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A MAGAZINE FOR THE CONSCIOUSLY DRIVEN

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INDIA EMBRACING SUSTAINABLE FASHION

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GRAPE COUNTRY ECO RESORT

FIWE
EMPOWERING WOMEN ENTREPRENEURS GLOBALLY

WELLNESS NATURALLY
Organic Summer Soaps

NOTHING IS STATIC IN CREATION
Yogi Ashwini

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VOLUME 2 •ISSUE 3• MARCH-APRIL 2022

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Editor's Note



Poonam K Malhotra
Editor-in--Chief

Karma comes back manifold

The world is burning with rising temperatures, forest fires, garbage dump fires and what not. They say, Karma comes back manifold, we are all witnessing it, rather than burning in it. Our over consumerism has played havoc on the planet and now it's coming back to us manifold.

With the pandemic, forest fires, water scarcity, rising temperatures, and melting glaciers, the planet is on the verge of blasting because we have overused its resources.

We, humans, have created this mess and are now facing its repercussions. And if we still don't open our eyes and change our consumption habits and help the planet to heal, we will continue facing one calamity after another and suffer the way we have made this planet suffer, our very own and only source of survival.

We call ourselves intelligent beings. Are we really intelligent??. We are fighting wars to claim the piece of land which doesn't belong to us. And what have we done to the land which we own, ripped it apart of all its natural renewable resources? What will we do with that extra land, if we can't preserve it.

Survive or Perish, the choice is in our hands. Act before it's too late and remember karma comes back manifold. So act consciously and wisely for the betterment of the planet, human beings and every other living being.

Meet our Team



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World Earth Day 2022

By Poonam K Malhotra

The theme of this year's Earth Day is "**Invest in our Planet". Earth overshoot Day,** is one such important parameter which can show how ruthlessly we are consuming the renewable resources of the Planet Earth.And inspite of all the talks and guidelines, nothing actually is happening in controlling our greed to consume.

Earth Overshoot Day marks the date when humanity's demand for ecological resources and services in a given year exceeds what Earth can regenerate in that year. The term "overshoot" represents the level by which human population's demand overshoots the sustainable amount of biological resources regenerated on Earth.

EARTH OVERSHOOT DAY IN 2018 : AUG 1ST

EARTH OVERSHOOT DAY IN 2019 : JULY 29TH

EARTH OVERSHOOT DAY IN 2020 : AUG 22ND

EARTH OVERSHOOT DAY IN 2021 : JULY 29TH



According to **Global Footprint Network (GFN**), an organization that collects each country's consumption data and compares those data with the biocapacity of the planet, humanity's demand for resources is now equivalent to that of more than 1.7 Earths. The data shows us on track to require the resources of two planets well before mid-21st century. The costs of resource depletion are becoming more evident. Climate change — a result of greenhouse gases being emitted — is the most obvious result and widespread effects. Other biophysical effects include: deforestation, species loss or fisheries collapse. Such resource insecurity can lead to economic stress (such as monetary inflation) and conflict (such as civil unrest)



The data pertaining from the recent years have highlighted India as a role model in the context of consumption of resources. While major countries have been major exploiters of the Earth's natural resources, the Indian lifestyle provides for a possible solution to the problem. Some of the frontline countries consuming resources are Qatar, Luxembourg, the UAE, France, the UK, Germany, China, and Indonesia. It has been found that if the entire world starts living like the Qataris, an entire year's global natural resources will be exhausted by the 11th of February.





India finds itself in a much better position compared to the above-mentioned countries. India, with the second-largest population count in the world, still has a per capita consumption rate that is not at all in the danger area of getting unsustainable.

According to the GFN, in a hypothetical situation where every citizen of the world lives like a citizen of the United States, sustainability would call for a total of 5 Earth. This figure is 4.1 for Australia and 2.2 for China. In this same list, it is defined that people of the world living like Indians would actually call for only 0.7 of the planet Earth to reach sustainability.



REDUCE
REUSE
RECYCLE

These three words may sound very common as everyone's been taking about them. However, they are the most important words and need not just be talked about but put in action as well, by the governments, corporates as well as citizens.

The above figures put India in a place where it can certainly be a role model for other nations to follow in the context of resource consumption. There are several aspects in the consumption patterns of the Indians that can actually work as solutions for the resource challenges in the world. According to the GFN list, Indian lifestyles call for only 0.7 of the planet Earth. The GFN list places 50 other countries in the same place, like India.



Indians becoming conscious spenders

According to **American Express Trendex report**, Indians want to leave an impact on the planet by prioritizing spending on sustainable products and contributing to local businesses. The Amex Trendex is a trend index that tracks how consumers, small businesses, and merchants are feeling about spending, saving, travelling and more.

87% of Indian respondents always or often purchases sustainable products and 97% are interested in spending money on items that will have a positive impact on local businesses and communities, which is highest amongst all the other surveyed countries.

The survey further reveals 98% of Indian respondents want to spend money on items that will help build low-carbon communities around the world. 97% think all products should be required to be environmentally friendly while 96% think about the impact on the planet when making purchase decisions. Interestingly, 92% of Indian adults surveyed are willing to pay a premium for sustainable products with growing awareness on the benefits of sustainable products. For 43% of Indian adults surveyed, increased product availability and a better understanding of the product benefits are key motivators to purchase sustainable products in the future while for 37%, it is a better price point.

- **GenZ/millennials more sustainability conscious**
- **98% surveyed wish companies would make it easier for them to reduce their carbon footprint**
- **97% are interested in spending money on items that will have a positive impact on local businesses and communities**
- **98% of Indian respondents want to spend money on items that will help build low-carbon communities around the world**



Manoj Adlakha, SVP and CEO, American Express Banking Corp India said,"Indian customers are making conscious decisions and shifting their buying patterns by prioritizing spending on sustainable products thereby contributing to local businesses and leaving a positive impact on the planet. Ever since the pandemic hit the world creating an irreversible impact on millions of people around the world, people are becoming increasingly mindful about the purchases they make and the impact that will create for generations to come."

Key insights:

- **Giving back to the environment** - 98% Indians surveyed wish companies would make it easier for them to reduce their carbon footprint whereas 97% of surveyed Indians will be more loyal to a company/brand that works to address environmental issues.
- **Preferring sustainable products** - 96% of Indians surveyed, one of their goals in 2022 is to make more sustainable choices when purchasing clothes, tech products, eating food and while traveling and 86% of them have already started shopping at second hand or consignment retailers rather than purchasing new items to reduce environmental impact. When making decisions about where to dine out, more than half (55%) of Indians surveyed consider the number of plant-based options available at a restaurant.
- **Endorsing for sustainable products**- About 97% of surveyed Indians would like to shop more with a company that takes action to reduce the impacts of climate change and are more likely to trust brands that work to address to environmental issues.
- **Awareness about sustainable issues** - Indian adults surveyed have become more focused on a variety of sustainability topics this past year with air-pollution (96%) and recycling, renewable energy, and climate action (95%) gaining the most interest.
- **GenZ/millennials more sustainability conscious** - 57% surveyed Indian GenZ/millennials are more likely to plan on purchasing sustainable products this year to help reduce their environmental impact. 72% GenZ/millennials Indians surveyed are more likely to talk to their children about environmental issues.

This Morning Consult poll was conducted between March 8-13th, 2022 among a national sample of 1,998 in the US, 1,000 in Japan, Australia, India, UK, and 999 travelers in Mexico and Canada who have a household income of at least $70K and defined as adults who typically travel by air at least once a year. This study has an overall sample of 7,996 Global Adults. Within this audience, the Gen Z/Millennial demographic group is defined as respondents who were born between the following years:1981- 2004.

India Embracing Sustainable Fashion

By Poonam K Malhotra

Sustainability is making ground in India, where the local sustainable fashion market is forecast to reach nearly $60 billion in revenues in 2022, making it the sixth-largest in the world after the U.K. and Germany, according to a recent **FashionScope report from McKinsey & Company.**

The growing shift towards the Sustainable Fashion was quite evident in the recently held FDCI x Lakmé Fashion Week from Mar 22-27,2022 in New Delhi, India, where the country's leading fashion designers were seen showcasing the mesmerising collections from sustainable fabrics, upcycled fabrics as well as the used and leftover fabrics. The creative excellence and the thoughtfulness of the talented Indian designers were appreciated by one and all.

We bring you here, a peek into the Sustainable Fashion firing up the ramp (not the Planet) at the recently held Fashion Week.

The grand fashion showcase at the end of Day One featured an eco-conscious collection by the celebrated couturier **JJ Valaya**, made from made from **TENCEL™ LUXE**. JJ Valaya, known for his opulent wedding and celebration collections for over three decades, celebrated his 30th year in fashion with the launch of bridge-to-luxury brand "JJV", as an eco-conscious collection made from TENCEL™ LUXE filament yarn. Derived from renewable wood sources in a closed loop process, TENCEL™ LUXE is known for its natural comfort and environmentally friendly production process.



Model walking for TENCEL™ LUXE presents JJ Valaya



Model walking for Bemberg™ presents Payal Pratap

Designer Payal Pratap, celebrated for her timeless pieces and eco-sensitive approach to design, showcased her latest collection '**JAVA**' made from **Bemberg™** yarn. **Bemberg™**, a cupro fibre manufactured by Japan's Asahi Kasei Corporation is a pure regenerated cellulosic fibre crafted using nature and sophisticated technology for the last 90 years. This unique showcase brought together age-old crafts and contemporary sustainable materials.

Also, in a bid to redefine luxury and make couture more conscious, **FDCI X Lakmé Fashion Week hosted a talk on pioneering eco-couture** with TENCEL™ LUXE and JJ Valaya, prior to the show. The conversation revolved around the key challenges faced by luxury brands including animal cruelty and environmental impact of silk production, climate change, loss of biodiversity, the impact of technology and automation on manufacturing.

While Day 2 was dedicated entirely to "Sustainable Fashion Day"

Adidas Originals, previewed one of its most progressive and sustainable footwear collections created with long-time partner **Parley for the Oceans**, with a power-packed show in association with new-age designer labels - **Antar Agni by Ujjawal Dubey and Khanijo by Gaurav Khanijo.**



Model walking for adidas Originals presents Khanijo

Designer Diksha Khanna presented "**Julley**" (Hello in Ladakhi) , the trans seasonal fluid women's wear. The focal point of her collection was eco-leaf printing that emphasised the sustainable process. **Pratima Pandey's label 'Pramaa**' unveiled the "**Paro**", a collection in hand woven silk Chanderi and Maheshwari. with a splash of splendid flower and fauna embroidery.

Unveiling her very dramatic, exotic collection **"Fil Rouge", Designer Vaishali S** showcased varied weaves from India, as the designer works with several clusters in the country. The collection was about appreciating Indian weaves and using Indian techniques, and the collection is inspired by invisible threads, such as the connection between a person and his roots.

RISE Worldwide and **Fashion for Good** joined hands to catalyse collaborations between innovative disruptors and designers to present collections that highlighted innovations for circular fashion. **Designers Divyam Mehta, Karishma Shahani Khan and Nitin Bal Chauhan** developed collections with three innovators from Fashion for Good. The innovators **Altmat, KBCols Sciences, Graviky labs**, are offering solutions for alternative materials microbial dyeing and carbon ink printing. This collection will be presented in the new Fashion for Good exhibition **"Fashion Week; a new era"** at the Fashion for Good Museum in Amsterdam from May 19th.

Showstopper Shalini Passi walking for Vaishali S Couture



R-Elan™ presents Satya Paul by Rajesh Pratap Singh

The Sustainable Fashion Day was closed by the sustainable "**New Order**" Collection from **Satya Paul by Rajesh Pratap Singh**. The collection displayed the use of eco-friendly, sustainable fabric **R|Elan™ GreenGold**, one of the greenest fabrics made from 100 per cent post-consumer used PET bottles deploying efficient and certified manufacturing practices. This was a testimony to sustainable fashion as it stops used PET bottles from ending up in landfills and oceans, thus making it one of the most sought after fabrics among leading brands, retailers, fashion designers and style enthusiasts.

The sustainable fashion was on Day 3rd and 4 th as well. **Designer Aisha Rao's "Divergence"** collection was all about slow and planet conscious fashion. **Designer Anvita Sharma, the winner of 'NEXA presents The Spotlight'** showcased her winning collection **"Behind Closed Doors"**, was made from organic textiles that were creatively developed with fibres of rose petals, oranges, lotuses and organic cotton. It was a line of apparel that paid homage to the sustainable alternatives in fashion that are of utmost importance to save the planet.



Designer Swatti Kapoor showcased her collection "The Rise" that was designed involving least possible carbon footprint, recycling, up cycling and minimal wastage. **Designer Ibalarihun Mallai** brought forth the story of Eri Silk fabric originating from Meghalaya and the Khneng embroidery, which happens to be the only known form of embellishments in Meghalaya and is considered to be the oldest and nearly dying form. Designers **Neelanjan Ghosh and Kanika Sachdeva** showcased collection titled "Wah Usta, Wah" , paying tribute and revolving around the Artisans of Bikaner who created the Usta Art. **Designer Sushant Abrol's** collection **"Stuck in Samsara"** stayed true to the conscious, contemporary, classic path and remained committed to sustainability.

Model walking for Jajaabor by Neelanjan Ghosh & Kanika Sachdeva

Conclusion

The future of Sustainable Fashion looks promising in India as was witnessed at India's most prestigious FDCI x Lakmé Fashion Week. The organisers initiatives like **the Circular Design Challenge 4.0**, India's first and largest sustainable fashion award, a dedicated day for Sustainable Fashion, the grand fashion showcasing involving sustainable fabrics and bringing Khadi, India's fabric of freedom to Centre Stage, made this edition of Fashion Week a truly Sustainable Fashion Week

CIRCULAR DESIGN CHALLENEGE 4.0

INDIA'S FIRST & LARGEST SUSTAINABLE FASHION AWARD

Opening the Sustainable Fashion Day at the FDCI x Lakmé Fashion Week March 23 -27, the Circular Design Challenge 4.0 had six design entrepreneurs shortlisted for India's first and largest sustainable fashion award presented by R|ElanTM Fashion for Earth in association with FDCI X Lakme Fashion Week, United Nations and United Nations Environment Programme (UNEP). Chosen according to a broad-based evaluation criterion that included the circular design process, environmental and social impact, business plans and the UN SDGs, the aim of Circular Design Challenge is to promote and nurture environmental champions of the future in the field of fashion, by providing them a platform to present their innovations that are rooted in the principles of circularity.



Mr.Sunil Sethi, Chairman FDCI felicitated the winner Pieux by Pratyush Kumar with the winning trophy. The winner also received prizes worth Rs 20 lakhs to convert his sustainable fashion idea into an impactful business reality, in addition to an exclusive opportunity to showcase his sustainable collection at the next FDCI x Lakmé Fashion Week and valuable industry exposure and linkages.

Models walking for Pieux at the Circular Design Challenge



Model walking for Sanah Sharma at the Circular Design Challenge

The finalists – CHAMAR by Sudheer Rajbhar, Humanity Centred Designs by Vishal Tolambia, Pieux by Pratyush Kumar, Sanah Sharma by Sanah Sharma, SATAT by Radhika Malhotra and Thaely by Ashay Bhave presented their collections to the final jury.

The final jury comprised Mr Atul Bagai, Head, United Nations Environment Programme Country Office, India, Mr Jamal Shaikh, National Editor, Brunch and New Media Initiatives at Hindustan Times, Ms Payal Jain, Principal Designer, Ms Anita Chester Head Materials At Laudes Foundation and Mr Shombi Sharp, UN Resident Coordinator in India.

Commenting on the fourth edition of Circular Design Challenge, Mr Vipul Shah, COO – Petrochemicals Business, Reliance Industries Ltd, said, “We started the Circular Design Challenge, to accomplish the vision of our chairman Mr Mukesh Ambani, to turn India into a world leader in adoption of sustainable and green manufacturing practices. Over the past four seasons, the popularity of the Circular Design Challenge has grown exponentially. It has now become a big movement in the Indian fashion industry, which is nurturing talent in the sustainable and environment-friendly sphere. The Circular Design Challenge has been a tremendous success in India, and we are now contemplating to expand its scope globally.”



Mr Shombi Sharp, UN Resident Coordinator in India said, "The bad news is that humanity is facing a Triple Planetary Crisis - climate change, biodiversity loss and pollution - and the fashion & textile industry is one of the most polluting, accounting for 8-10% of all carbon emissions and 20% of the world’s wastewater. The good news is the fashion industry in India, like the country more broadly, is taking the leadership on sustainability and applying its creative potential to transform the core of the industry through initiatives like the Circular Design Challenge. The UN in India is a proud partner of CDC as we can only achieve the SDGs by adopting sustainable production and consumption pathways, with industries and consumers transforming together."

Mr Atul Bagai, Head, United Nations Environment Programme Country Office, India, said “The UN Environment Programme is committed to providing strategic leadership and encouraging sector-wide collaboration to accelerate a transition towards a sustainable and circular textile value chain. We are pleased to support UN in India, and continue our partnership with the 4th edition of the 'Circular Design Challenge', to identify and encourage talented designers advancing circular design in India. We congratulate all participants and the winner for innovative thinking and passion for bringing about a positive change. "

Model walking for Chamar at the Circular Design Challenge

The Winner Takes it All

PRATYUSH KUMAR – PIEUX (WINNER)

With a bachelor's degree in Fashion Design and Master in Fashion Body Wear, Pratyush Kumar has five years' experience in the industry. Making use of deconstructed and reconstructed old clothes, the Pieux brand gives more life to the garments. Working closely with artisans in Uttar Pradesh and Uttarakhand, for different products, the brand used pattern making to create silhouettes. Using hand spinning and weaving, the brand creates handloom textiles from left over carpet fibres, textiles, ragged and damaged saris that are used for surface texturing, using hand embroidery techniques, while deconstructing and reconstructing old apparel to create garments. Pieux is also working on recycled plastic (rPET) textiles and certified organic cotton, rose, milk Aloe Vera, orange, Cupro and sugarcane textiles without using any toxic substances in the process. Nearly 100 kgs of carpet waste was upcycled to add footwear and eyewear along with the apparel.

There was an assorted line of colourful patched garments bags, back packs, minis, shorts, shirts, sweatshirts and even eye wear that brought a new fashion direction.

"I believe fashion can be attractive and mind blowing without blowing up the planet with over consumption, linear model of manufacturing and using harmful material," said Pratyush Kumar.

Models walking for Pieux at the Circular Design Challenge

KHADI PRESENTATION

-Bringing the beauty and glory of India's Fabric of Freedom to centre stage



Bringing the beauty and glory of India's Fabric of Freedom to centre stage, Khadi India / Khadi and Village Industries Commission (KVIC) showcased a Khadi Presentation curated by FDCI. The showcase featured khadi ensembles by several leading Indian designers and also went on to make history as it featured the first ever khadi presentation in the country by an international designer.

The show, divided into two segments, first featured ensembles by French designer Mossi Traoré and the second segment included collections by India's top designers viz. Abhishek Gupta Benares, Anavila, Anju Modi, Charu Parashar and Rina Dhaka.

Model walking for Rina Dhaka at the FDCI Khadi Presentation



Shri Vinai Kumar Saxena, Chairman KVIC added, "Khadi has always been an instrument of social change and has transformed into a tool of resilience, resurgence, and self-reliance in modern times. From being a humble attire across India, Khadi has evolved into a symbol of sustainable fashion and ultimate luxury. Joining hands with FDCI for this exclusive presentation helped cut across geographies and reach global audiences and entice younger generations towards Khadi with clothing that is comfortable, easy to wear and trendy."

Sunil Sethi, Chairman FDCI commented, "It is an honor to collaborate with KVIC and curate a Khadi presentation, as we celebrate sustainable fashion at FDCI x Lakmé Fashion Week. With this showcase, we aimed to bring to the fore Khadi's true potential and catapult it in the global arena. We are proud to have had renowned Indian designers as well as an international designer showcase their unique interpretation that is poised to take the sustainable lifestyle conversation to a larger audience.".

Model walking for Mossi at the FDCI Khadi Presentation

5 Natural Summer Soaps to stay cool and fresh

By Harsh Jain

Feeling hot and sweaty or stressed or itchy? Try these soaps to beat the summer heat and stress and stay cool. Made from natural essential oils and organic herbs, these soaps combine the goodness of Ayurveda.

These soaps can be used for all skin types and are not gender biased, can be used by both, Men and Women.

Activated charcoal with peppermint oil soap or Activated Charcoal with Fullers Earth soap to avoid acne.

Activated Charcoal is a toxin magnet, it cleanses, clarifies and polishes your skin and keeps it healthy, radiant and free of blemishes. It is rich in antioxidants and is antibacterial.

While Peppermint oil moisturizes the skin and helps increase blood circulation and reduces the risk of infections.

Multani Mitti or Fuller's Earth is a clay substance hugely popular for its healing property against acne and blemishes. It is very rich in magnesium chloride which helps to reduce acne. Also, its mild skin bleaching effects help remove tan and improve the skin complexion.





French Lavender soap

to avoid rashes and itchy skin – Made from the aromatic lavender essential oil, the soap has a soothing and calming effect on the body. Its anti-bacterial and anti-inflammatory properties are effective for preventing rashes and itchy skin. It also works wonders to remove the stress, so after a day's hard work in the sun, a shower with french lavender soap will make you feel fresh and light.

Bourbon Rose

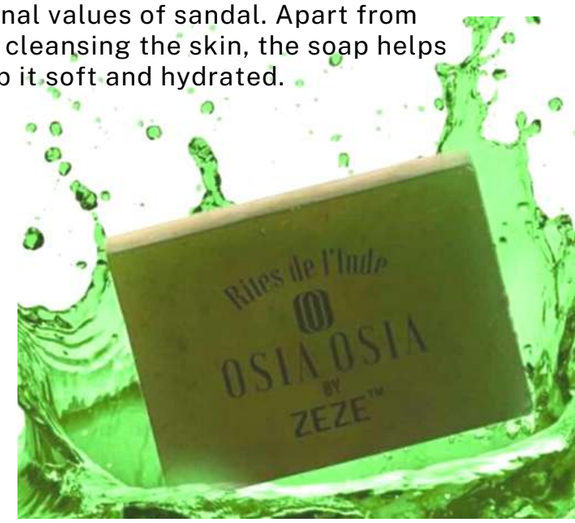
for moisturizing skin– Rose oil is a natural moisturizer that makes the skin smooth and soft. And its natural astringent property helps in tightening pores and makes the complexion glow. While the delicate aroma of bourbon rose oil induces a sense of relaxation and is a mood enhancer.





Turmeric and Sandalwood soap

to avoid prickly heat– This soap presents the ancient ritual of Ubtan in a convenient and mess free form. It acts as a natural antiseptic and skin brightening agent, combining the naturally astringent, purifying and cooling properties of turmeric and the medicinal values of sandal. Apart from gently cleansing the skin, the soap helps to keep it soft and hydrated.



Aloe Vera with Lemongrass soap

to treat sunburn, acne and rashes – Aloe Vera, the wonder plant soothes sunburn, moisturizes skin, helps heal wounds and reduces infection and acne. Lemongrass contains anti-fungal, anti-bacterial and anti-inflammatory properties. It acts as an antioxidant as well. The combination of these two acts as a miracle and boosts the skin.

Remember, your skin is porous and acts like a sponge absorbing whatever you place on it. For manufacturing purposes, the majority of commercially made soaps contain synthetic lathering agents, chemical preservatives, synthetic dyes, and chemical fragrances. All of which pollute your bloodstream and are harsh on your skin. Always opt for soaps which use organic and pure essential oils, herbs and floral extracts. Apart from a fragrant bathing experience, they also have rejuvenating and reviving properties.

Harsh Jain is the Co-founder of OSIA OSIA, the country's leading manufacturer of natural and organic skincare brand.

Be water wise...

The water story of Grape County Eco Resort

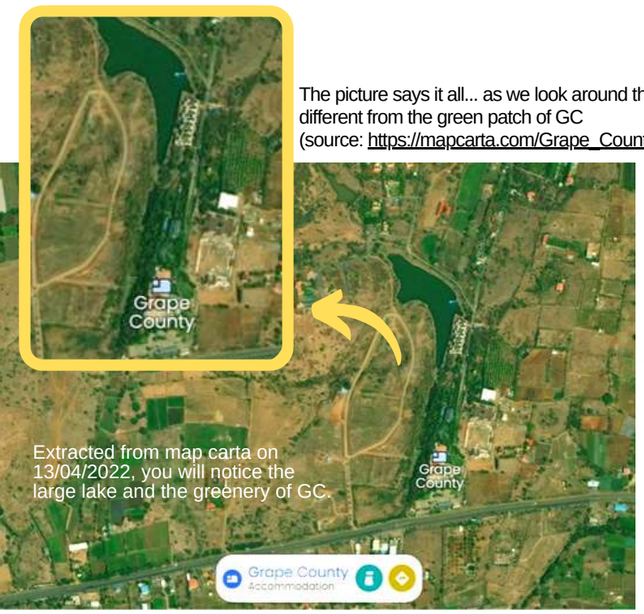
By Freeda Maria, Consulting Editor (Sustainable Tourism) Conscious Carma

As I write this piece for a story on how a barren land, touched by rough summers can be replete with water, all year round. I am reminded of the quote from the famous Amol Palekars' Hindi film, "Thoda sa Romani ho jaye" wherein 'Barishkar' played by Nana Patekar speaks about water (jal). What better way to emulate the dialogues and the strong scenes that invokes the activist in 'Barishkar'? He promises to bring rain in a drought affected area for 5000 Rupees. And while asked by a man, if it was real water, his stellar response, shook the audience and created history. It seems rather impossible to get such a feat of a job done, but there seem shocking stories of how people who did it....

The water story of Grape County is nothing short of a similar effort.

As I sit by the "Deck" (The restaurant of Grape County Eco Resort) and look around I see yonder that it's not a terrain to have water all-round the year. The summers can get very harsh, dry, and with heat waves hitting you hard

Read on to know, of the many concerted efforts and the pains to get perennial waters to the confines of Grape County Eco Resort.



The picture says it all... as we look around the landscape is different from the green patch of GC (source: https://mapcarta.com/Grape_County_2611173/Map)

Extracted from map carta on 13/04/2022, you will notice the large lake and the greenery of GC.

Synergy has been created to fetch, conserve and preserve water. A well thought through system with months of research; gradient catchment from one pond to another allows filling up of all the ponds and lakes. The resort is almost tucked on slopes, with a stream skirting along one side of the boundary and roads winding through its undulating landscape. Focal points have been identified to allow digging of underground land for water to seep through and remain stored. Connecting mouths and the watershed systems are woven beautifully well, as seen in the pictures if you look carefully.





The lake, the lifeline of Grape County Eco Resort

Water has a deep connection to the vision of our place, "Vasudaiva Kutumbhakam" "where all elements of nature co-exist peacefully and interact joyfully" **quotes the Chairman of Grape County Eco Resort, Kiran Chavan.**



Its not always green, a lot of efforts go into making it one... the Director Mr Tejas (Left) at the site during construction days

Check dams were built to capture and store water in the valleys of this landscape and in the plains connecting ponds were dug, if one filled up the other would automatically fill to the brim. Though the distance of the ponds were not close to each other. Nature took course and acted the way it needed to. The most important of all the phases was the planting of 45,000 saplings/trees, the rainwater that falls on the leaves travels through the stem to reach the roots and remains there to reach the aquifers and recharge the water table.



The rivulet or natural stream that drains Grape County Eco Resort

He adds further, ***"…..The rivulet formed a natural source, that was vital for us, we had to keep it perennially water fed and that took care of our water system and our requirement."***

As I continue my conversation with the visionary Mr Chavan, he relived every moment of their water story and explained vividly the process. "The landscape made it easy," he says, *"we planned to capture rainwater through four phases; in the hills, in the valleys, the plains and through the planting of saplings/trees."* My inquisitiveness rose, my ears grew more alert and my mind couldn't wait to listen. Mr Chavan mentioned, that rainwater falling on the hills, was collected through the making of contours; which otherwise would ensure the water would runoff. *"The beauty of application of the technique running water must be made to walk, walking waters must be made to stand and the standing waters should be made to enter the subsoil and recharge the water table!"* What an enamour.

And I pen down the thoughts of Mr Tejas Chavan, Director and future torch bearer of the future of Grape County Eco Resort, *"The most precious resource in today's time is Water. It is our responsibility to conserve it for future generations. I wish everyone does take some small steps or big leaps towards this effort"*. The Lakes at GC, the Bada Talaav (Big Lake), and two Chota Talaavs' (Small lakes) in the plains store almost 21,000 crore litres of water! Where is the need to depend on outside sources?

Water is Vital, it gives life to a place. The fluid element has healing properties. I see and feel that vibration here at Grape County Eco Resort. As I finish writing this piece, I walk through this terrain to find the lakes full of water, the trees brightly coloured green and the birds singing and dancing to their tunes…a voila we are in the peak of summer.

Grape County is Replete with Water!

The article is published in collaboration with Grape County

Sustainable Startup **STORIES**

GOADOS

– a 100% women-led ethical & sustainable fashion brand

For Kolkata born and raised Sanah Agrawal, her natural inclination had always been to create something that will preserve India's varied crafts and culture.

Thus, growing up in the beautiful state of West Bengal, which is home to incredible craftsmen and artisans, the zeal to bring these heritage textiles and techniques into contemporary wear began. And, given the current state of the fashion industry, which is dominated by polyester, nylon, and synthetic fabrics that are harmful to the environment, the idea of creating a sustainable and eco-friendly brand GOADOS.

She completed her MBA with a specialization in marketing, and after a series of roles as a digital marketing and branding specialist, she began working with Tata Trust as a behavior change consultant for Swachh Bharat Gramin and never returned to the corporate sector. After working in the development sector with Tata Trusts, Sanah founded GOADOS in 2021.

"GOADOS is an ethical & sustainable fashion brand where we use indigenous textiles and techniques to make contemporary clothing. All our products are 100% handwoven and plastic-free. We believe in making a sustainable lifestyle and wardrobe more accessible and available to all. From the very start have strived to give back, from using Handwoven Khadi to using Coconut Waste Fibres for our upcoming collection", says Sanah, the young and dedicated designer.



Sustainability is the key Pillar

One of the key pillars of GOADOS is sustainability. The brand has a dual approach to being sustainable. First: it is an eco-friendly and ethical brand that can give a new silhouette, aesthetic, and market to the dying indigenous crafts, and provide an opportunity for artisans and craftsmen to continue their generation-old rich art. Their first collection was made entirely of handwoven Khadi cotton. The materials were sourced, woven, dyed, and built locally.

The second is by using environmentally friendly techniques, fabrics, and closures. They are using Coconut Fibre waste and Banana Peel waste fabrics alongside the Handwoven Khadi Cotton in their upcoming collection. And do not use or incorporate elastic and synthetic blends in their products at all.







AN ALL-WOMEN team

GOADOS is a 100% women-led company including all its vendors and employees. "This wasn't intentional but has somehow just shaped itself this way, and we are very proud of that".

INITIAL ROADBLOCKS

Starting something new is bound to bring challenges and they did and still do face our fair share of them, starting with - Starting a fashion brand on a small budget, Navigating the unfamiliar fashion industry, entering the competitive market of homegrown brands, figuring out a secure and swift way to connect with the artisans and follow deadlines, as most of their craftsmen reside in the rural parts of the state- establishing an effective communication was a challenge yet a priority. And the biggest challenge was to curate a solid design team, create clothing that did not use elastics or any synthetic material, and to still make it fit the body. These were to name a few of their initial roadblocks and struggles.

FUTURE PLAN & THE VISION

With dedication and hard work, the brand aims to incorporate textiles and techniques from all over the country, not just from Bengal.

"We want to make indigenous textiles a part of people's daily lives and clothing and encourage our consumers of all ages and preferences to choose a sustainable brand over fast fashion. And we intend to use new and innovative textiles in our upcoming collection, which heavily incorporates food/crop waste textiles".

Check out their collections at www.goados.co

Sustainable Startup STORIES

ecoSansar

– a Zerowaste online store for the conscious urban consumer

"At ecoSansar, we are creating a market place for end-to-end sustainable options– Everything that you would need for a zero-waste lifestyle from a sustainable source", Gayatri Joshi, Founder, ecoSansar. Gayatri, an engineer working in the IT industry is now a mom and a social entrepreneur!

Every inch of the road was covered with plastic and dead entangled marine lives...yes, that really happens...not somewhere far away, but very close to our own homes, in oceans, in lakes and streams and we are directly impacted!



INSPIRATION

Having been brought up in Mumbai before settling in Bengaluru, oceans and beaches had always been a very integral part of my life. During the Mumbai floods in July 2005 the ocean literally threw all the garbage back into the city and that's when the magnitude of our disposable plastic problem really hit me! and I stopped using plastic as much as possible. Thats when the seed of ecoSansar was actually sown which later took root in June 2018, starting with rural handicrafts.

Moreover, after having a family I realised how it was getting increasingly difficult to run a household without plastic. I figured that like me many other consumers must be wanting to live a more ecofriendly life but may not be able to due to lack of options. That's when the idea and vision of ecoSansar was born, with the goal of being part of a solution to the single use plastic problem.

ecoSansar took shape in 2018

ecoSansar started almost 5 years ago in Bengaluru with sustainability and equal opportunities as its core business values. What began as a venture to promote rural plant fiber based handicrafts in the urban market, went on to improve the sustainability impact further and added daily life items like groceries, home essentials and self-care products.

To ensure end to end sustainability and to avoid plastic packaging, ecoSansar began working on the principles of circular economy which states that all resources should be put to use until its end of life and only then sent for recycling. Their USP is that all the packaging is collected back for reuse, thus AVOIDING single use packaging waste.

We take back our packagings and Reuse for Refill. This is an essential part of our zerowaste delivery process as we make sure that our packagings are repurposed, functional and make use of existing resources.









THE STRUGGLES

Awareness and consciousness towards carbon footprint was very low when we had started. And so every consumer had to be nearly taught about sustainability. Also, switching to sustainable lifestyle is a habit breaking process for everyone which requires a bit of unlearning and so even if the consumers are aware of the benefits of sustainability for themselves and the earth, the adaptability has been slow. A complete lack of any government support in terms of subsidies and environment friendly policies, the change is not economically competitive compared to the current 'Use and Throw' lifestyle. This limits the market size of sustainability to only the ones who can afford it which in turn limits the impact. The pandemic of course came with its own share of problems and we were forced to shut our store to cut costs. We are currently working only in an online format and still going strong.



THE MILESTONES

Every single packaging that gets repurposed/reused for refill is a victory for us as we save almost 58 gallons of water for every 1500 packagings saved from landfills.

MISSION & VISION

ecoSansar wishes to enable an urban lifestyle that can be guilt free and sustainable. We want to give our consumers the choice of conscious consumerism, where you can live without harming the beautiful environment! Nature has a circular system to ensure everything is back in the cycle and nothing is wasted, a wonderful rhythm which allows every living being to thrive! This circular cycle is what we are immensely inspired by and are trying to incorporate it into the urban lifestyle! Zerowaste can be a reality and we are inching towards it one product at a time, one conscious citizen at a time!

Website: www.ecosansar.com

Federation of Indian Women Entrepreneurs (FIWE) empowering women entrepreneurs globally

More than 200 women entrepreneurs from India and abroad participated in FIWE's **6th International Conference of women entrepreneurs** held recently in the capital from Mar 23rd -25th, 2022. The conference themed, **"Mission Possible"**, was organized in association with **Ministry of MSME** (Micro, Small & Medium Enterprises) in collaboration with **ISID** (Institute for Studies in Industrial Development) and included participation from countries like Bangladesh, Maldives, Nepal, Nigeria, Singapore and Sri Lanka

Federation of Indian Women Entrepreneurs (FIWE), a National-level organization, founded in 1993, is one of India's Premier Institution for Women thoroughly devoted towards Entrepreneurship Development in the country. With its branches in different states of India and 28 member associations spread throughout India, it has been mentoring and empowering women entrepreneurs since past three decades. It has a membership base of 15,000 individual members/professionals



MSME Joint Secretary Ateesh Kumar Singh inaugurated the Conference. Speaking at the occasion, Singh said,

"One of the areas picked by the Conference is to dig into the current challenges being faced by the sector, another is inclusion. We would love to receive the outcome of the conference which would be of immense value in policy formulation, program implementation and future planning for the sector by the government."

"The pandemic has thrown new challenges for MSMEs, while the sector is already grappling with generic challenges. MSMEs need to chart new paths, new strategies and systems to put in place. The govt has been leading the recovery effort through a slew of programmes and schemes for the MSME sector", he further added.



"Women entrepreneurs as well as employed women suffered economically more than their men counterparts due to the pandemic. A report by Bain and Company reveals that almost 73 per cent of women-run enterprises in India were negatively impacted by COVID-19; while the revenue of almost 20 per cent of women entrepreneurs dwindled to zero. However, they are more than willing to turn around the situation, the outcome of our conference just proves the same. They are confident of quick revival",

said **Dr. Rajni Aggarwal, President, FIWE.**





"While we witnessed many women entrepreneurs shutting shops, there were also many new women entrepreneurs springing up during the pandemic, some who lost their jobs and others who left their jobs to turn entrepreneurs. Certain women led enterprises also witnessed an increase in revenue. As seen in EdelGive's Landscape Study on Women Entrepreneurship that was spread across 13 states and had a sample size of 1,200 women, 19 per cent of the women surveyed cited an improvement in their fiscal gains"

said **Poonam K Malhotra, Vice President, FIWE**

Equipped with the resilience of spirit and adaptability, active support across the ecosystem is all that Women need to succeed as entrepreneurs. Keeping the above in mind, the three day conference was specifically designed to include expert sessions on various important aspects like access to finance through innovative technologies, leveraging e-commerce and digital marketing for business growth and chat sessions with successful entrepreneurs, etc.

The Conference also included **one-to-one business meetings, factory visits, exhibition and Priyadarshini Award ceremony**. FIWE felicitated over 30 women entrepreneurs with the coveted Priyadarshini awards in three different categories. Women entrepreneurs were applauded for their exemplary achievements



"The Conference discussed how to expand access to finance through use of fintech and how to leverage technologies and start-ups. Also, how e-commerce and digital marketing can be game-changing tools for women entrepreneurs empowering them to conduct their businesses from their homes. The need for building capacity to harness the potential of digital marketing by women entrepreneurs was emphasized. In that context, UNESCAP South Asia Office was seen to be playing an important role. The India's Government-e-marketplace (GEM) has helped 1.3 lakh women-led MSMEs sell their products directly to the Government. ISID will be taking the discussions forward in the context of its work on MSMEs and entrepreneurship",

said **Prof Nagesh Kumar, Director, Institute for Studies in Industrial Development (ISID**





Conscious Products

EXCLUSIVE HEMP COLLECTION FROM DENNISON



Dennison, a 33 years old trusted brand in Men's clothing from Gwalior, Madhya Pradesh, launches their very first initiative towards Mother Earth, their Hemp Collection.

"The fabric of Hemp Collection is organically grown with 33% less water use. The fabric is dyes using Azo-free color dyes in an attempt to eliminate the harms. And instead of using plastic buttons we use Coconut buttons and use recycled threads for stitching. For the Hemp collection, we have made recycled labels and paper fusing, with green packing, which makes it one of the most sustainable products of India. It is designed to help in saving natural resources and focus more on the awareness of sustainable fashion. Moreover, the fibre protects from UV rays and mold resistance", says Ashwin Seth, Founder, Dennison.



Dennison's other latest innovations include waist flex trousers and cotton e-waist pajama pants. "Going ahead, the brand is adding interesting clothing innovations to be positioned as the 'most sustainable product in India," both for men and women", adds Seth.

Available at : Myntra

ARBŪ the new generation of clean beauty



"Beauty is not only about how you look but how you live according to your moral values as a daily practice. Beauty is also in the small steps leading to environmental conscientiousness. arbū (comes from the Latin root for tree), was thoughtfully created not only as a unique skincare systemthat uses pure organics and modern science but as a philosophical concept", says its founder Violeta Malinova

arbū's, the UK based skincare brand unveils its signature ingredient is Rosa Damascena Oil. The oil is extracted by water stream distillation and each Bulgarian Rose is meticulously hand-picked. The Rosa Damanscena Oil has the richest and most complex aroma, which makes it popular and sought after in the cosmetics industry. Furthermore. It has uplifting and relaxing properties for the nervous system, has the ability to calm and harmonize.

The collection also includes the Rejuvenating cream, Time Shift, a glamourous formula infused withDiamond Dust and Rose Essential Oils designed to restore the youthful appearance of the skin. Eyecreams, rich moisturisers, and lip balms, including products for men and children complete the collection offering an extensive range for the whole family.

Products range from £11- £170
Available to buy online at:
https://arbucosmetics.com/



KIEHL'S HAS PLANNED A FUTURE WITH ZERO WASTE

In the beauty industry, 153 billion units of plastic is products and 40% of that is single use plastic that would end up at a landfill. In a movement to stop use of single use plastic Kiehl's has planned a future with zero waste.



Kiehl’s India has devised a programme to get consumers to kickstart their sustainability journey. As part of the Recycle & Be Rewarded Programme, all Kiehl’s stores have a recycle box where they can take their empty product containers for recycling. They are rewarded for taking this step towards a better future, and earn points that can later be accumulated and redeemed for Kiehl’s products.
In this journey Kiehl's plans to Refill today, Reduce the waste by tomorrow and in the future rethink on making future more sustainable. Kiehl's India products are also manufactured sustainably. The formulas are made with 98% renewable ingredients, 80% post recycled material and use renewable electricity.

Since its inception in 2020, the Co2 emissions have been reduced by 82%, water consumption has been reduced by 21% and waste generation has been drastically reduced by 36%.

Availability : ***www.kiehls.in***

MOTHER’S DAY SPECIAL

By ORVI



Orvi, a home décor brand has come with an eclectic assortment of intricately handcrafted designer home décor objects for the Mother’s Day. Attuned with modern aesthetics, the coveted pieces come alive in monochromatic hues with classic metal inlays with brass and semi precious materials like Mother of Pearl. With its luxurious appeal, each statement object is sure to delight all mothers with varied sensibilities. Each masterpiece depicts a unique story woven by the skilled artisans at Orvi who are committed to preserving indigenous arts alive till today.

Orvi is a brand known for creating innovative surfaces, with a fine blend of craftsmanship & technology uses varied traditional craft techniques from across the world including stone carving, hand sculpting, intricate metal inlay, stone –in-stone inlay, raku firing etc., to create bespoke & timeless surfaces using exquisite materials like natural stone, wood, metal, liquid metal, ceramics and glass.

Price: Price on request
Availability: https://www.orvi.co

JEWELLERY COLLECTION IN SUPPORT OF THE AMAZON RAINFOREST AND INDIGENOUS RIGHTS

BOTTLETOP’s #TOGETHERBAND campaign has partnered with the Yawanawá, an Indigenous Brazilian community living in the heart of the Amazon rainforest, to create a range of unisex, vegan and zero-waste jewellery, hand-crafted from açaí seeds, the natural by-product from collecting the fruit to make juice for the community. Each product also features a distinctive single seed cast from Humanium Metal, which is repurposed from decommissioned, illegal firearms, seized from the streets of Central America. In this way, the production of Humanium Metal helps to end armed violence and rebuild conflict-torn societies. The timeless collection of bracelets and necklaces acts as a powerful symbol from Indigenous Peoples, our true guardians of the natural world, to stand by them in support of climate action and protecting our forests. They make up less than 5% of the world’s population yet preserve 80% of the world’s remaining biodiversity.



Right now, Indigenous Peoples in the Amazon are fighting a series of legislation that aims to throw Indigenous lands open to exploitation. Empowering Indigenous communities to protect their natural ecosystems is fundamental for us all in the fight against climate change.

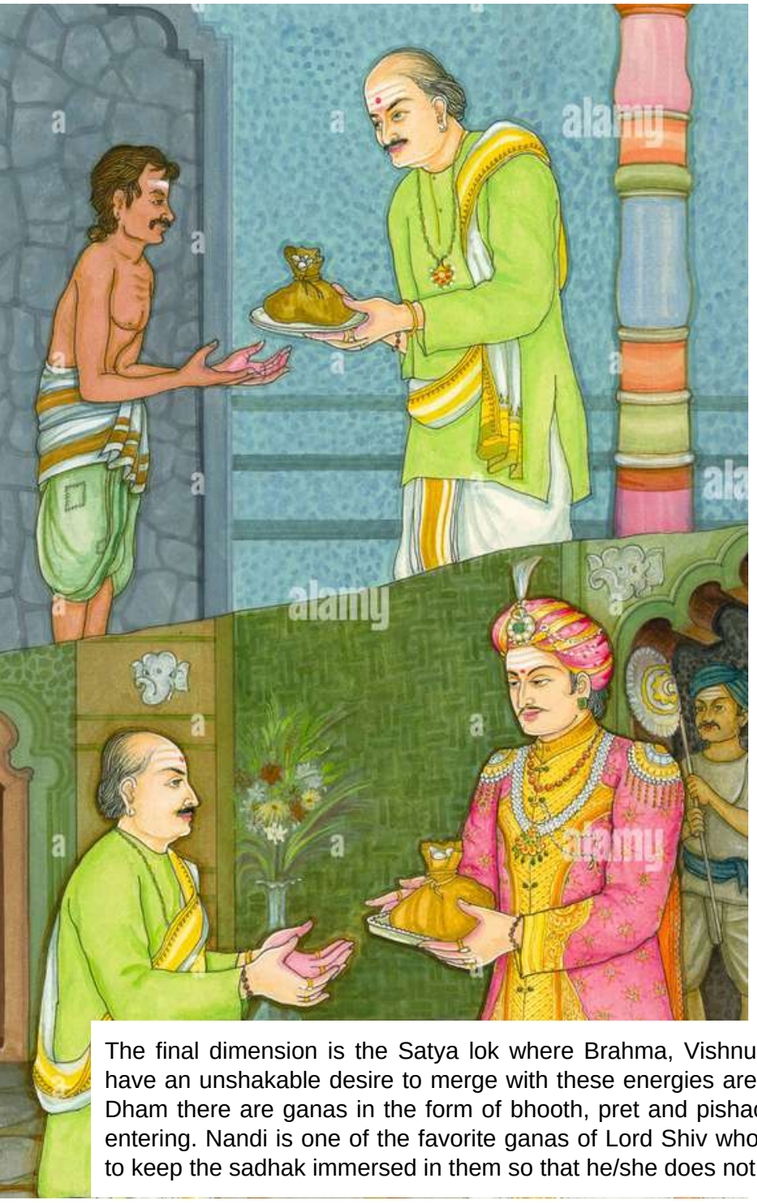
With this jewellery, we can preserve the cultural heritage and craft of our community. And provide a livelihood for our people. Help us protect mother nature. Help us protect our home.’ Tashka Yawanawá, Chief of the Yawanawá

The jewellery collection starts at £25 Availability www.togetherband.

Everything in creation is either going up or it is going down, nothing is stationary



Yogi Ashwini, Dhyan Ashram



Presently we are living on earth, but if anyone thinks that he/she will continue to be here birth after birth, it is a mistaken notion. Like everything in Creation, a being too, moves up or down. Earth is only one level of existence, there are dimensions beyond and below.

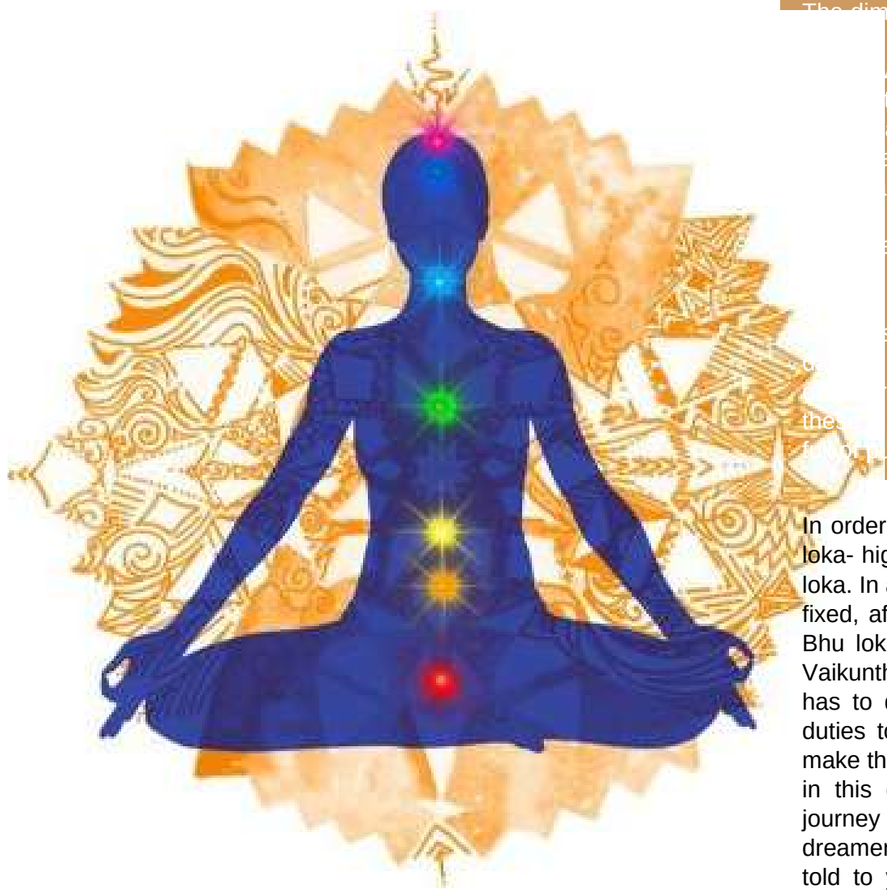
The dimension of earth or Bhu loka, is special in that, from here one can reach any dimension based on his/her desire and backed by requisite karmas. Bhuva is the loka higher than earth, reaching here is possible only through complete detachment. Next comes Swarga loka which can be accessed through recommendation from gods and goddesses. There are specific mantras to please the divine to access Swarga loka.

The loka above Swarga is called the Maha loka, it is the dimension of those beings who are entitled for Swarga, but have no desire to enjoy its pleasures. Beyond this is the Jana loka. Here the beings responsible for creating the 'software' that runs the entire creation, reside. Tapa is the next loka and it is for beings who desire to do tapasya. The heat generated by their tapasya gives energy to the sun, powered by which the entire creation runs

The final dimension is the Satya lok where Brahma, Vishnu and Mahesh reside. Only souls which have an unshakable desire to merge with these energies are able to reach here. At the gate of Shiv Dham there are ganas in the form of bhooth, pret and pishach that try and dissuade a sadhak from entering. Nandi is one of the favorite ganas of Lord Shiv who fulfills all physical and material desires to keep the sadhak immersed in them so that he/she does not move to the Shiv Dham.



Even though light is the fastest thing on earth, it cannot traverse through these dimensions in an entire lifetime. Only thoughts can take us to these dimensions.



The dimensions below earth are- Atala, Vitala, Talatal, Mahatala, Rasatala, Paatala, ve should just read and forget. These those beings who live a life devoid of and charity, full of selfishness- in other a life of darkness. This includes beings rm others or even after being in a of preventing pain of others, look the ay. These souls are sent to these lower go through the processes of cleansing pain, fear, claustrophobia and ss with slime. The lower worlds are the occupants of these lokas desire kness. The forms taken by the souls in the mensions are gross, slimy, painful and ure fear all the time.

In order to become eligible to go to any other loka- higher or lower, one has to come to Bhu loka. In all the other lokas, the time for being is fixed, after the expiry of which one returns to Bhu loka. Even Lord Vishnu, who resides in Vaikunth, which is a subtler part of Satya loka, has to descend to Bhuloka to discharge his duties towards creation. So find a guru, and make the most of time you have, while you are in this dimension. Yoga under a guru is a journey with real experiences, not a day dreamers world where kathas and stories are told to you of others experiences, or where you sing, dance, listen to stories and come back poorer in your pocket. Its a journey into realty and its your individual journey.

Saluting the Awakened Soul

BASANTI DEVI

The environmentalist who saved Kosi River

Conferred with the Padma Shri Award this year for her contribution to the 'Save Kosi Movement' and environmental protection, Devi is also looked upon as a champion of women empowerment.







She has also been honoured with the Nari Shakti award 2016, the highest award for women in India and DEVI award in 2016.

Indian environmentalist Basanti Devi was born in Pithoragarh (Uttarakhand) in 1958. She got married at a young age of 12 years while she was in class 5 and was widowed at 14.

A chance visit to Kausani Ashram inspired her to take up social work and she decided to stay there and dedicate her life to serving humanity. At the ashram, she completed her studies as well as got involved with opening Bal Baris, recreational centres for children in remote villages, that also looked into their nutrition.

Thereafter, she was given the work to save water and the environment in Kosi river basin villages as the level of water sources there was continuously depleting. The Kosi River is an important resource in Uttarakhand. The river is responsible for major flooding in Bihar that can affect tens of thousands of hectares of land and a million people. Devi read an article that estimated that the river would cease to exist in a decade if the felling of trees continued at the current rate. She went to speak to local women explaining that this was their forest and their land and asking what they would do once the river had dried up. This began to convince people and both the villagers, as well as timber companies, agreed to cease cutting new wood. Villagers agreed that they would only burn old wood.

Devi then formed **Mahila Sangthans** (women organisations) in almost 50 villages from Kausani to Katli village in Someswar which not only worked toward saving the environment of Kosi region but also empowered women by the way of their increased participation in social works.

For 20 years Devi used to travel in 50 villages of the Kosi region with the aim of saving trees, and the environment, empowering women and eradicating liquor consumption from the lives of villagers.

The effects have been slow to see but it is noted that springs that used to dry up in the summer now run all year. Moreover, the forest shows more diversity with more broad-leafed trees and plants appearing.

"It started resulting in surplus water in once almost dry area of Kosi watershed region, now, after the revival of some old springs, the villagers of Someswar area have started sowing to grow paddy crop", **says Devi.**

conscious carma

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