabric used is a Cupro fabric that was selected because of its sustainability benefits. This focus on being eco-conscious extends to the packaging, which is 100% biodegradable. The mother-daughter duo have big plans for the expansion of The house of Ara, and consider it their mission to create fashion that gives back to its community.

Also, in an attempt at being environmentally conscious, the brand has created a packaging that transform into a cushion cover. A constant reminder of our mission.



Availability: www.thehouseofara.com

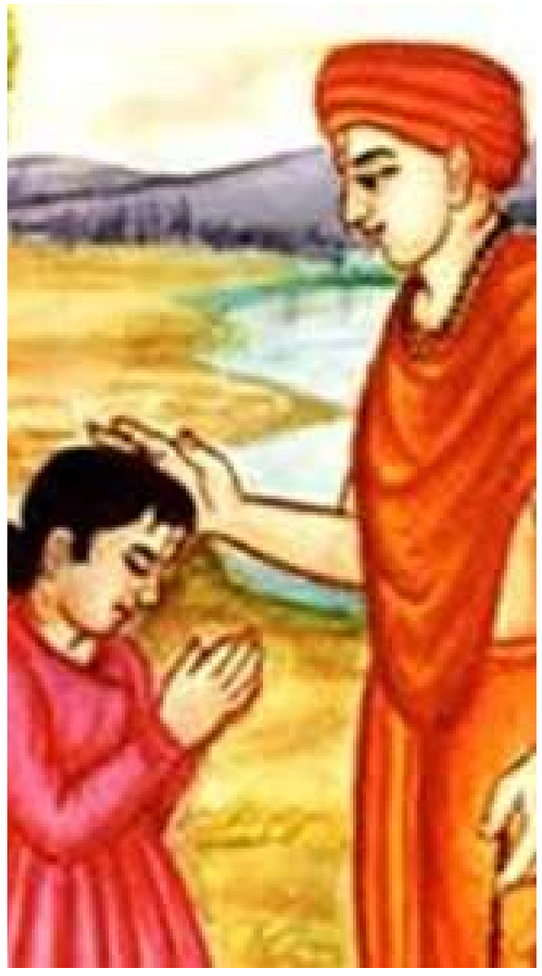
Choice at Conception



Yogi Ashwini, Dhyan Ashram

The ancient science of yoga is based on the laws of nature. In nature, you will find that for every aspect there exists an equal and opposite. Darkness is nothing but the absence of light. Similarly, silence is nothing but the absence of sound. It is only the duality in nature, the coexistence of positive and negative that gives meaning to the existence of the whole. The ancient scriptures speak of a masculine energy Shiv or the doer and a feminine energy Shakti or the force. In reality, the whole Creation derives its energy from Shakti and without her even the Lord is also just a form, the same applies to all aspects of Creation. At the same time, Shakti without the Lord is just pure energy, which needs a vehicle to carry out desires. The complete evolution thus becomes Lord Ardhanareshwar. This is the form of the sacred union of Shiv and Mata Parvati as one. Interestingly, a union between a married man and woman also symbolically represents the 'Ardhanareshwar'.

The Vedic Rishis saw the union between a man and woman not for lust or gratification of sensual desires but a sacred union for the purpose of procreation. Vedic Rishis set yogic techniques and Sanatan Kriya, which when followed can give a child of one's choice. Parents often wish to decide everything about their child even before conception. They wish to fulfil their unfulfilled dreams through their children but these dreams cannot be fructified without Guru Kripa. However, there are certain basic guidelines that can be followed for children of a particular pravriti.



Every object of creation, all lokas (dimensions of existence) and yugas (dimensions of time) exist as energy forms.



In a day, energy patterns keep changing. Similarly, day-to-day patterns also keep changing. Every object of creation, all lokas (dimensions of existence) and yugas (dimensions of time), as per the revelation of the ancient yogis, exist as energy forms. The movements of the earth change the dimension of time, it lies tilted on its axis, when the axis tilts, yugas change and when it moves on the axis, the seasons change. Every movement from one dimension to the other brings about a change or transformation as every day comes with its unique energy patterns.

To better understand energy changes that occur daily we must first understand the concept of sandhya, that is when one energy transforms into another. Vedic philosophy describes four types of sandhyas that occur on any given day. The first, Brahma Sandhya occurs an hour before and after sunrise. Positive forces are at their peak. Since this period is the best time for communion with higher energies, a child that is conceived during the Brahma Sandhya will be a pure and saintly soul. As the day progresses, energies transform, positive energies go down while negative energy starts to rise, leading to the Tantrik sandhya. This occurs between 10.20 am and 11.30 am, where the positive and negative forces are equal in strength. This sandhya aids material gain, thus a child conceived during this time will have a stronghold over the material. At sunset again energies change giving rise to the third sandhya where negative energies are at their peak. A child conceived during this period can show negative traits. However, practices like the Sanatan kriya are done during this time to protect the child from the negative energies in the environment. The last and fourth sandhya occurs at midnight when negative energies are going down and positive energies are going up. Interaction with the spirit world is very easy during this time. Children conceived during this time will be level headed and with the potential to interact with the world of ether.

However, at the end of it all, if your child has Guru Kripa, no matter the time of day of birth, there is nothing he/she will not be able to achieve.

Saluting the Awakened Soul

SANDHYA DHAR

Wheeling the change for disabled

Sandhya Dhar, a specially abled woman from Gangyal, Jammu, was conferred the prestigious “Nari Shakti Puraskar” by President Ram Nath Kovind at Rashtrapati Bhawan recently for her contribution and dedication towards the rights of underprivileged and disabled persons.



Her family stood by her

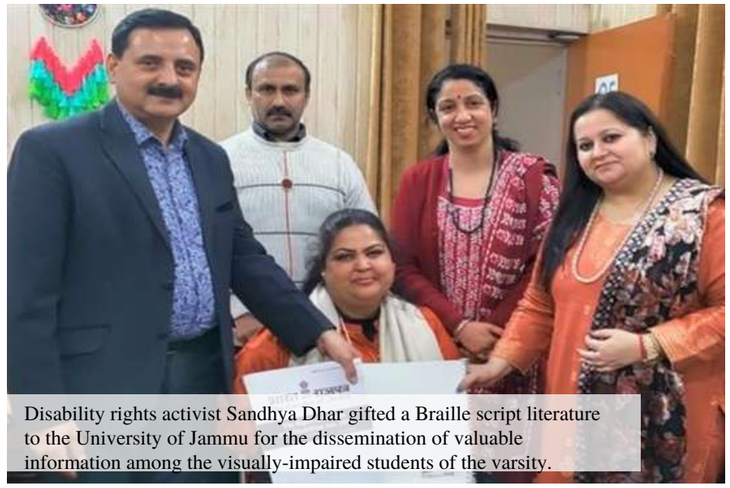
Sandhya who is confined in a wheelchair since the age of 3, did not allow her disability to become an impediment in her life, instead worked hard to carve a niche for herself in society. With undying support and love from her family, she not only completed her studies but took up a job and from her earnings started helping other disabled people and later founded founding JIGER (Jammu Institute General Education and Rehabilitation) in 2015. She has a Masters Degree in Commerce, PG Diploma in Business Administration and BCA in Computer Education.

Her inspiration

Sandhya belongs to the clan of Mata Roop Bhawani, a spiritual saint of medieval Kashmir who started a revolution in education over 400 years back in Kashmir and this inspired her to dedicate herself to the education of differently-abled children. JIGER is working for inclusive education of disabled and underprivileged children and at present educating and rehabilitating over 400 children in her institute as well as other institutes being supported by JIGER.

Her message to people with disabilities

“Tell people about your inbuilt qualities. Don’t hide. Build your confidence. In 2014, I visited my brother at Melbourne alone. I travelled within the city alone, using public transportation and came back home at 3 am. For the first time I experienced what an independent life is. That motivated me to start JIGER”



Disability rights activist Sandhya Dhar gifted a Braille script literature to the University of Jammu for the dissemination of valuable information among the visually-impaired students of the varsity.

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