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A MAGAZINE FOR THE CONSCIOUSLY DRIVEN

CONSCIOUS CARMA

IS SUSTAINABILITY THE FUTURE OF INDIAN TEXTILES?

Q&A WITH JENNIFER YOUNG - BRIDGING THE GENDER GAP

VEDIC CULTURE IS A PRECISE SCIENCE

Yogi Ashwini

THE NEWER AVENUES IN SUSTAINABLE TOURISM TO VENTURE INTO

Priyam Khetawat

Image source: Pexels

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Poonam K Malhotra
Editor-in--Chief

Editor's Note

Where there's a will, there's a way

With winters, comes the perennial problem of pollution in North India, due to stubble burning. The air quality plunges to its worst levels, despite so many technologies being invented and funds being allocated towards the same.

In October this year, Rajasthan and Punjab witnessed a 150% and 20% rise in cases of stubble burning as compared to October 2021. Rather than a decrease in stubble burning, the situation is going out of control. Despite the Central Government's provision of funds to purchase machines for stubble management, these States don't seem to have done much.

On the other hand, according to data from the Indian Meteorological Department, Haryana, and Uttar Pradesh witnessed a decline in incidents of farm fires by 30% and 38% respectively during the same period. This rightly proves the point, "Where there is a will, there's a way".

The States must support and actively work on resolving the stubble-burning issue for the sake of its people and the environment. Even the farmers should come forward and find the solution best suited to them to avoid stubble burning. A conscious effort is required from all the concerned to resolve this issue.

Please don't deny us the right to fresh air.
Let us BREATHE

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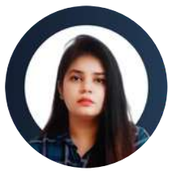
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IS SUSTAINABILITY THE FUTURE OF INDIAN TEXTILES?

-Nona Walia

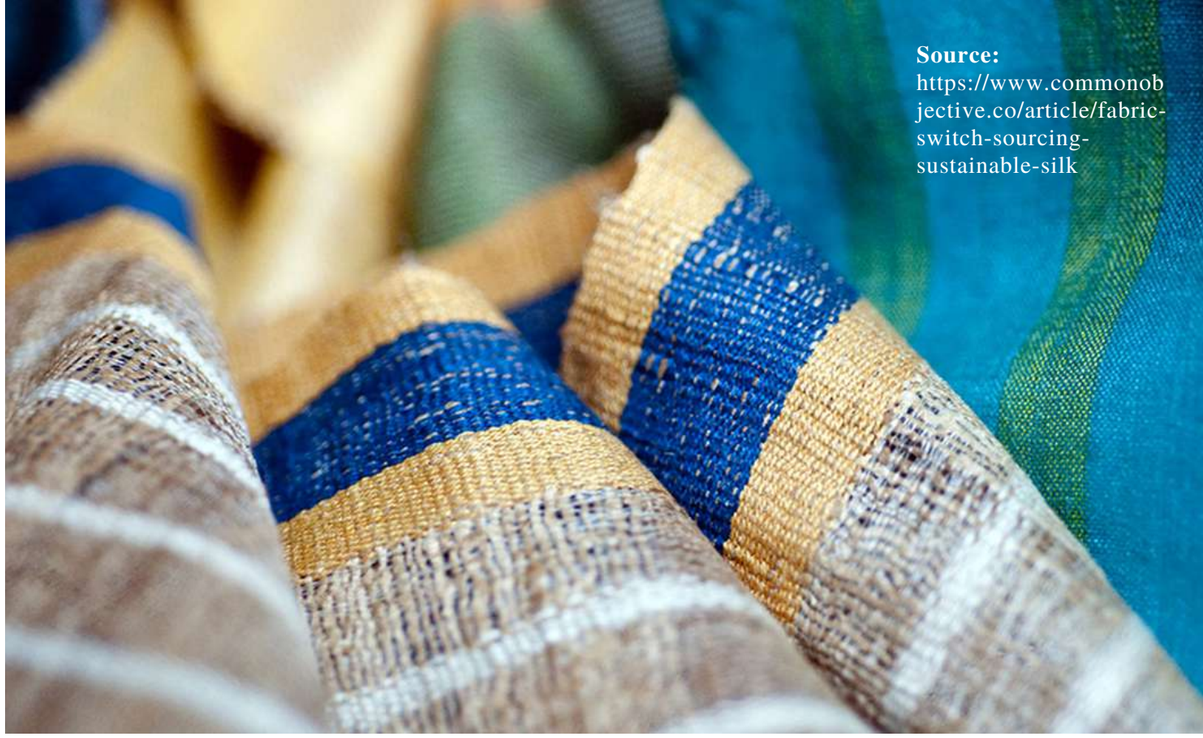


Intro: Spinning sustainable textiles is the way forward if we want to save the rivers and planet. Indian handlooms will always be high on sustainability! Celebrating eco-friendly fabrics and fashion is the future!

Will sustainability be the big trend in textile and fashion industry in 2023. We are moving in a world where people want to make more conscious choices in their personal space. Spinning a green yarn has been one of the oldest traditions in India. The slow woven cloth on the loom was one of the first lessons in sustainable fashion.

We are already witnessing a handloom boom in 2022, handwoven handlooms are high on sustainable textiles. India's handloom love story took a new twist after 2018, when bloggers and influencers started making their love for handlooms fashionable again on Instagram, #handloom has 4.2 million posts on Instagram. The handlooms are now fast becoming heirloom pieces to flaunt on social media.

Be it Chanderi or Paithani or Patola — every handloom tells a story. Every woman must own and be proud of her handwoven handlooms. Handlooms are a story in sustainability.



Source:
https://www.commonobjective.co/article/fabric-switch-sourcing-sustainable-silk

India has one of the world's major textile industries, estimated to be worth more than $209 billion by 2029. Here are some women who worked for sustainability and longevity for artisans and textile craft at the grassroots level.

From dyeing, weaving and printing techniques, threads, handmade traditions, India's handloom story is historic. The skills of block-printing, embroidery and weaving (like shawls) has a global demand. From khadi to chikankari to Mulmul — Indian textiles have always been sustainable. Meghalaya's weavers use sustainable natural dyes. Even the Ajrak workers in Ajrakpur use natural dyes. Around 20% of industrial water pollution in the world comes from treatment and dyeing of textiles, and about 8,000 synthetic chemicals are used to turn raw materials into textile. We need to recreate old slow methods of producing textiles. Batik workers are finding it extremely challenging to exist in the age of digital printing which is not sustainable. Original batik workers use only natural dyes. India's cotton industry is polluting rivers and the environment. A return to traditional handlooms, natural dyes could make a difference. A big step would be to return to handwoven and handspun clothes. A big leap forward would be to also wear undyed fabrics. Says Deepshika Kalsi, textile conservation expert and historian,"Indian Textiles have been sustainable in their conscious approach of fabrication and end use at every stage. We have now coined the term slow fashion, whereas it was the way of life earlier. From seeding/harvesting/cultivating natural fibres, hand spinning of thread, use of natural dyes and production processes that wouldn't pollute the rivers. Hand woven on loom. Every stage was time consuming. The key word here is consume! Water wasted in production processes, use of synthetic dyes and microfibres released from synthetic textiles after each washing cycle, tons of textiles ending up in landfills is alarming. We need to promote sustainability in textiles."



Source: https://textilevaluechain.in/news-insights/organic-fabrics-need-of-a-safe-environment/

Jasleen Dhamija, India's first textile art historian, crafts expert and former UN worker. She has remained faculty at the National Institute of Fashion Technology, New Delhi, where she taught History of Indian Textiles and costumes. In her book Handwoven Fabrics of India, Edited by Jasleen Dhamija and Jyotindra Jain she writes, "The largest number of handlooms in the world operated in India, where 4 million looms occupy a workforce of apporx 10 million people." She documents India's weaving and textile history. In another article on Indian Velvets, Dhamija studied rare explanations of techniques to produce different velvets:voided velvets, ikat velvets, terry velvets…. Her passion project has been the Punjabi Phulkari.

Deepika Govind, who's worked for years to create the 'Eri-Peace Silk' which is non-violent. Says Deepika, "I wanted to invent silk that did not harm any life form and was sustainable. The Ahimsa fabric till now was rough and expensive. We used a technique where the Eri cocoons are open-ended, thus allowing the moth to fly to freedom." Besides silk, people are using other sustainable fabrics are organic cotton with no pesticides, linen made from flax."

Sally Holkar, has been working with sustainable heritage fabrics for four decades – Maheshwari and Chanderi. "It was a time when traditional patronage lapsed. Almost 300 weavers were on the brink of extinction. Today, there are 3,000 weavers of Maheshwari fabric. I wanted to restore and revive the art of sustainable textiles."

Pranavi Kapur has a lifetime of passion for Indian handlooms and textiles. Her passion for Khadi has been a lesson in Sustainable fabrics. She has used multiple textile techniques in creating new fabrics. Working closely with the ground level weavers, she has worked on -- ikat loom from Andhra Pradesh; Khatris of Bhuj for bandhani and Bengal karigars. Every new weave is a stitch in history, reviving and restoring past legacy of treasured textiles some which are unique and becoming extinct. Says Pranavi, "Sustainable practice in textile production has been precious to me while creating a new fabric yarn or outfit. That's the reason, I've worked a lot with Khadi."

Sustainability 360°

"At Grape County Luxury Eco Resort and Stays, we take OUR SUSTAINABILITY INITIATIVES very seriously" … Kiran Chavan, Chairman, Grape County.

Freeda Maria, Consulting Editor/Sustainable Tourism, Conscious Carma.

The story goes back many years when the idea was conceptualised, to convert an arid land into a green sacred green grove. The Ecosystem of the Triambakeshwar region is very unique, with a vibration, as believed by the locals, has chants of erstwhile sages still lingering in the air. The rains are torrential blessing the residents with waterfalls as far as the eye can see..

This very idea has today manifested into 250 acres of biodiverse rich area, which is further part of a 2000-acre reserved forestland. Grape County is nestled within this grove. Home to leopards, hyaenas, golden jackals, jungle cats, civet cats, monitor lizards, venomous and non-venomous snakes including the big four. As on December 2019, they have recorded and documented 50 bird species, 30 Butterfly species and 52000 trees in the Grape County precincts.

"We want to focus towards a Carbon neutral Future, our offsetting principles are aimed at using renewable energy, around 20,000 watts of energy is saved every month by using skylights and large window panes in our buildings, to allow natural light to flow for longer periods during daytime. Energy-efficient glass panes and panels that transmit less heat were considered during construction", Says Kiran Chavan



At Grape County, the construction material used blends perfectly with the immediate surrounding. Alternatives like artificial sand instead of natural, structures built on cantilevers that do not disturb the contours of the landscape, use of recycled wood and scrapped material, use of fly ash bricks has been considered.

Director, Tejas points out that, "the choice of destination was to have an unmatched blend of Nature, spiritual vibrations, backwaters and the call of the wild! The resort is overlooking the Anjaneri Hills, the birthplace of Lord Hanuman, is a scenic and popular destination providing breath-taking views, a pleasant climate and a trekking destination." He adds, our first effort towards sustainability was to bring water (read full article of GC water conservation methods https://online.fliphtml5.com/zeyuv/zzjq/#p=32), for which, three man-made lakes of 20 crores litre storage capacity were created along with 8 small ponds.



The seedball and Sapling Plantation initiative is an idea conceived to increase green cover in Nashik. This drive is part of the "Sustainable Footprint Initiative."

Did you Know?

- They have water fixtures and plumbing fixtures like half flushes that reduce water consumption by nearly 40 percent are employed.
- Their On-grid solar power plant saves around a Lakh Every month with 40 Kilo watts of alternative power getting generated for lighting and heating purposes every day
- Over 30,000 litres of daily consumed water are treated at the Root Zone Waste Water Treatment plant and recycled for reuse in watering all the plants in our Campus.
- A 200 Kg capacity biogas was installed to convert Kitchen/Food waste to Gas. 50 Kilograms of Food waste I sent to the Biogas every day.
- Around 50 kgs of kitchen waste goes to the vermicompost pit on a daily basis. It takes 45 days for the compost to be ready for using as manure for our in house plants.
- They have embarked upon a journey with the principles of circular economy to Reduce/Reuse/Recycle our waste.
- Electric buggies are used to transport people and goods within the resort premises.
- They have resorted to eliminating single use plastics from our campus, and as a first step have withdrawn from using plastic cutlery and plastic flowers. Replaced plastic straws with paper. Stirrers, amenity containers, coffee trays and door signs are made of wood. Plastic water bottles have been replaced with glass water bottles in the guest rooms and at the restaurant.
- Laundry is collected in linen bags and delivered in cane baskets. Garbage bins in guest rooms are also made of cane.

GC's positive Environmental Footprint

A conscious effort is made to employ local people from adjacent villages. 70% of our staff are from the Local Villages and Nasik Town. They work at all levels. Rigorous capacity building programs and skill training is imparted in the vernacular language. Each employee is taught English too, for honing their hospitality skills, basic etiquette to deal with customers. We encourage the entrepreneur in them by hiring their services and giving them continuous business. Their innate ability to work hard and the sense of service to the customer is very strong.



Cycling, as we know, is the most eco-friendly means of transport and a healthy way of life! We have immortalised this by erecting a cyclist and creating a traffic island. An annual event draws hundreds of locals to support this





The Annual Farmers and Flea Market at GC, sees huge crowds as the farmers and micro enterprises lay their priced possessions for consumers to buy. From homemade soaps to organically grown vegetables and fruits. All are on display for people to buy and learn the farmers' ways of organically grown and made products.



Vocal for local is what we stand for when it comes to voicing our needs to the local producers around us. Almost 90% of our in-house requirements like vegetables, milk, grocery, meat, etc. are sourced from farmers and producers around the 10 km periphery of our properties. Our little contribution for sustained livelihoods to our local vendors. This policy of ours not only benefits the local vendors but also reduces our prevailing carbon footprint by minimising the transport distance and the logistics.

Curated Experiences, Trails and Walks/Education and Interpretation



Experts talks and wildlife movie screening are planned to let the visitors learn the important lessons of Nature.

An educative Nature Interpretation Centre and a Medicinal Garden with a thriving Butterfly Garden can give you the lessons to carry back as memories. (Picture)
Traditional performances, endemic art and traditions. They have put together a Village and Tribal Settlements visit. For the visitors to appreciate and understand the spirit of the local land. (Picture)
Grape County Luxury Eco Resort has been certified with a 5 Star rating under SVAGRIHA, An initiative of the energy research institute (TERI), Delhi. This is the 1st resort in, Maharashtra having 5-star rating.

Will you not want to experience their luxurious hospitality that is sustainable and enjoy a holiday with Nature all around you?
Go ahead and book your stay at https://www.grapecounty.in/

THE NEWER AVENUES IN SUSTAINABLE TOURISM TO VENTURE INTO

Priyam Khetawat

The recent coronavirus pandemic, popularly known as Covid-19, has created havoc in our way of life. While the impact of Covid-19 remains a debatable topic, it has awakened the global community from its deep slumber to rethink and reimagine the newer ways to travel. Tourism being one of the worst hit industries is now working aggressively to overcome the potential threats to the environment, economy and society. Following are some of the newer avenues in sustainable tourism worth venturing :



Meet New Hosts

The mountains in the north of Thailand boast of an ambience unique to themselves - ancient kingdoms backed by jungles and wildlife. You can fly into Chiang Rai International Airport and drive for just over 60 kilometres to arrive at the award-winning resort - Anantara Golden Triangle Elephant Camp & Resort. It boasts of a bespoke and secluded location sitting right on the hilltop offering majestic views over the confluence of three countries: Thailand, Myanmar and Laos. Head out for the adventure of a lifetime observing the sanctuary elephants in their natural habitat from a fully transparent Jungle Bubble. For every booking you make, a small amount is additionally donated to the Golden Triangle Asian Elephant Foundation which works aggressively towards connecting these rescued animals in their natural environment and preserving the intrinsic relationship with them. You also have an option to embark on an exploration of the jungle wilderness with the elephants and their mahouts on their daily walk. Admire these gentle giants as they splash in the river or play in the mud, snack on leaves from nearby branches and socialize with the herd.



Best Time to Visit :: November to February

Make sure to check out the availability of Golden Triangle Luxury Explorer Package at the time of booking and get ready to indulge in an immersive experience in a stunning destination with elephant encounters, spa journeys, cooking classes topped with full-board dining, round trip airport transfers and more.



Explore New Routes

As voyagers onboard cruises, it is of utmost importance to keep in mind our commitment to the cleanliness of oceans and protection of the marine life. At Aurora Expeditions, environmental protection practices are given utmost importance as much as to enriching guests' vacation experience. One of the key initiatives taken is educating the passengers on protecting the marine biodiversity from the biggest mammals to the smallest creatures and the importance of reducing carbon footprint to control global warming and prevent glaciers from melting.

This goal is primarily achieved by imparting knowledge being in field with subject matter experts. This is aptly quoted by Dr Sylvia Earle, a legendary marine biologist and oceanographer, "Travelling with Aurora Expeditions is an incredible opportunity for people to learn about these extraordinary marine habitats in situ and, as a result, become ambassadors for protecting them. Immerse yourself in the ocean and be connected to the places that you go. And don't go just to absorb - go to give back and share what you've learned elsewhere, connect with the locals, and open people's minds. It's a wonderful opportunity to embrace the world and see it with new eyes."

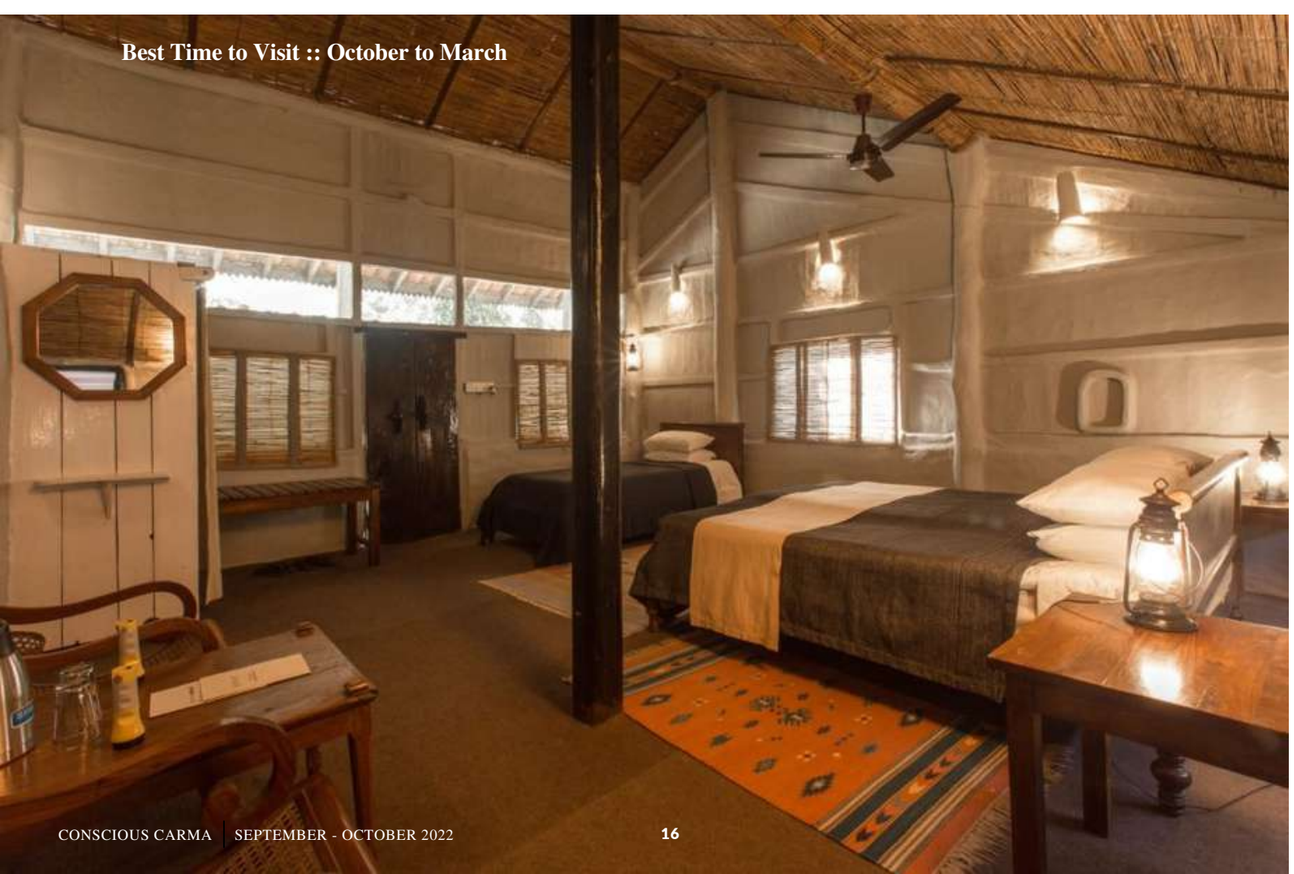
Best Time to Visit :: December to January





Soar to Greater Heights

What higher place can you go to make a difference in peoples' lives than the Mt Everest? For the travelers who don't want to spend their trips sunbathing on a beach, an adventure in Nepal is an exhilarating alternative. Fascinating culture, charming people and some of the world's most spellbinding mountain scenery make a trip to Nepal one to remember. One of the best ways to absorb all of this is to take the offbeat track and hike through Humla - a remote region in the north-west. This cultural adventure takes you trekking through its river valleys and high peaks. Immerse yourself in an enriching experience by staying in homestays and jungle lodges in the Buddhist villages along the way. If, however, you still wish to be connected to the usual route, head out to Nepal's adventure capital - Pokhran with jaw-dropping mountain scenery to boast about. For traditional luxury with sustainable edge, stay at The Pavilions Himalayas Farm. The individual villas are tucked away in a forested valley with the Himalayas as a backdrop and are powered with renewable energy. Fresh produce from its own organic farm makes it an ideal place to connect to one of the world's most fascinating cultures.



Best Time to Visit :: October to March



Sleep under Brighter Skies

Imagine holidaying in open bush camps and enjoying the beauty of unfiltered starlit sky at the night. Renowned for its scenic beauty and dramatic rock formations, Kagga Kamma Nature Reserve in the Cederberg region of South Africa promises this and more. You are sure to be spoilt for a choice of accommodation here. Choose between a man-made Cave Suite, beautifully integrated with the sandstone rock formations; or spacious Hut Suite, resembling the traditional dwellings inhabited by the clans of the area many years ago. For a truly remarkable experience, the beautiful Open-Air Suites allow for an entire night under the stars, without compromise on comfort, as you drift off with just the covers between you and the heavens above. Moreover, indulge in the tasting experiences when sampling an exciting assortment of select refreshments, paired with sweet or savoury accompaniments which are accented with local Cederberg produce. Last, but not the least, Kagga Kamma Spa offers a wide range of African inspired, indulgent treats. Couples may also opt to pamper themselves at the Open Air Couple's Massage sessions at the Open Air Treatment Room. Sounds like a luxury travel infused with sustainability, doesn't it?

Best Time to Visit : October to February



Plunge into Deeper Dives

Protecting the environment should not be a momentary practice but rather a lifelong commitment for all of us. At Alila Kothaifaru Maldives, guests are welcome to contribute towards the health of the island and surrounding waters through activities that will help gift a beautiful landscape to the future generations. Here, guests and team members join hands in planting trees on the island as part of reforestation efforts. Another striking activity you can participate in here is dive down the Indian Ocean and clean the house reef. Any type of rubbish item - plastic bottles, cans, plastic packaging etc are recycled at the resort's on-site bottle crusher and garbage compactor. A similar awareness campaign was held on June 08, 2022 - World Ocean Day in collaboration with Euro Divers when 20kg of trash was unearthed. The event certainly raised awareness of how important it is to protect marine life through continuous small actions such as these and how the contribution of every single person mattes to ensure a sustainable future.

Best Time to Visit :: December to March



As a citizen of planet Earth, I feel it is justified to requote Hon'ble Prime Minister of India, Shri Narendra Modi ji's speech at World Sustainable Development Summit: "…Two things will define how the progress journey of humanity will unfold in the times to come. First is the health of our people. Second is the health of our planet. Both are inter-linked…This gathering brings together the best and brightest minds working on sustainable development. I would like to draw attention to two aspects: Togetherness and Innovation. Sustainable development will only be achieved by collective efforts." Let us all we move a step forward with the positive attitude to make the world a better place to live in for the present generation and the ones to come next, the need of the hour is to rekindle the fire within ourselves. Let us all pledge to rejuvenate, rediscover, repair and revive ourselves.

About Priyam Khetawat :

The brainchild behind 'The Escapade' is Priyam – a Zumba-enthusiast for whom, music is the food and coffee is the antidote of her life. Although coming from a family dominated by Chartered Accountants, she stepped out and interned at Thomas Cook India in 2010. There was no looking back since then. She loves to curate holidays for her clients so that she can be lucky enough to hear the first-hand stories of the far-away lands. A firm believer in God, Priyam always says "we will make it happen together".

The Age of Social Intimacy Famine!

Pandemic lockdowns, hybrid work culture changed people's idea of social intimacy for good. This is a time to check your social capital and improve your social muscle. Investing in social intimacy might be a good idea in these uncertain times!

Nona Walia

Everyone is facing a social dilemma: how to be socially intimate in a hybrid culture. How we gather, how we meet changed during the pandemic. Social distancing led us to be socially awkward. Our social media network also changed the way we network. In 2022, as the world gathers again, parties and travels with a renewed frenzy, there's a change in social intimacy. A good question to ask yourself: What's the worth of your social capital? Has it changed? This change would be visible in friendships, relationships and your social circles.

Socialising is giving people a social hangover like never before. Our new social dynamics changed everything during the pandemic. Be it our social interactions, friendships, workplace relationships – social intimacy was fast changing. Lockdowns, hybrid work culture, job losses changed our friendship groups. Social distancing made us less energetic and enthusiastic. The acquisition of social capital helps us feel good about ourselves. Social capital online and off-line offers a wider network. These are volatile and uncertain times. Disruptive technologies make markets risky daily. Investing in social intimacy and capital becomes a must in these times.



Social intimacy is a life-long investment that takes time, energy, and focus. Social connections in the workplace can benefit employees' well-being and sense of purpose. It gives a sense of belonging. The one word that goes while being socially intimate is: intentionality. The moment you make connections, you are encouraging trust. This is a time when leaders in organisations should enable social intimacy between workers to energise the environment. Says Guncha Khare, Senior Director, Strategy, Dextrus, "I think strong social ties can be associated with increased mental health. The pandemic forced all of us to practice social distancing to an extent we never imagined, now we must return to fostering social intimacy. Workforces today are looking at more than just a place to work, coworking spaces today facilitate this by offering packages like bundles, or flexi memberships that allow flexibility in the way people use the services. This is true especially for the organizations who continue in the hybrid model.

At our organisation, we pursue #GiftingforGood where we collaborate with our members to financial support to a few NGOs. Hybrid working is now evolving as one of the new ways of working but physical disconnection or distance can more often than not lead to psychological distances. We must introduce new ways of social cohesiveness and out of work catchups. These informal interactions build the social capital of a company which in turn helps in productivity and a positive work environment. Companies can also help people make connections by forming networks. Social intimacy is the new energiser."

To have sustainable relationships, we must flex our social muscles. In their book In Good Company, authors Dan Cohen and Lawrence Prusak talk about networks of social connection, trust, and commitment cannot be manufactured or engineered, only encouraged. Social capital thrives on authenticity and withers in the presence of phoniness or manipulation.

Social intimacy is for those who believe in 'light touch leadership' and not for control freaks. The first principle of building great social capital is: Do no harm.
Mental health experts advise socialising is the thing we need to do right now. New patterns of friendships, communities and networks based on kindness form new structures of social intimacy. 'Comforting communities' is the new buzzword. New friendships that emerged during lockdowns were based on 'comfort'. If organisations are following hybrid culture, they need to find unique ways to build on social capital and help build social muscle.

The reality is that our social muscles have broken down; we need to build them again. Deep, well-meaning connections and networks help build energetic communities and lives.
So, where's the party tonight?

INDIAN TRADITIONS PROVIDE PANACEA FOR CYBER SYNDROMES

but the Brand Identity of Indian Traditions needs to Cross over

Sagar Chandola



With mental health being a major topic for exploration, especially due to the overdose of cyber cues and related side-effects coming forth, traditional practices are something worth exploring for a literal reboot to more healthier times, both mentally and physically. However, in order to ensure a connect with these traditional practices, Indian traditions too need to crossover and stay relevant.

As a brand crossover expert I am often approached by Brands entrenched in their identity whose foundation was laid by their founders. In some cases these brands were found in the pre-Indian independence era. There are various Indian brands which are following the traditional Indian practices, way healthier than the modern day techniques. However, they are not marketed well, the lack of awareness is where these brands majorly fail

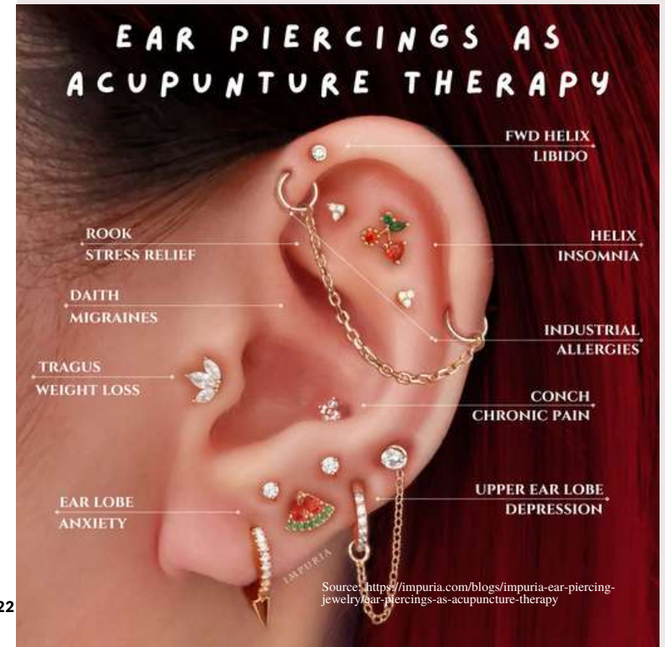
Each one of us has the right to evaluate what traditions are worth a copy-paste, edit or to be sent to the recycle bin. However closer scrutiny will reveal the scientific temperament behind many of the traditional Indian practices. Given below are few examples of the worthiness of our tradition.



Source: https://segrand.com/top-5-clay-pots-for-cooking-you-should-consider-buying/

Cooking in earthenware: This has so many health benefits. It makes the food alkaline, retains all nutrients, distributes heats evenly. This could be promoted as a lifestyle product for those seeking to improve their intake of micronutrients, which holistically improves your energy levels and provides solutions to lethargy. Cures for being seeked regularly by the Millennial Man.

Ear piercing: Pirates believed that wearing hoops in their ears would improve their eyesight and allow for better navigation skills. However even as per Indian traditions it leads to better Brain development and Reproductive health. Solutions are consistently being seeked by the current couch potato generation for these health concerns and traditional practices provide literally beautiful solutions for this.



Source: https://impuria.com/blogs/impuria-ear-piercing-jewelry/ear-piercings-as-acupuncture-therapy

Sit down and eat your meal & drink your water:
Standing redirects the blood flow towards your extremities instead of your digestive system. Have at least one meal sitting on the floor and solve your digestion, insulin release to even posture problems.



Source: https://odishabytes.com/heres-how-you-benefit-by-sitting-on-the-floor-having-food/



Getting up early in the morning and making Rangoli with rice: Although this might seem like an innocuous activity, but it has great meaning and reverence. The Rangoli was not only eaten by the ants and a great way to connect with nature – Mata Pruthvi Putroha Prutithvya(earth is my mother and I am her child), but also signified that you were alive and kicking inside. Safety is a major concern for this generation and what better than to allow mother nature to be your watchman.

It is said that your Future is the Past Replayed. This holds true for many Indian Traditions too.

So go ahead and embrace your traditions, you never know if they could be your 'powerpoint' to a teleported transformation.

Sagar Chandola is a renowned Brand Crossover Expert with two decades of experience in advocating #healthcarethatworks initiatives with a focus on PublicPrivatePartnership and facilitating unlocking of value via non traditional mediums such as metaverse and neuromarketing

Initiatives include the likes of Neurocomputing lab in IIT Delhi setup in collaboration with MIT USA and Porvoo transition care - An Indo European wellness center, India's 1st Transition care center Besides being the first person from India to be inducted into the IEEE P1828 board, dedicated to laying the foundation of the 3D internet with a focus on mapping industry requirements

Sustainable Startup STORIES

Canaveda, hemp-based consumer products from Nepal

Canaveda was established by Pratik Karki with an intention of finding sustainable solutions, Today, there is nothing that Canaveda isn't able to do when it comes to hemp as they manufacture hemp yarns, fabrics, garments, paper, bioplastics, glass, food products, cosmetics and more.

Canaveda, a hemp-based consumer products company headquartered in Kathmandu, Nepal,opened its doors to business in 2019 after five years of research and development and successful initiation of large-scale production in 2018. Today their products are primarily exported to European markets, the United States, Middle East and a small share is also sold to local distributors in Nepal.

The global hemp industry has showed tremendous growth in the last decade and estimated prospects term the industry has highly lucrative over the next five years. Across the world, businesses of various scales are entering the industry with a rising demand for hemp yarn. While our portfolio incorporated finished products up until mid-2020,

"We intend on becoming the largest exporter of hemp yarn to global businesses in Nepal. It is possible to use hemp for a variety of day-to-day products and materials. Our current scope of work using hemp ranges from basic aspects such as hemp research, processing, production and recycling of hemp fabric, to the assessment of hemp-based construction materials. In doing so, we address many concerns that worry the world. Our work inherently addresses issues and helps toward environmental conservation, generation of employment, preservation of culture and a pressing need to adopt a sustainable lifestyle. To this end, Canaveda is doing everything in its capacity to champion the Sustainable Development Goals put forward by the United Nations, and playing its part toward global development.", Says Karki.





Fair Business Model

Our business model is a fair trade model as most of our revenues and profits are committed to be invested back for the community to empower the lives in the grassroots where with our intervention, the whole industry is uplifted as we have been able to save some of the dying industry with hemp and nettle as the farmers weren't getting enough benefits where we established a public company, Udhyogi Group Public Limited to provide shares to the farmers as well. Our vision is to transform the world with sustainable alternatives.

Canaveda's Achievements:

1. Built a supply chain in around 47 districts out of 77 in Nepal and also have developed a global supply chain in Europe, USA, Africa and Asia in over 7 countries.
2. Developed the first hemp and nettle yarn in Nepal with a proprietary technology.
3. Built the first hemp consultancy in Nepal for the world.
4. Have over 100,000 hectares of community forestry for this project with National Scientific Forestry Association.
5. Developed over 400 types of hemp products.
6. Established over 5 showrooms in India and Nepal.
7. Launching different textile brands in Europe, USA and Asia.
8. Developed the first bio-degradable sanitary pads out of hemp.
9. Developed hemp glass cups and bottles.
10. Developed hemp biochar as the best fertilizer for growing hemp and other products.
11. Developed over 150 types of fabrics out of hemp and over 50 fabrics out of nettle, neem and other natural fibers.

CCanaveda's Goals

We want to set up a local, independent and sustainable economic circle in Nepal, which helps the younger generation to find employment locally which will remove the need to travel to foreign destinations in search of work. This economic opportunity for a common Nepali will pave the way to social upliftment and elimination of many problems. Lastly, we also want to expand on our international export network through new distribution channels to provide local producers with more market options; this will help them make sound and profitable choices.

Sustainable Startup **STORIES**

THE CONSCIOUS BAKER



All you need to know about THE CONSCIOUS BAKER
"It all started with the thought of providing healthy, nutritious and tasty food without letting go of either of the characteristics", Akshay Sandu, Co-founder, The Conscious Baker

The Conscious Baker, a food start-up that makes No Refined Flour and No Refined Sugar products and provides an end-to-end solution for all the dietary needs without compromising on nutritional values. A one-of-a-kind bakery with all offerings diabetic-friendly, no sugar in any form (no honey, no jaggery etc.) no refined flour and everything made from scratch.

Tamara, (co-founder and business partner) and Akshay noticed the gap in the market for a truly healthy bakery because according to the, what normally happens in India is that people tend to hide a lot of ingredients. The basic rules for packaged food are very lax, and there's also a general lack of awareness about what goes into the making of a product, especially packaged foods. "We wanted to change that perception. While it's easy to hide an ingredient or two from your buyer, compromising on the overall quality of our offerings just for better business doesn't appeal to either of us. Desserts needn't always be your cheat meal. We offer the healthiest possible desserts while still maintaining the taste. And, that's the USP of the Conscious Baker.

About the Founders

Albeit hailing from a finance background, fitness has always been Akshay's calling. On a personal front, he always wanted cleaner ingredients in his diet and would like to offer the same to customers too. Prior to her foray into the food and beverage entrepreneurial bandwagon, Tamara Dzousa had a decade and-a-half-tryst with the hospitality sector. Brands like Della resorts, La folie, and Provenance, along with a few homegrown brands in New Zealand fall under her list of clienteles.

The Journey

The founders started their journey in June 2019 with the launch of their first retail outlet Protein Rush – A 360-degree fitness café, serving sugar-free, refined flour-free, high protein meals ranging from pizzas to salads to protein shakes. The aim was to offer a healthy twist on all the traditionally frowned upon unhealthy but tasty dishes. The cafe was crowned "The Best Health Food Cafe" in the eastern suburbs at the coveted Times Food & Nightlife Awards 2020. Continuing this journey towards providing a complete solution for healthy food, they launched The Conscious Baker in March 2020, an end-to-end solution brand for all dietary needs without compromising on nutritional values and taste.

Bottlenecks in the journey

The venture was started in the midst of the early pandemic, the consequences of which were to shut down the business by the end of March 2020. They were forced to make a few necessary changes like re-working on the business strategy as per the industry situation at that time. The blessing in disguise was the amount of R&D that went into understanding the market & product sampling led them to focus and invest more in the chocolates. Realising the dearth in the availability of healthy desserts, they decided to foray into the arena of desserts. Technically, desserts cannot be healthy, but, can certainly be made a lot healthier than what's currently being offered in the market.



The USP

"Our products are the USP and we take pride in offering the widest range of Chocolates." Most of our products have a good amount of shelf life. The chocolate used in our products is made in our chocolate lab from pure organic cacao beans, sourced from the very best south Indian plantations. The resulting chocolate is Sugarfree (Maltitol free), Vegan , Keto , Gluten-free and ready to go into your favourite bakes. This makes us the only brand that makes its own chocolates to be used in desserts, allowing us to experiment with our products/offerings in a completely unique way.



The Mission

Our mission is to gain maximum visibility and would like to cater to the different age groups of people. What we want for our consumer is to dig into a gooey cake slice or chocolates and not feel guilty about it. We want to tweak the concept of guilty indulgence and make the idea of sinking your teeth into your favourite dessert a more fulfilling, and blissful experience.

The Conscious Baker – helping you make better and more informed dietary choices

https://theconsciousbaker.in/

Q&A with

JENNIFER YOUNG

BRIDGING THE GENDER GAP

- **Can you provide an overview of your background?**

I am the founder of Jennifer Young Training, Beauty Despite Cancer and The Menopause Plus. I have a first degree in Biology, postgraduate degrees in occupational health and law, numerous therapy qualifications and I am an associate member of the Royal Society of Medicine.
13 years ago my local hospital asked me to work with them to create a skincare line for their cancer patients. That's what led to the creation of Defiant Beauty, and, later, the creation of accredited qualifications for therapists, through the training school, Jennifer Young Training.



- **Can you share insight into the Jennifer Young business?**

The business has three brands within it.
Jennifer Young Training is dedicated to training therapists and healthcare practitioners in specialist touch treatments. We have two strands to our training: the first is oncology touch therapies, enabling therapists to treat cancer patients meaningfully, effectively and safely; the second is our hormone balancing treatments for women in menopause.
Beauty Despite Cancer is our consumer outlet for natural skincare that addresses the side effects of cancer treatment. The Menopause Plus (MPlus) is our consumer outlet for natural products that address the unwanted consequences of menopause.

- **Can you provide examples and insight where you have seen or experienced gender inequality in the industry?**

In my personal experience I find being female to be an advantage. If I have faced challenges resulting from being female, I have not noticed them. I have, perhaps, placed them alongside all of the other day-to-day challenges and just got on and dealt with them.

I worked in almost exclusively male environments from graduating until starting my business, so I suspect I have normalised typically male behaviours, resulting in their going unnoticed.
That said, I have observed, since moving on from my background in science and law, to become part of the wellness industry, that men I meet in all aspects of life assume I am under-educated and that I have a hobby business. I don't see this as a challenge but as a source of quiet amusement.

- **Have you seen evolution in this area in recent years?**

I think the biggest area where there is a discrepancy for women is the acknowledgement that we need different support at different life stages - we are not men and equality isn't always about being given exactly the same things. There are structures and laws in place for women in pregnancy but there has been no support for women in menopause, which can be very disruptive and often affects women as they're coming into their professional prime.

It's estimated that one in 10 women have quit their job because of menopause symptoms and that's to our collective loss. Where I see change beginning to happen is that women are starting to demand more support. We're talking about menopause more and change will come as a result. More companies are choosing to do more for women because they're understanding better, but it needs to go further.
Menopause is an unavoidable part of life and whilst many look to the protected characteristics of the Equality Act in the UK for help, the general requirements of the Health and Safety at Work Act 1974 (HSWA) are more immediately applicable.

- **Where do you feel the solutions lie and what can be done to balance the gender gap?**

I am a lawyer, with a lawyer's tendency to rejoice in detail. I will spare everyone the laser focus on language, but it is important to note that the law refers to 'persons' when requiring employees to be looked after. I believe the key to reducing a gender gap is to consider all as 'persons', gender should not be a factor when taking steps to look after an employee or colleague.

- **What would your message be to industry leaders and organisations who hold the ability to balance the gender gap?**

A truly equitable approach is to do what is best for the person, regardless of gender. Of course, some find that more difficult than others.

End Credit: Jennifer Young is a world-renowned skincare and wellbeing specialist. For further information please visit: www.JenniferYoungWellness.com



Bachpan Play School Establishes

Awareness of Plastic Use with Paper Bag Day.

New Delhi, September 06, 2022: Bachpan Play School, the largest preschool provider in the country, has joined the movement to minimize plastic usage and emphasize the environmental damage it causes by promoting Paper Bag Day, during which they urged their 1.5 lakh students to make paper bags.

The government began penalizing anyone who defies the ban on single-use plastics in early July. Furthermore, plastic usage results in environmental debris. Over 1000 Bachpan Play Schools joined more than one lakh students in creating paper bags and taking part in this great cause. The award-winning play school believes that childhood is the appropriate period to establish good habits in kids, and early childhood teaching methods are the greatest means imaginable of doing the same.





Bachpan is known for implementing similar initiatives as part of their play school teaching methods. It improves the creativity of youngsters and gives them a lot of opportunities to study and grow as well. Therefore, Bachpan Play School made it an interesting activity for the youngsters on World Paper Day, which turned out to be a tremendous success. Each kid was given old newspapers, coloured paper, and basic crafting supplies including scissors, glue, pencils, and ribbons with which to make their own unique paper bags.

The activity not only engaged them but also educated them about the importance of using paper bags for themselves and the environment as well.

Adding his wise thought on this, Mr. Ajay Gupta, CEO and Founder of Bachpan Play School commented, “Childhood is that stage of our lives when we are just beginning. So, it is quite easy to inculcate in any child the much-needed attitude and way of living. I am sure we all are familiar with the global crisis of climate change. Plastics contribute greatly to that crisis. We saw a great opportunity in World Paper Bag Day to make our Bachpanites aware of the ill effects of plastic bags and encourage them to use paper bags. Hence, this is what we accomplished in our Bachpan Play Schools across India. We wish all our Bachpanites to be fully aware global citizens.”





"Trikona त्रिकोण"

AAB LABEL LAUNCHES NEW PHULKARI COLLECTION





Aab label is inspired by geometry and the intricate jaali work in Mughal architecture and the great pyramids. All pieces are hand-embroidered, handwoven, sustainable and crafted with naturally dyed khaddar cotton fabric.

The geometry of the triangle, or Trikon/त्रिकोण represents a whole. A balance achieved through the linkage of forces. It symbolizes creative output. A harmony of Energies coming together to evolve into something more meaningful. From antique phulkari to Mughal Architecture and the great pyramids, this essence of geometry has inspired art across cultures. And continues to do so. Merging that with the values of Aab, has unveiled the Trikon collection, a balance of cultural legacies and modern aesthetics.

The label has also expanded its offering with the Trikon Collection, which includes Kurtas, Kaftans with flowy and fluid fit that are comfortable and stylish for everyday wear, and anti-fit outfits that include a range of festive wear. Explore the Trikon, a collection of geometrical motifs and anti-fit styles.

Available at- https://aab-label.com/
Price- 3500 onwards

DEYGA ORGANICS UNVEILS FACE SERUMS THAT NOURISH YOUR SKIN INSIDE OUT

Deyga Organics - A brand that believes in organic care for the body has unveiled a variety of face serums for the glowing and nourishing skin. These serums are a fusion of nature and goodness, combining every particle by hand and bringing an immersive experience of oneness with the earth. Their craftsmen celebrate raw, natural and organic beauty in every product they chisel.

1. **Deyga Organics Beautifying Serum** - Lightens blemishes, Treats Pigmentation, Anti-Aging: Radiant and glowing skin with the all-in-one magic elixir, our Beautifying Serum, for younger-looking, tender and healthy skin.
1. Reduces acne marks and lightens blemishes
2. Brightens and softens the skin
3. Protects the skin barriers and makes the skin look young
4. It improves the complexion and texture of the skin.
5. Reverses skin damage caused by pollution and the sun.
6. Soothes skin and boosts radiance.

2. **Deyga Organics Rose Glow Serum** - Boosts Glow, Pigmentation Control, Minimises Wrinkles: Reduce the signs of ageing and add natural radiance with the Rose Glow Serum-for bright and rejuvenated skin.
1. Enhances skin texture and gives a youthful glow
2. Minimizes fine lines and wrinkles
3. Smells pleasant with floral aroma
4. Reduces age spots and pigmentation
5. Lightens acne scars and marks
6. Improves skin hydration and brightness levels

3. **Deyga Organics Anti Aging Serum** - Anti Aging, Reverse Skin Damage: Boost radiance and increase skin firmness with our illuminating Anti-Aging Serum for younger-looking, even-toned skin.
1. Reduces wrinkles and hydrates the skin to prevent dryness
2. Brightens the skin and lightens blemishes
3. Protects the skin barriers and makes the skin look young
4. It improves the complexion and texture of the skin.
5. Reverses skin damage caused by pollution and the sun.
6. Soothes skin and boosts radiance

Available at : www.deyga.in



Avaada Foundation to impact 10 lakh lives through three E's – Education, Empowerment and Environment initiatives by 2030

Avaada Foundation's philosophy is inspired by Promise, Progress and Partnership

Avaada foundation, the philanthropic arm of Avaada Group, through its slew of CSR activities focused on three **E's- Education, Empowerment, Environment**, aims to impact 1 million lives by 2030, through various initiatives across all 11 states of its operations. The Foundation has already supported over 2 lakh people across India through various CSR activities along with health and rural electrification with a vision and mission to bring about the much-needed transformation.

Avaada Group is a firm believer in community engagement and Avaada foundation is focused on a transformational vision, by enhancing the quality of people's lives. The 3 E's are intended to grapple with challenges faced by the poor and the marginalized sections of society. ` As per bhuta rin, we are in debt from the time we were born, as we take resources from the environment, it's our duty to pay back to our forefathers, the environment, plants, and animals. It's time we engaged those around us to make that real difference in engaging the lives of many. With our unmatched spirit, we consistently strive to support millions of lives through our social initiatives and solutions, says Vineet Mittal, Chairperson, Avaada Group.

It should be the moral responsibility of corporates to give back to society and during the ongoing Daan Utsav, we reiterate our commitment to work towards the betterment of society. Our initiatives in the fields of education, health, environment, electrification are a reflection of our resolve to play a pivotal role in transforming India," added Mittal.
Avaada is a culmination of conducting businesses driven for higher purposes and the Foundation, through its **Community Development Certificate (CDC)** and **Grow Forest Mechanism (GFM)**, has benefited the environment to change the world into a resilient living place. In line with SDGs, we have launched several humanitarian programs aimed towards women empowerment, quality education, healthcare and environmental protection in rural surroundings.



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Avaada Foundation's education initiatives of construction of classrooms, drinking water facilities, science labs and other amenities, besides ensuring electricity access to schools have impacted over 35,000 lives in the education space. The foundation is also focused on providing healthcare facilities and through its health camps in Maharashtra and Rajasthan, **it has benefited over 70,000 lives.**

Avaada Foundation's initiative through its Nav Kiran Stitching Centre in Umarda (Rajasthan) and Chhatai (Uttar Pradesh) and Nav Kiran Digital Centre, Avaada has skilled over 20,000 people and helped them earn their livelihoods. Avaada Foundation's rural electrification program is committed towards providing electricity in the remote areas of the country. In Jayapur, Uttar Pradesh, Avaada Foundation has established two 25KW solar photovoltaic plants to meet the energy requirements of the village. Totally, 634 homes or roughly 3100 people have benefitted from this electrification process.
For environmental protection, Avaada Foundation has initiated a tree plantation drive in Pavagada in Karnataka and Badaun and Bikaner and till date over 65,000 saplings have been planted. Avaada group constantly draws wisdom and knowledge from Indian culture and giving back to society, the nation, and mother nature is at the core of its ethos. The foundation believes in following these practices year around.

About Avaada

Social entrepreneur Vineet Mittal-led Avaada Group is an integrated energy platform with business interests ranging from manufacturing solar cells, modules and electrolysers to renewable power generation, green hydrogen, and green ammonia production. Avaada Group's flagship company Avaada Energy is India's fastest-growing renewable energy IPP.
Within five years, it has developed an impressive portfolio and the firm plans to reach 11 GW by 2025 and 30 GW by 2030. Avaada Group's solar manufacturing business comprises a state-of-the-art facility with an annual production capacity of 5 GW for cells and modules. The capacities are expected to get operational by early next year. By 2030, the group plans to scale up to 10 GW along with backward integration into polysilicon, ingots, and wafers.

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VEDIC CULTURE IS A PRECISE SCIENCE



The Vedic culture is a very scientific and precise science; science of the entire creation and the science of being, as a microcosm of the macrocosm, which is the physically manifested creation. It very clearly lays down the path and also how to walk on it and provides tools and techniques such that the secrets of the creation are revealed to you; so that the final merger happens with full consciousness in a disease-free body… at will.

The reason why there are so many seekers and very few who achieve success is simple. Those who achieve success have three things in common – a Guru who has the traits of five yamas of ashtang yog, priority to the subject over other things in life and, regular practice along with service and charity. The above three things are tied into the framework of four ashrams – brahmcharya, grihasta, vaanprasth and sanyaas. Each of these ashrams naturally flows into the next, it is not forced, the right practice of yog under a guru ensures this.

Vaanprastha is not renunication

I will give a little insight into the vaanprastha stage for a yog-guru. Normally people think that it is renunciation, but there is no such thing as renouncing the world. One goes through it like a ship goes through the ocean, it is on the water and crosses the water, but is not in it and so it does not sink. Vaanprastha simply means to begin the process of limiting your interactions with the mundane aspects of life, and with people whose priority is not yog. In vaanprastha, teachings continue and interactions with sadhaks go on. It can be called that the ship is in the middle of the ocean and is moving towards its finality. Those on the ship are limited as only those who trust the ship fully are allowed. How long you have known the ship (guru) is of no consequence, your desire and other prerequisites are important.

Having collected the force within for the onward journey in the years of brahmcharya and having gone through the experiences of a worldly life as a grihasta, a being takes a step back from the physical world as he enters vaanprastha, because to reach the final destination, all this has to be left behind. For a rocket to break the pull out of gravity, it has to leave its excess weight. Leaving does not imply running away, the thought of the physical has to go.

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Let me explain this with the help of the example of a rishi who left his family and house to do dhyan in Himalayas. The rishi followed a niyam of offering milk to the shivling every day. As he went to the Himalayas, commoners from nearby villages would bring him milk and he would carry on with his practice. Once no one came to give the milk. In the absence of milk, the rishi offered water to the shivling. However, it soon became a common occurring, the villagers would often forget to bring him milk. The rishi then decided to keep a cow so that he does not have to depend on the villagers. When he went to village to get the cow, the villagers advised him to also take a lady with him to take care of the cow as he would be in dhyan for long hours. The rishi agreed. Five years passed. The villagers then asked the rishi to marry the lady since no one else would take her. The rishi agreed. He married her and they had a family. So, whatever he had left, was created back again for him because of his one thought. That is why it is said, 'yogah chitt vritti nirodh'. One needs to silence the modifications of the mind to access what lies beyond the five senses. Vaanprastha is preparatory stage, which further leads to sanyas.



After a stage a yogi needs to limit his/her interactions with normal people. There is a story in the Mandukya Upanishad about a group of rishis who used to live in Himalayas. One day these rishis suddenly realised that their bodies had started ageing. (A Yogi's body does not age. He/she leaves the body in full consciousness and strength, being aware of where he/she is going.) The rishis then had a discussion on the possible reasons for ageing. They realised that this happened as they left their Himalayan abode to settle in the villages resulting in increased interactions with normal people. When you have interaction with normal people, there is intermingling of thoughts and energy patterns. And then the body begins to exhibit the symptoms of a normal human being - eat, drink and make merry. Vedic masters say, and modern science agrees that every action has an equal and opposite reaction. When you resort to pleasures of the five senses, as an equal and opposite reaction, the body begins to age. This ageing has to be held back to garner the energy to make the final journey beyond the five senses and also take the deserving shishyas beyond. So during the phase of vanprastha, you limit your interactions otherwise the body ages very fast.

Traits of a Guru

Now let me give you the traits of a guru – a Guru is someone who does not charge you a fee because someone who is him/herself tied in maya cannot release you, he/she exudes the glow and attraction associated with yog, diseases disappear in his/her presence, whatever he/she says happens, and he/she is sthir in the five yams. So my suggestion is look for a guru, give the subject priority and you will be called on board on this beautiful journey called yog.

SMINU JINDAL – THE STEEL LADY



Sminu Jindual, the lady at the helm of Jindal SAW Ltd, the undisputed leader in India's tubular pipe industry, and Founder Chairperson of accessibility organisation Svayam, has fought against all odds to emerge a winner.

The granddaughter of legendary industrialist O.P. Jindal, Sminu met with an accident at the age of 11 which left her wheel chair bound. But this didn't deter the aspirations of a young girl, who wanted to make a mark for herself in the world. An alumnus of India's premier institution, Shri Ram College of Commerce, Sminu also holds an MBA from the Fore School of Management.

She joined the family business as a young trainee and worked her way up the corporate ladder, proving her mettle as the first successful woman in the predominantly male bastion of steel, oil, and gas. Jindal SAW has grown manifold under her leadership by continually innovating and evolving. She has also been instrumental in the company's foray into sustainable energy and rail infrastructure sectors. .

Source: https://en.wikipedia.org/wiki/Sminu_Jindal



Source: https://indiacsr.in/accessibility-is-a-trillion-dollar-economy-sminu-jindal-to-entrepreneurs/

Getting accustomed to life in a wheelchair required several adjustments, both physical as well as mental, but she was undeterred. In fact, the seeds of her passion project, accessibility organisation Svayam, can also be traced to the period following this. The multi-awarded, multifaceted, woman of steel who says her purpose in life is to leave the world a better place for all.

An indefatigable crusader for Accessibility for All, Jindal was the first to train the spotlight on the need for accessibility in the built environment, dissociating it from disability, as a basic universal necessity.

Her relentless pursuit of an accessible world has turned Svayam into a movement. Today Svayam is India's only not-for-profit accessibility pioneer that focuses on creating a barrier-free world for all. Whether in its campaign to make World Heritage Sites such as the Qutub Minar in Delhi and Fatehpur Sikri Group of Monuments including the Taj Mahal accessible or paving the way to make the disabled count by successfully calling for the addition of a key question on disabilities in the Census 2011, Svayam has kept the interests of people with reduced mobility at the forefront.

Svayam is working to change the perception that only people with disabilities need accessibility. Svayam believes that accessibility in the built environment benefits all, whether it is the differently abled, pregnant women, the elderly, the sick or injured, people with temporary disabilities, victims of terrorism, war veterans, or children

Indore gets 'Tree Ambulance' for protection of its biodiversity



Madhya Pradesh's Indore has now got 'Tree ambulance' which will provide all necessary facilities to preserve and protect the biodiversity in the city.

Clean City Indore, which is consistently ranked number one in cleanliness, is now moving towards becoming a Green City as well.

Source: https://www.freepressjournal.in/indore/indore-gets-tree-ambulance-for-protection-of-its-biodiversity



https://economictimes.indiatimes.com/defaultinterstitial.cms

In order to protect biodiversity and to keep the city green, the Indore Municipal Corporation in collaboration with its Horticulture department has installed vehicles with all the necessary facilities for the protection of greenery in the capital city.

The 'Tree ambulance' is equipped with all the facilities for maintaining and keeping the trees around the city healthy. This ambulance has been prepared in the workshop of the Municipal Corporation itself and will treat sick, worm-infested trees and plants.

All facilities and equipment including spraying of trees, spraying of water as well as cutting and pruning are there in the ambulance.

Pushyamitra Bhargav, Mayor of Indore said, "Tree ambulance set up by Indore Municipal Corporation for the protection of biodiversity 'Tree ambulance' is all-in-one with necessities like sprinklers, water arrangements, medicines and other instruments, to maintain green Indore." The ambulance will be operated by the Horticulture Department of the Municipal Corporation.

conscious carma

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