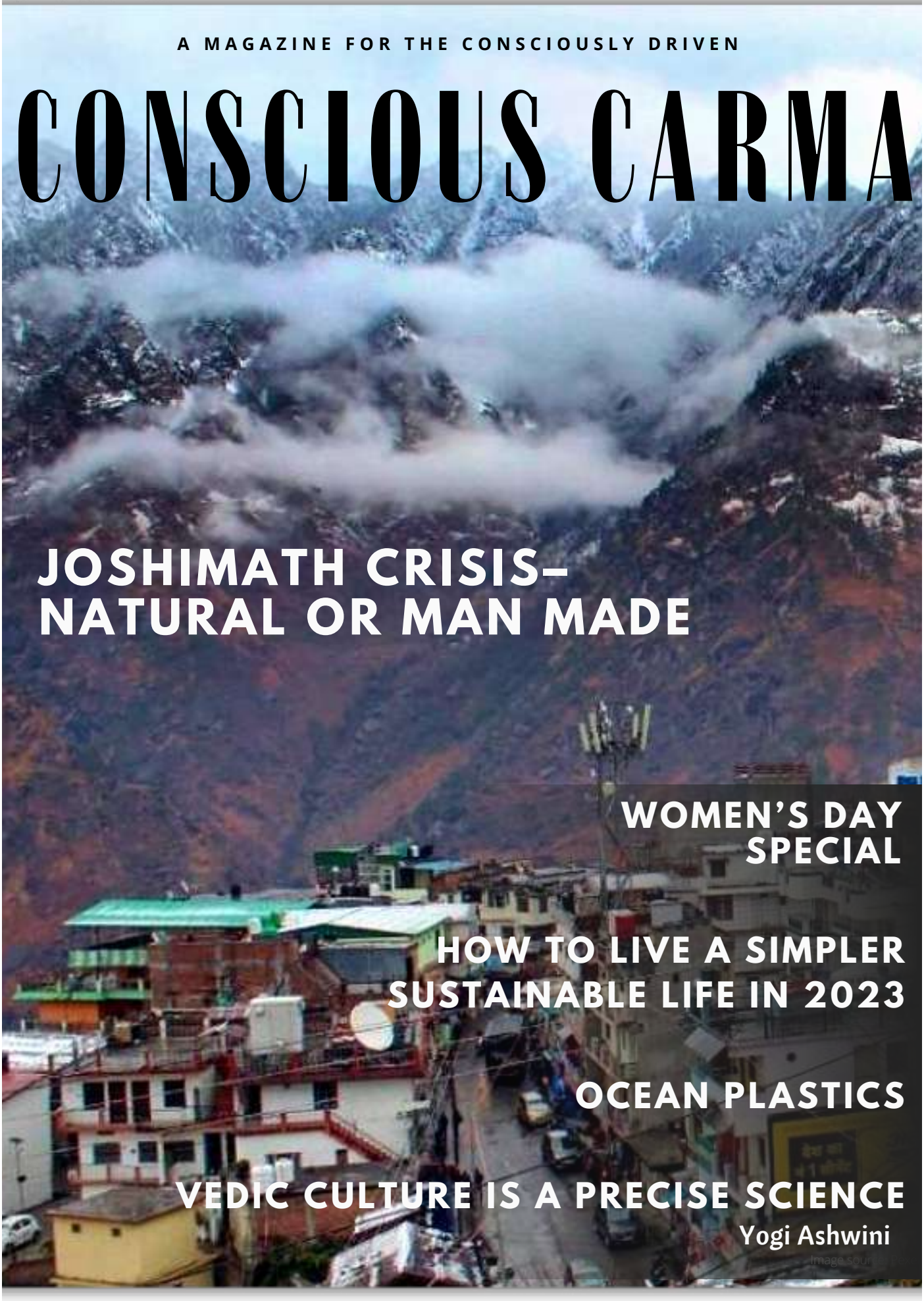
conscious carma

A MAGAZINE FOR THE CONSCIOUSLY DRIVEN

CONSCIOUS CARMA



JOSHIMATH CRISIS– NATURAL OR MAN MADE

WOMEN'S DAY SPECIAL

HOW TO LIVE A SIMPLER SUSTAINABLE LIFE IN 2023

OCEAN PLASTICS

VEDIC CULTURE IS A PRECISE SCIENCE

Yogi Ashwini

Image source

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Poonam K Malhotra
Editor-in--Chief

Editor's Note

Go out there, break free, live life, spread laughter, and be the change you've always wanted to see!

A woman is an epitome of Shakti. Like Shiv is not complete without Shakti, a man is not complete without a woman. Both are equally required to create, nurture and strengthen, be it a child, a nation or an environment.

They both have their intrinsic qualities and complement each other and are required to run the creation. There can't be a comparison between a Man and a Woman, they are two distinct entities.

Then, Why and how the question of a gender superior to other comes?, Isn't it just plain ridiculous. The sooner Men realise this and correct themselves, it will be a fairer and an equal World.

This International Women's Day.
Let every woman feel Equal

Meet our Team



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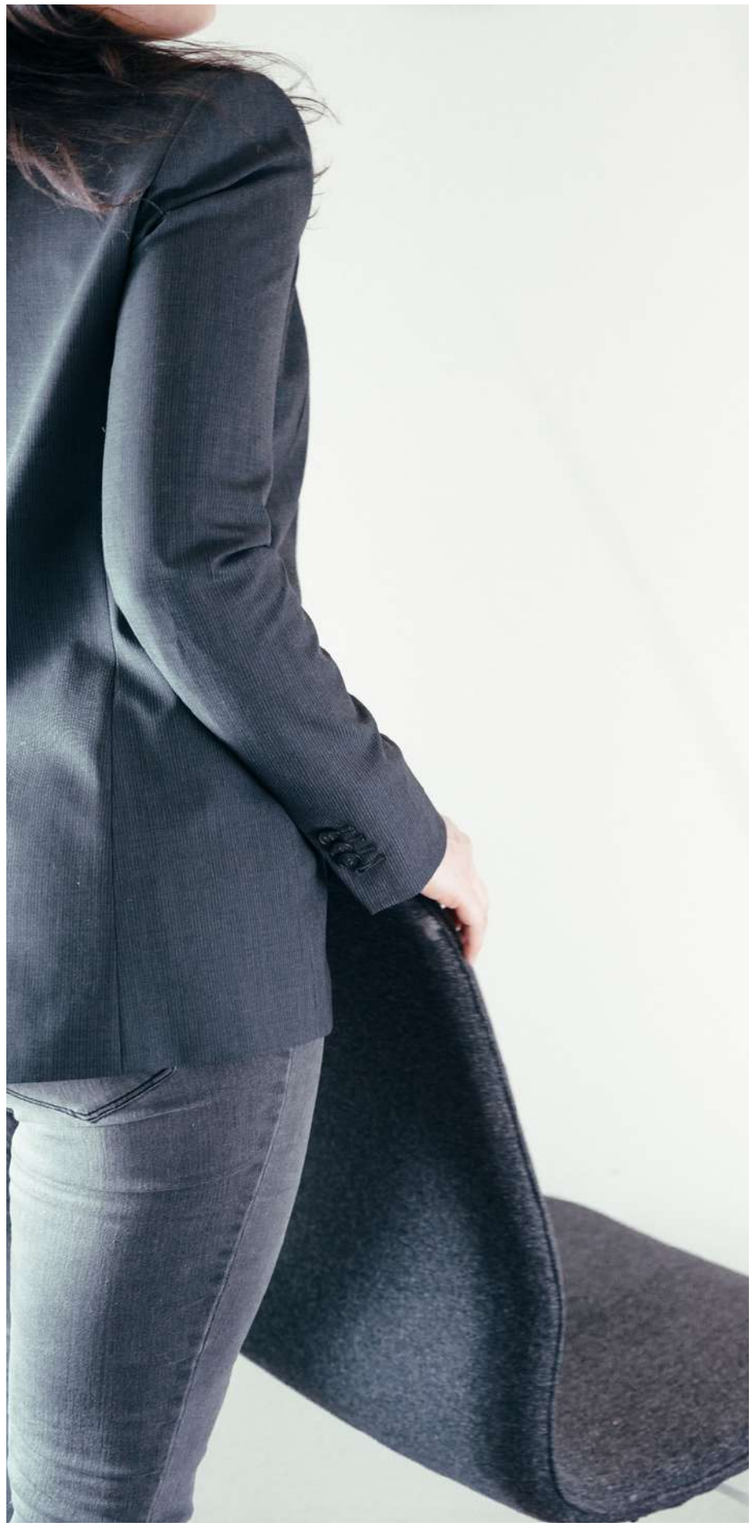
Women's Day Special

Women Who Lead: The Likeability Dilemma!

> ***Are women leaders disadvantaged by 'likeability bias' when they take leadership roles? How do we raise a generation of women leaders? What does it take to become a super leader?***

Nona Walia

How do we perceive women displaying assertiveness, power and strength? Is 'ambition' still a dirty word when it comes to women. When women lead, does stereotype bias follow them. Documentarian Robin Hauser has debated the dilemma between competence and likability faced by women in leadership roles. Should women at workplace be bothered by criticism? Why are women in powerful roles labelled as – bossy, arrogant and hyper? Is it time to free women leaders from these gender stereotypes? It seems women have to work twice as hard to be liked at work if they're in a leadership role. Women who lead – what does it take to create a generation of new women leaders?



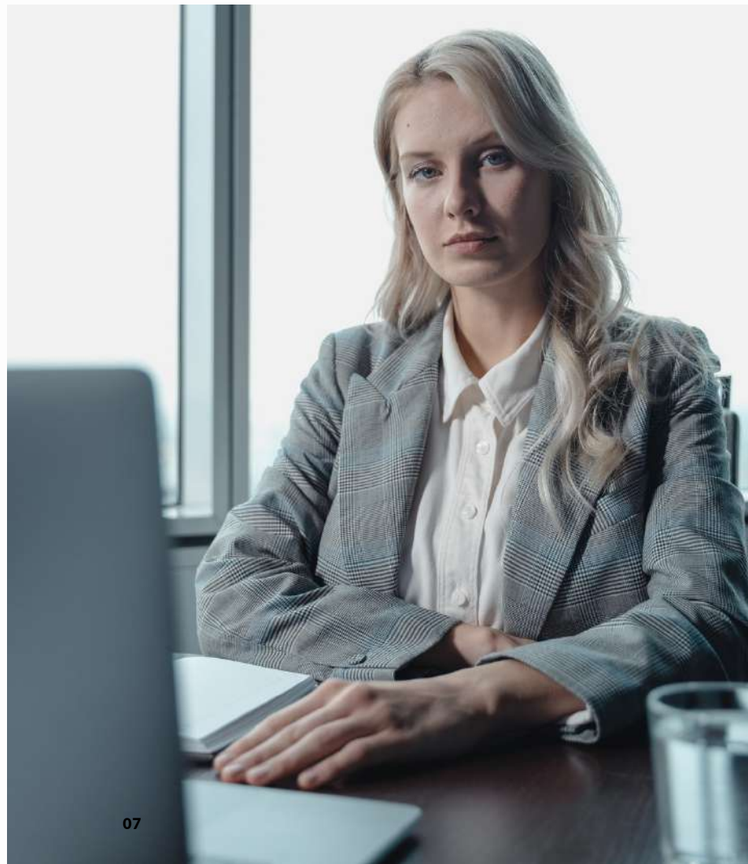
Can we give girls a conducive environment to grow thereby create more women leaders of tomorrow? Invisibility at work is the biggest setback to your career growth as a potential leader.

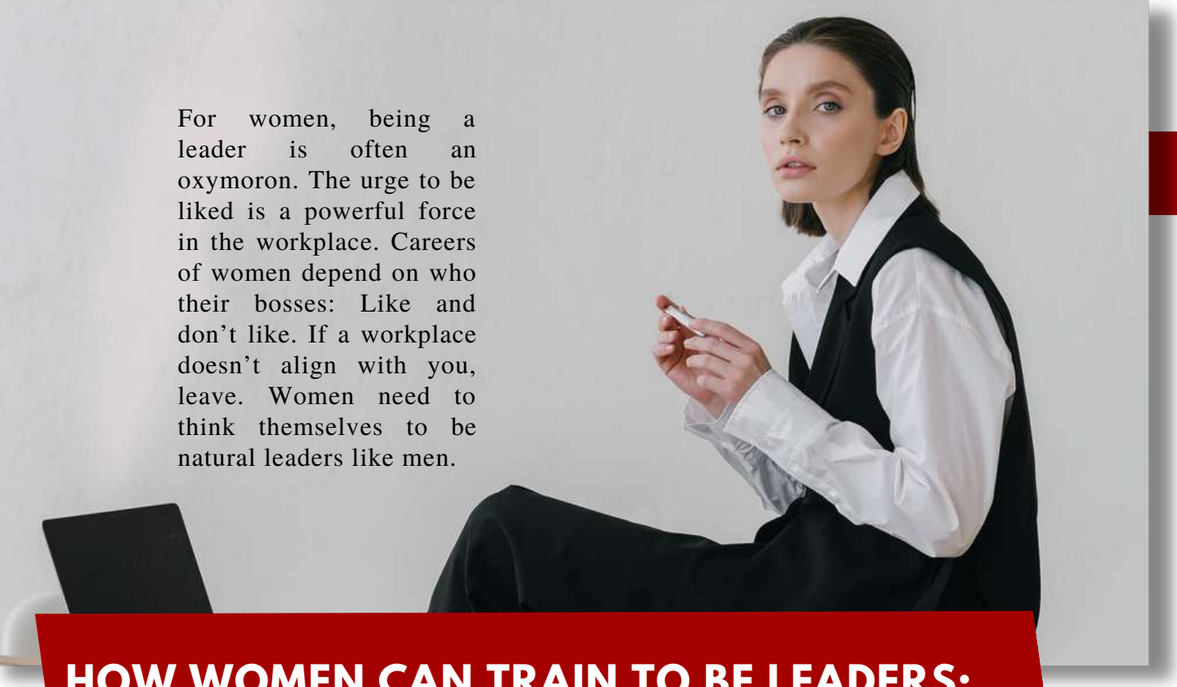
Alicia Menendez writes in her book The Likeability Trap, "**Women face likeability penalty from hiring to promotions**." Her advice: If you are not rising or getting promoted, look elsewhere. To be both likeable and successful is walking a tough tightrope. Simply craving for success makes women less likeable. At every turn, it seems women are asked to choose between success and likeability. Infact, this likeability trap is what makes women hold themselves back. Stanford professor Deborah Gruenfeld has been exploring alternatives to the narrative of the likeability penalty. In her work with women leaders at the Graduate School of Business, Gruenfeld finds that too much focus likeability penalty limits women's focus to the actions required to lead. She urges women to be more confident in their abilities. Instead of focusing on likability, women can find new ways to be successful as leaders, such as sharing what they know, "but in a way that is generous."

Women who lead need to: Balance inclusiveness with decisiveness; cultivate personal agility; recalibrate risk tolerance; learn to get comfortable with power; consider multiple perspectives and practice right communication tone. Be labelled as energetic, problem-solvers and action-oriented.

It is time women rise as leaders in different spheres. Success is nothing but action and attitude. To raise more women leaders, women should not underestimate their value and self-worth. They are unstoppable force, and can direct conversations in the boardroom and within the organization.

Psychology Today highlights in an article, "While we place great emphasis on leadership development today, we often do little to address issues of diversity and leadership. These are about competencies as a process as opposed to a specific skill. Learning "who you are" and what of yourself you bring to your leadership is an important first start."





For women, being a leader is often an oxymoron. The urge to be liked is a powerful force in the workplace. Careers of women depend on who their bosses: Like and don't like. If a workplace doesn't align with you, leave. Women need to think themselves to be natural leaders like men.

HOW WOMEN CAN TRAIN TO BE LEADERS:

- **Be anti-fragile.**
- **Take action.**
- **Don't miss opportunities. See opportunity in everything.**
- **Learn how to be open, supportive and collaborative.**
- **Learn how to network.**
- **Create a mindset of strength.**
- **Be a magnet of energy and action.**
- **Break unseen barriers.**
- **Enable women to move up.**
- **Push women to take risks.**
- **Women should not be reluctant to speak up or withhold their opinion. Encourage women to speak up and be heard.**
- **Learn empathetic leadership style.**
- **Women should be cheerleaders for other women. Learn to support women.**

Be Prepared to Lead

Build courage & strength: Have emotional strength; having the resolve to take risks even if no one else agrees.

Be resilient: Stand up to being different and overcoming negative perceptions and expectations.

Have authenticity and integrity: You build your own reputation.

Be super confident: Believe in yourself. You don't have to keep proving yourself.



Women's Day Special

Celebrity Corner

Team Conscious Carma in conversation with Chahatt Khanna
Actor | Founder | CEO | Entrepreneur | Investor | Socialite

Working in the entertainment industry for almost the past twenty years, Chahatt has also established herself as a successful entrepreneur after founding her fashion label Ammarzo in 2019 and also a production house Qquirky. Moreover, with her in-depth knowledge of the business and financial sector, she invested in a number of startups established in different industries, including Sports, Entertainment, Environment Protection, Food, and more. Always being a social activist, she also recently founded her own NGO, named Ammarzo NGO which works for children and animal welfare.

A Single mother of two daughters, the way Chahatt is handling her entrepreneurial journey is commendable. She is also a recipient of the Award for 'female entrepreneur of the year 2022' for her clothing Brand Ammarzo at Midday India influencer Iconic Award 2022.

The E-commerce industry is full of male-dominated giants. Chahatt is one of the female entrepreneurs who made a place among them by founding and incorporating Ammarzo Fashion in 2019 which is an Indian women's clothing brand. Born out of her uncompromising attention to the smallest details in the fabric and strong passion, Ammarzo industries Private Limited provides premium quality and design clothing that stands up to the international level while keeping prices as affordable as possible. Ammarzo fashion is a legacy that is created by her for her daughters.

It is because of her never giving up attitude and hardwork that her newly founded fashion label Ammarzo survived the Covid-19 pandemic and still is continuing to grow not only nationally but also internationally.





What prompted you to start Ammarzo, a sustainable marketplace for all things fashionable for Men & Women?

Passion for sustainability, a desire to create positive change in the fashion industry, and a belief in the need for more environmentally-friendly and ethical fashion options. I saw a gap in the market for sustainable fashion that is both stylish and accessible, and felt compelled to fill that gap. I was motivated by a personal connection to the cause, my love for the environment and the desire to support fair labor practices.

What are the USPs of Ammarzo?

Eco-friendliness: Ammarzo focusses on using environmentally friendly materials and production processes, reducing waste, and minimizing its carbon footprint.
Sustainability: The brand prioritize long-term sustainability over short-term profits, promoting a slower fashion model and reducing textile waste.
Ethical production: Ammarzo ensure fair wages and safe working conditions for its employees and suppliers, promoting transparency and ethical production standards.
Unique designs: The brand offer unique and stylish designs that set it apart from fast fashion, incorporating traditional techniques and contemporary styles.
Quality craftsmanship: By focusing on slow fashion, Ammarzo invest in quality craftsmanship, creating durable and long-lasting clothing that is made to last.

Challenges faced in establishing and running a Sustainanble Fashion Brand

Starting a fashion brand, especially as a woman, can come with a number of challenges, including:

Sourcing: Sourcing materials, fabric, and manufacturing resources can be difficult and time-consuming, especially for a sustainable fashion brand.
Funding: Securing enough funding to start and grow the brand can be a major challenge, especially for women who may face discrimination in accessing traditional forms of funding, such as loans or investment.
Industry perception: Women entrepreneurs face challenges in a male-dominated industry, including lack of representation, biases, and lack of support networks.
Balancing work and personal life: As a woman, balancing work and personal life can be a challenge, especially while starting a new business.
Competition: The fashion industry is highly competitive, and breaking into the market can be difficult, especially for a new brand.

However, with perseverance, strong business acumen, and a commitment to her vision, she overcame these challenges and found success.

Milestones the brand has achieved

Receiving awards from reputable organizations such as CNBC and Mid-Day is definitely a notable milestone for ammarzo. Such awards not only acknowledge the hard work and achievements of the brand, but also increase its visibility and credibility among customers, industry leaders, and potential investors. This recognition has also boosted the morale of the team and inspired them to continue their efforts in providing sustainable and high-quality fashion products.

Her Vision for Ammarzo

The vision of Ammarzo is to create a more sustainable and conscious fashion industry that prioritizes the well-being of people and the planet.

It also aims to educate its customers about sustainable fashion and the impact of their purchasing decisions on the environment and people.

Her message for all the women

To all women, I would like to say that you are powerful, resilient, and capable of achieving great things. Don't let anyone limit your aspirations or discourage you from pursuing your passions. Believe in yourself and your abilities, and don't be afraid to take risks and step out of your comfort zone.

Remember that success is not a straight line and that setbacks and failures are a natural part of the journey. Learn from your mistakes, stay focused on your goals, and don't give up. Surround yourself with supportive people who believe in you and your vision, and don't be afraid to ask for help when you need it.

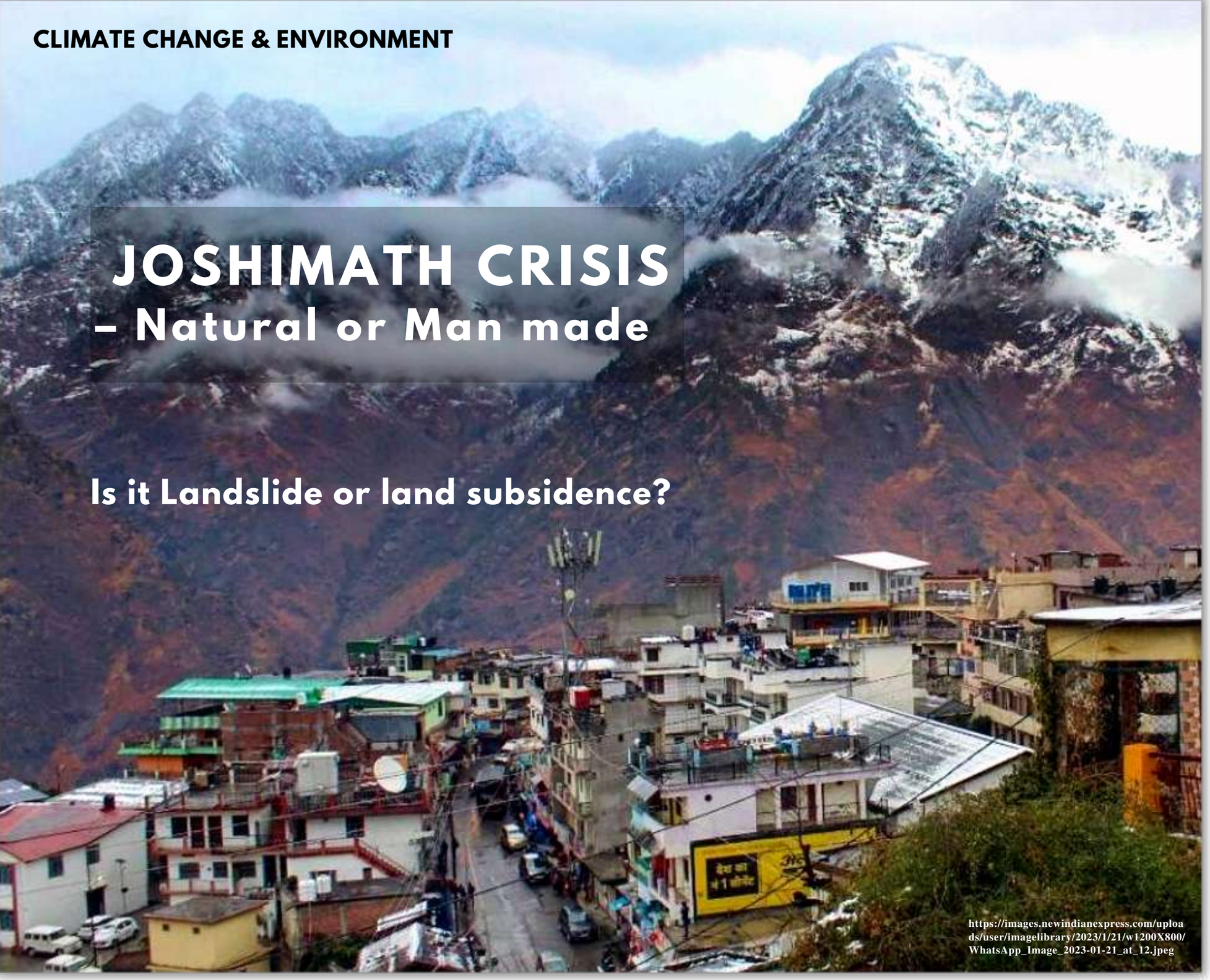
Most importantly, be true to yourself and never compromise your values. Embrace your individuality and always stay true to who you are. You have the power to create a positive impact and make a difference in the world, so go out there and make it happen!





JOSHIMATH CRISIS – Natural or Man made

Is it Landslide or land subsidence?

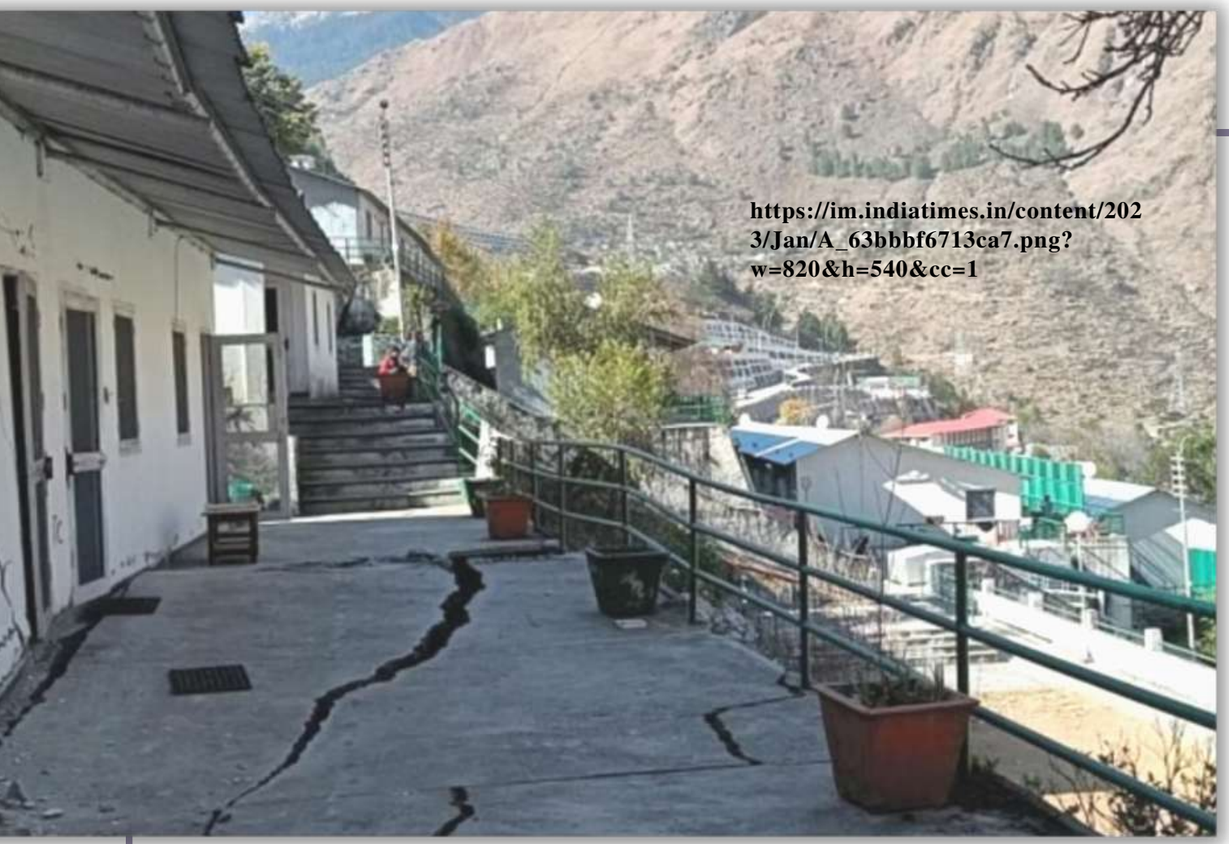


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The reason behind the recent damage to buildings and other structures in Uttarakhand's Joshimath is yet to be ascertained, whether it is land subsidence or land slide. It has led to dangerous cracks in over 863 houses of the around 4500 buildings the houses in the Himalayan town of India, since October 2021. At least 181 of the buildings have been placed in the unsafe zone, and 275 families have been moved out to safer areas.







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Source:
https://ndma.gov.in/sites/default/files/PDF/Reports/Detalied_report_UK_Disaster.pdf

The vulnerable nature of the natural habitat combined with over development have played havoc.

The town which was built on an ancient landslide debris, being landslide prone and vulnerable, combined with the pressure of development, have triggered the havoc. It is yet another example of over exploitation of the natural and vulnerable resources. Thousands of pilgrims stay in Joshimath – known as the gateway to Badrinath and Hemkund Sahib pilgrimage sites – as they halt in the town on their way to Badrinath

Also, there was February 2021 floods in Uttarakhand that resulted in over 200 dead and missing due to an avalanche that dropped about 27 million cubic metres of rock and glacier ice from the nearby Ronti mountain.

National Disaster Management Authority (NDMA) in their concluding report on Uttarakhand floods stated, “In India, this is a unique, unprecedented and first reported incident of glacier ice and rock having a cascading impact on debris flow. But, similar types of rock falls and glaciered ice avalanche events took place in European Alps, the Russian Caucasus, Canada, and Nepal in the past. The effect of climate change and global warming are evident in Himalayan glaciers and mountains. Therefore, it is urgently needed to share and learn from the best practices available nationally and internationally to minimize the impact of future hazards and risks in the Indian Himalayan regions. It is also recommended that existing and future HEPs (Hydro-Electric Power Project) must follow recommendations/ suggestions and implement all necessary safety measures during all phases of activities including planning, feasibility studies, construction, and operation.”.

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Infact, there are several other regions in the Himalayas facing a similar situation. Take for example, Rudraprayag's Marora village, about 100 kms from Joshimath, also developed cracks in the houses in the year 2021. And as a result, out of 43 families of the village, 13 have shifted and the locals blame these cracks on the 125km long Rishikesh-Karnprayag rail project. While there are cracks reported from Karnprayag and Mussoorie as well.

"Unlike many mountain chains in the world, the Himalayas are the youngest and most unstable and are prone to natural disasters. Moreover they have a much lower carrying capacity than plains and thus cannot sustain more human pressure. Himalayas should stop copying the plains – wider roads, high-rise buildings and big infrastructure projects", says Chandra Bhushan, CEO, International Forum for Environment, Sustainability and Technology (iFOREST).

"Switch to sustainable tourism, follow the example of Bhutan, which has capped the number of travellers by imposing a sustainable development fee of $200 per day. A part of this fee goeConclusion

There is no doubt that ecology and environment need to be protected for future generations, at the same time, development projects cannot be stalled, which are necessary not only for development, but at times for safety of citizens as well.

"Switch to sustainable tourism, follow the example of Bhutan, which has capped the number of travellers by imposing a sustainable development fee of $200 per day. A part of this fee goes into environmental protection and enhancing livelihood for local residents. Create jobs in the environment sector- biodiversity conservation, high-value organic farming, sustainable forestry, glacier and water body protection, etc. And they can be incentivised by the rest of the country to do this. This is because they are major water sources that sustain the plains and their glaciers, forests and biodiversity are essential for country's ecological security. While some progress has been made on payments for ecosystem services, a lot more needs to be done so that these states can develop and prosper without destroying themselves", adds Bhushan.

an, CEO, International Forum for Environment, Sustainability and Technology (iFOREST).

https://resize.indiatvnews.com/en/resize/newbucket/1200_-/2023/01/joshimath-pti3-1673664335.jpg

Half the Himalayan population at risk of multiple natural disasters

A study published in January 2022 by researchers in India, Canada and the US found that human settlements in the Himalayas are disproportionately concentrated in areas where the risk of hazards like landslides, floods and wildfires is high. Low-risk regions, in contrast are disproportionately unpopulated. Nearly half the population in the Himalayas lives in areas that face the risk of more than one type of hazard. The study found that areas that are susceptible to multiple hazards are also major corridors for migration and urban development, which are contributing to the rising risk of living in these regions.

Source: “Multi-hazard susceptibility and exposure assessment of the Hindu Kush Himalaya” by Jack Rusk et al, published in Science of The Total Environment

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OCEAN PLASTICS:

How much do rich countries contribute by shipping their waste overseas?

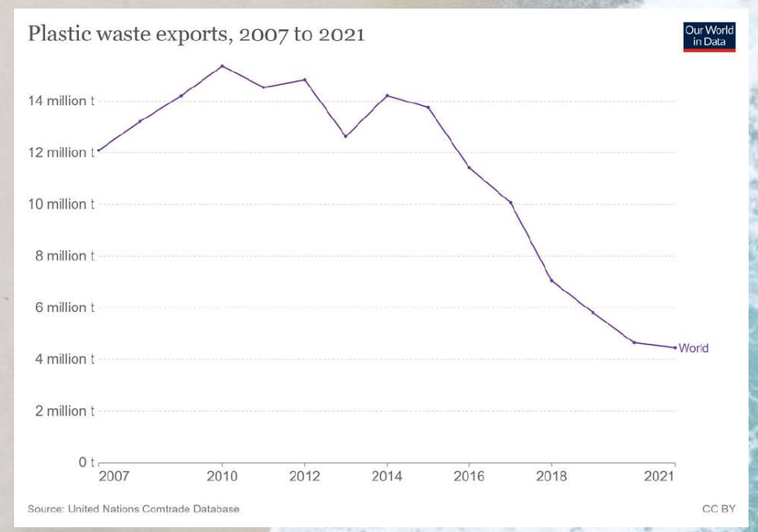
Many countries ship plastic waste overseas. How much of the world's waste is traded, and how big is its role in the pollution of our oceans?

by Hannah Ritchie

Most of the plastic that enters the oceans from land comes from rivers in Asia. More than 80% of it. Only a small amount comes from rivers across Europe and North America. Together, rivers in these regions contribute just 5% of the global total. This would suggest that the world's richest countries don't contribute much to the problem of plastic pollution.

But, these numbers only look at the plastic that is emitted domestically. They don't consider the fact that many countries export plastic waste overseas. If it was the case that the UK exported a lot of its plastic waste to countries where waste management systems are poor, and lots of plastic leaks into the environment, the UK would have a large indirect impact on ocean pollution.

Here is the global data to understand the scale of plastic waste trade. It looks at who the biggest exporters and importers are, and where this waste ends up.



It is estimated that a few percent – possibly up to 5% – of the world's ocean plastics could come from rich countries exporting their waste overseas. That could bring the total up to 10%: 5% directly from rivers in these regions, plus a further 5% from trade.

How much of the world's plastic waste is traded?

Importing plastics can often bring economic benefits. Recycled plastics can be repurposed into other goods, and fed into manufacturing industries. This is often cheaper than buying or making virgin plastics from scratch.

In 2020, around 5 million tonnes of plastic waste was traded globally.3 We might imagine that the pandemic forced a large reduction in plastic trade, but this doesn't seem to be the case. In 2019, rates were only slightly higher, at around 6 million tonnes.

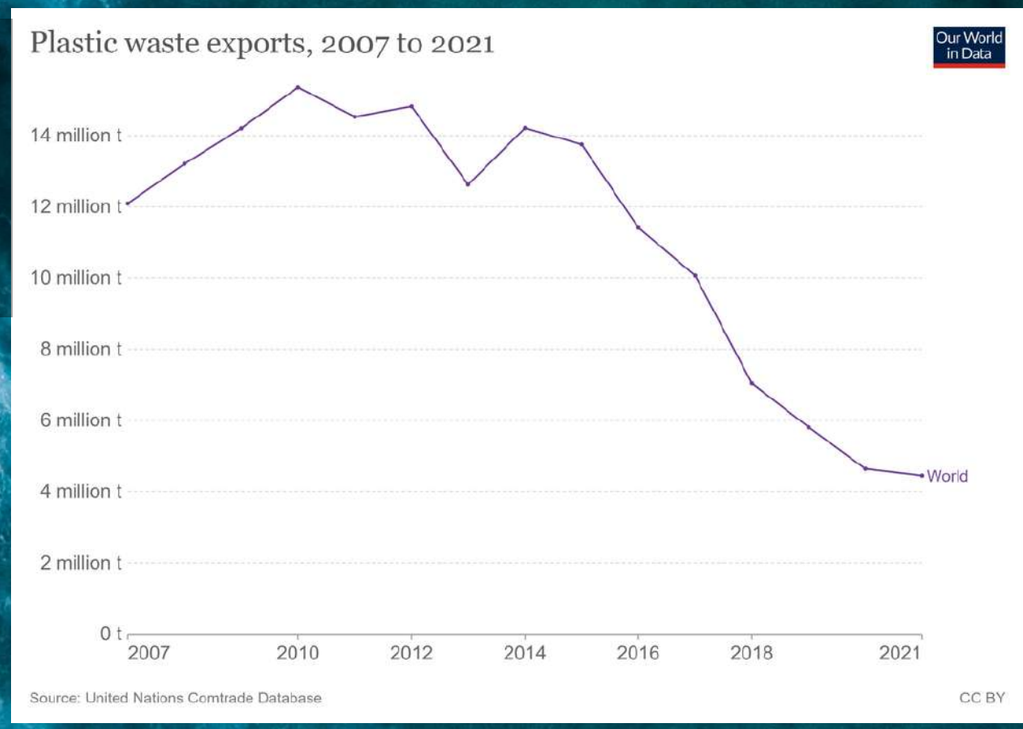
Let's put those 5 million tonnes into context.

The world generates around 350 million *tonnes of plastic waste* per year. That means that around 2% of waste is traded.4

The remaining 98% is handled domestically. It's sent to a landfill, recycled, or incinerated in the country where the waste was generated. The idea that most of the world's plastic waste is shipped overseas is incorrect. One reason why this figure is so low is that it's mostly recycled waste that's traded, and only 20% of the world's plastic is recycled.5

Over the last decade, we've seen a large decline in the amount of plastic waste traded. Rates have fallen by two-thirds since 2010.

Plastic waste exports, 2007 to 2021



What was the impact of the Chinese ban on plastic trade?

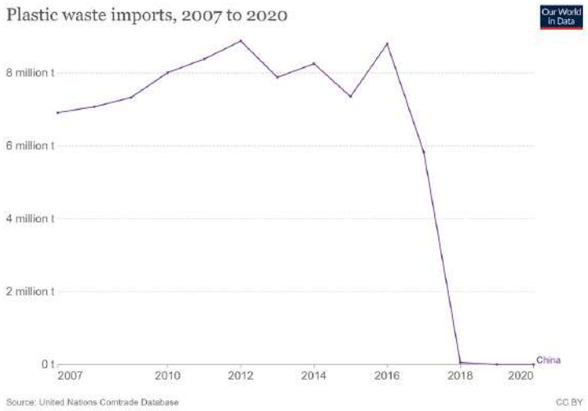
Policies in China toward plastic trade have had a large impact on the global change shown in the previous chart.

In 2016, China was importing more than half of the world's traded plastic waste. By 2018, this had plummeted to less than 1%. We see this in the chart.

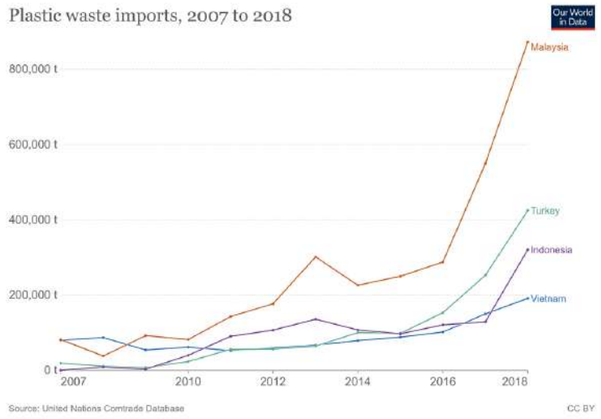
The reason for this dramatic decline was the Chinese government banning the import of most types of plastic waste in 2017. This was part of a broader policy decision to stop the import of 24 different types of solid waste including paper, textiles, and plastics. These bans were implemented as a result of environmental and health concerns from contaminated waste streams.

This ban had two major impacts.6 The first was that the total volume of plastic trade globally dropped significantly – we saw earlier that global trade has halved since 2017. The second was that other countries emerged to take China's place as major importers. Most of them are also countries in Asia – Malaysia, Vietnam, Indonesia, the Philippines, and Turkey, started to import much more plastic than in previous years.

Plastic waste imports, 2007 to 2020



Plastic waste imports, 2007 to 2018



Most plastic waste is traded within world regions, rather than between them

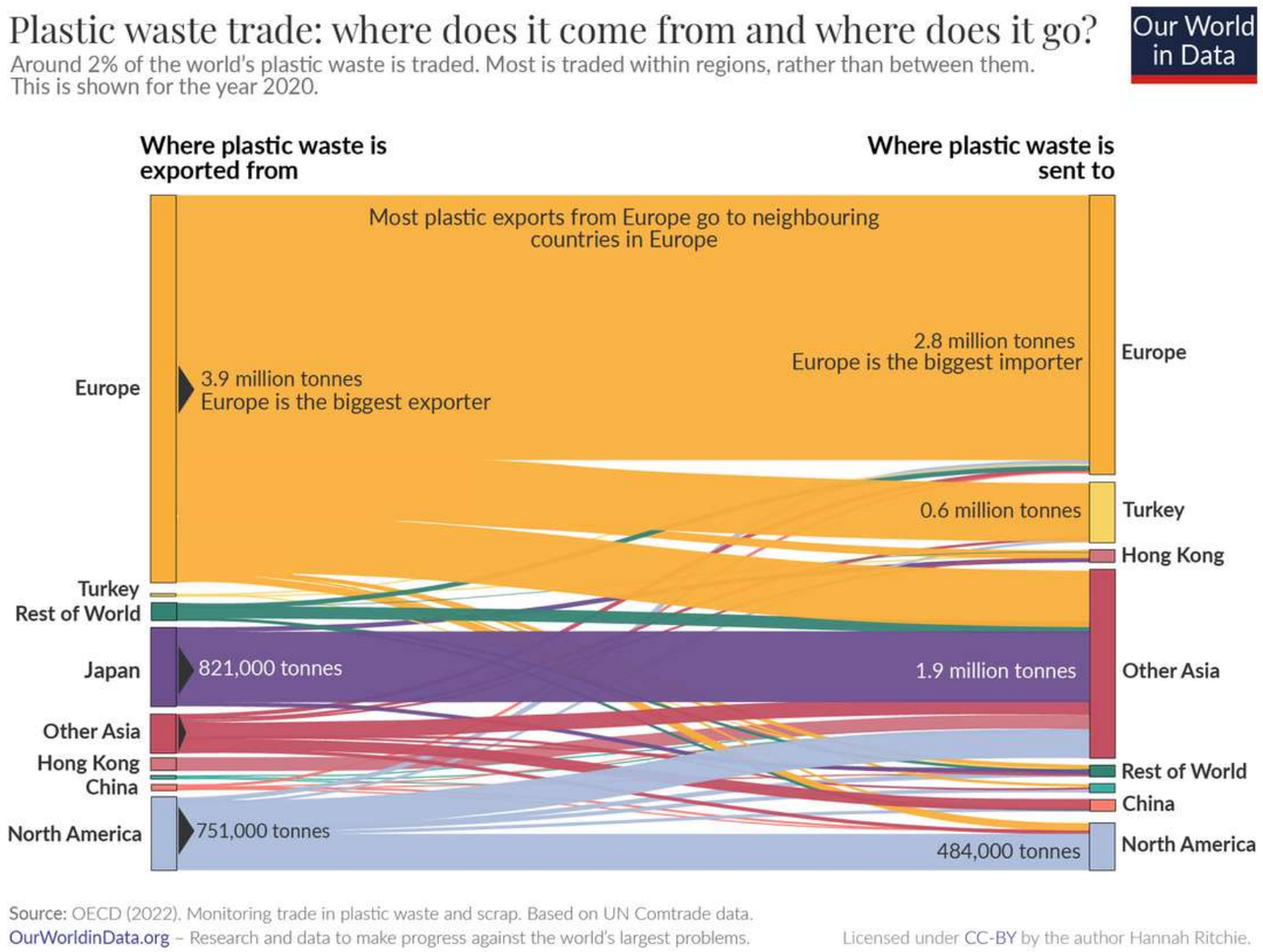
Where does plastic waste flow across the world?

Europe is the region that exports the most plastic, but it's also the region that imports the most. This is true more generally. Most plastic is traded within a given region. European countries export most plastic to other European countries. Asian countries export most to other Asian countries.

In the visualization, we see the flow of plastic across the world.7 On the left we have the exporters of plastic waste; on the right, we see where that plastic ends up. The height of each bar is proportional to the amount of plastic that is traded.

Europe is the biggest exporter of plastic. But, it's also the biggest importer. Many countries across Europe trade with one another. At the national level, Germany is the biggest exporter and importer – it trades different plastics with its neighbors including the Netherlands, Poland, Austria, and Switzerland.

This is also true of Asia, where Japan is the biggest exporter to other countries in Asia.



Do rich countries export most of their plastic waste overseas?

Many people think that rich countries ship most of their plastic waste overseas. But is this really true?

The short answer is no: many countries export some of their waste, but they still handle most of it domestically.

Let's take the example of the UK. In 2010, it generated an estimated 4.93 million tonnes of plastic waste.9 It exported 838,000 tonnes overseas.

That means it exported about 17% of its plastic waste. That's a substantial fraction – nearly one-fifth of it.

This data is for 2010, a year with good high-quality estimates of plastic waste generation. It's still likely to be a reasonable estimate today. If anything, this share might have declined slightly, because waste exports have not increased, and waste generation probably has.

When it comes to the fraction of plastic waste that is exported, the UK is one of the largest exporters. For context, the US exported about 5% of its plastic waste in 2010. France exported 11%, and the Netherlands exported 14%.

Most rich countries are net exporters of plastic waste. And this can be a significant fraction of their waste. But it's not the case that they handle most of it by offshoring it to other countries.

How much do rich countries contribute to plastic pollution through their exported waste?

This is the crucial question. While we don't have an exact answer, we can give a plausible range.

To give an exact answer we would need to trace each piece of plastic pollution back to its original source. But we can do some calculations to estimate how much plastic is at higher risk of entering the ocean because of this trade.

In 2020, low-to-middle-income countries – where plastic waste was at a 'higher risk' of entering the ocean (because of poorer waste management systems) – imported around 1.6 million tonnes of plastic waste from rich countries. Here 'rich countries' include all countries in Europe and North America, plus Japan, Hong Kong, and OECD countries from other regions.10

How much of this plastic ends up in the ocean?

Again, we don't know for sure. But we can run through a worst and best-case scenario.

Here we will assume that all of this traded waste was 'mismanaged', meaning it was not formally managed and was either littered or dumped in open landfills. In reality, not all of it will be mismanaged, but let's be conservative here.

The probability that mismanaged waste ends up in the ocean varies a lot by country.

The country where the probability is highest is the Phillippines – an estimated 7% ends up in the ocean.11 We could imagine this being our 'worst-case' scenario: if rich countries exported all of their plastic trade to the Philippines, 7% of it might end up in the ocean. That would be 112,000 tonnes.12

In a 'best-case' scenario, only around 1% of mismanaged waste would end up in the ocean. Most countries across the world have a risk of just under 1%. In Asia, this would be typical of countries such as Thailand and Cambodia. In this 'best-case' scenario, around 16,000 tonnes of ocean plastics each year would enter the ocean from trade.13

This gives us an upper and lower bound for the contribution of trade from rich countries. Since around one million tonnes of plastic enters the ocean each year, rich countries would contribute between 1.6% (in the best case) and 11% (in the worst case) of ocean plastics through shipping waste overseas.14

The true figure probably falls somewhere in between. A reasonable estimate might be around 5% of ocean plastics. In reality, it might be a bit lower because a tonne of waste that is bought and traded is more likely to be managed well than the average tonne of waste in a country.

I estimate that a few percent of ocean plastics could result from trade from rich countries. A figure as high as 5% would not be unreasonable.

Ending plastic trade would only do a bit to reduce plastic pollution – what is needed are better waste-management systems

Stopping exports of plastic waste to countries with poor waste management would help to tackle ocean pollution.

If rich countries banned the export of plastic waste to these countries, we might reduce plastic pollution a bit: perhaps up to 5%.

But, an end to trade won't stop plastic pollution. Only a small fraction of the world's plastic waste is traded – under 2%. And most – two-thirds of it – ends up in richer countries, where it's very unlikely to end up in the ocean.

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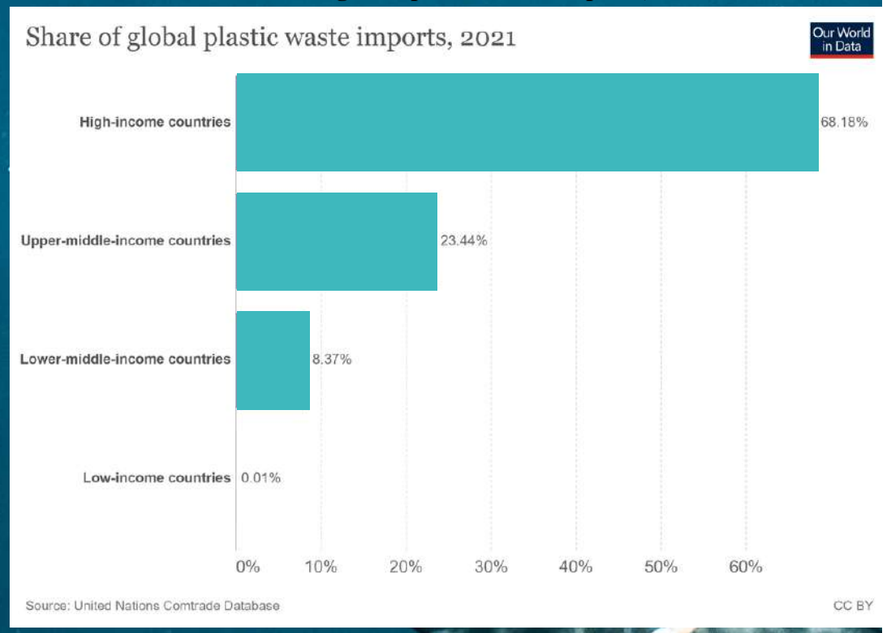
But, an end to trade won't stop plastic pollution. Only a small fraction of the world's plastic waste is traded – under 2%. And most – two-thirds of it – ends up in richer countries, where it's very unlikely to end up in the ocean.

s in low-to-middle-income countries, as this is where most plastic pollution originates.

There are obvious reasons to reduce these exports beyond the plastic pollution problem. Countries have been guilty of exporting contaminated recycling plastic packages – one of the drivers for countries to ban plastic imports. This is unacceptable: poorer countries are not a dumping ground for the rich.

Most of the world's waste is handled domestically and most of the waste that enters the oceans stems from these countries. To really tackle the problem we need to do two things: scale waste management systems in rich countries; the fact that they are exporting waste overseas suggests they have under-invested in practices at home; and, importantly, improve waste management infrastructure and practices in low-to-middle-income countries, as this is where most plastic pollution originates.

Share of global plastic waste imports, 2021



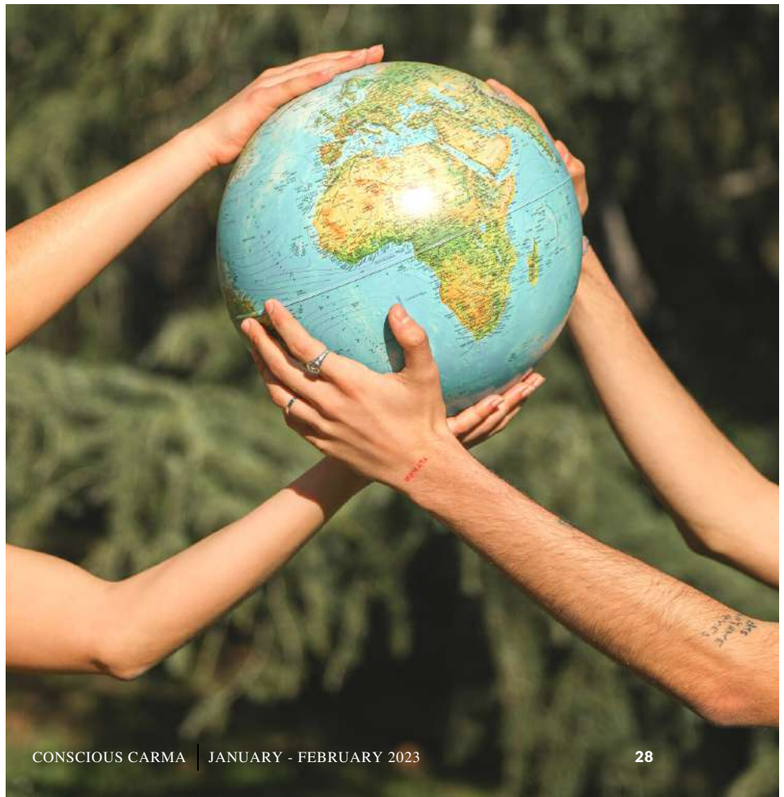
Source: https://ourworldindata.org

How to Live a Simpler Sustainable Life in 2023!

Nona Walia



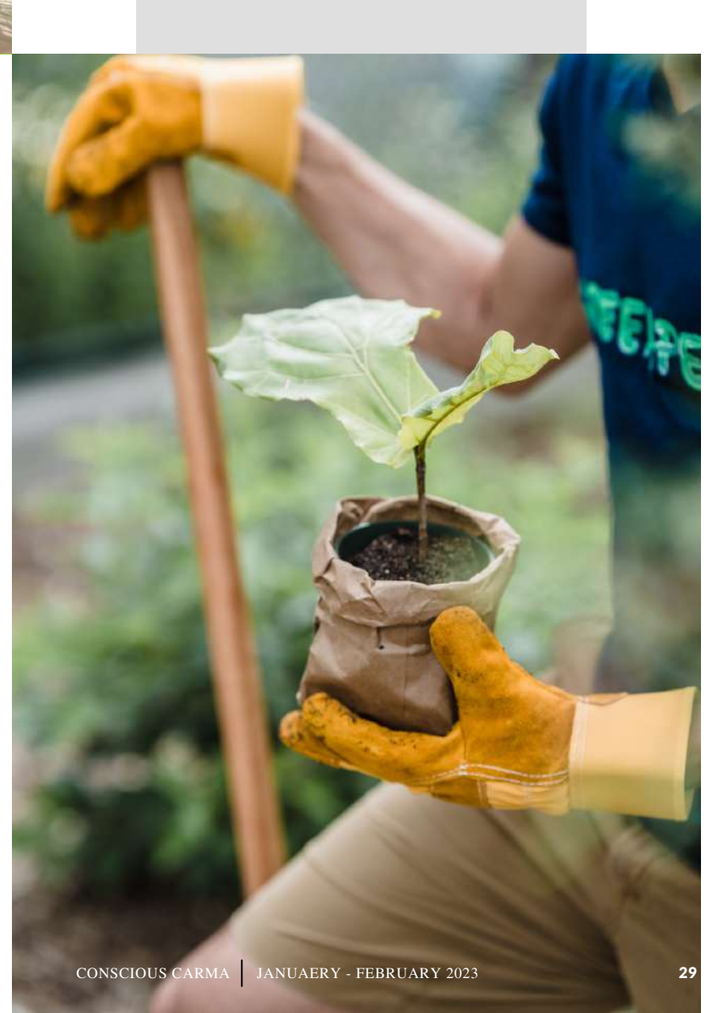
Recycled home decor, no make-up days, zero-waste, reducing consumption, living a sustainable life isn't easy. Everything you need to know to make small changes that make a big difference. Here's your Sustainable Living Guide!



What does "Sustainable Living" actually look like in practice? Is it very tough, easy or highly challenging. You might be a chef trying to manage wastage or entrepreneur making critical decisions, living sustainably can be a huge challenge. According to a report, in 2022, "recycled home decor" and "zero waste lifestyle" increased by 95% in searches on Pinterest. Sustainable is a term that now can describe everything from our food, make-up, clothing, mattresses, couches to tampons and ziplocks.

We are now witnessing capitalisation of the sustainability era. Everything packaged in words like nontoxic, organic, or eco-friendly – is actually more expensive. Can we live a sustainable life without increasing our expenditure. Let's have a minimal slow life, slow vacations; a life where (we) return to minimalism is much more preferred rather than the fancy industrialisation of the word sustainability. Christine Platt, author of The Afrominimalist's Guide to Living With Less. "**There's also a difference between people who are minimalist and sustainable by choice, and those who are so by circumstance**."





Don't try to indulge in over expensive sustainability fads. You will do more damage. Living sustainably is a lifestyle that reduces our environmental impact in many ways, from the food we buy to the daily commute. By making some small changes to your lifestyle, you can reduce your carbon footprint and help to tackle these issues. You simply need to do whatever works for you and remember that the small things matter. In her book The Sustainable Living Guide, author Jen Gale talks about ways to fit sustainable living into your life, "To change your impact without radically changing your life. It starts with changing habits that we built up over years without thinking about the impact."

Don't go with the notion that living sustainably is more expensive and tough. Take baby steps, we show you how!



Start Small:
Nobody can live a 100% sustainable life. Ditch that (plastic) bottled water, or those canned foods. Free yourself from packaged foods.

Replace and Recycle:
Have a culture of reusing things. Mending things. Keep reusable bottle/cup and carry one with you on your travels, or your way to work. And try to implement a reduced plastic consumption in your life. Ditch that plastic toothbrush.

Slow Walking:
Enjoy the joy of walking. Move.

Track:
Your garbage and waste, check your CO2 footprint. There are many websites and apps, protect the climate.

Make sustainable choices:
When shopping, travelling and eating out. Purchase consciously.

Recycle your trash properly: Choose biodegradable alternatives, when purchasing home-products and disposing off things you don't need. Be aware how you throw things.

Eat seasonal:
Eat local and seasonal, in-season fruits and veggies are healthier and more nourishing in vitamins.

Stop any wastage:
Golden rule here is: Don't buy more than you need. Don't order more at a restaurant, than you can eat. Connect with nature and appreciate all that it does, in order for us to exist on this planet.

Choose Eco-Friendly Furniture: Buy pieces that are made locally, by local craftspeople, and from new or repurposed sustainable materials.

Purchase Energy-Efficient Appliances:
Using Energy Star-rated home appliances is an easy way to reduce your carbon footprint. If you have an old fridge or washer/dryer that's not Energy Star certified, consider replacing it with one that is.

Try some Reusable Packaging:
It's always nice having a stainless water bottle around because it makes you feel better about yourself every time you drink from it.

Compost:
Composting is a great way to reduce waste. It also helps you grow your own food and reduce the amount of food that goes to landfills. The sweeter part is that you can compost in your backyard, on your balcony, or even indoors.

Try to use Shampoo bars:
They are natural and don't use plastic bottles.

Experiment with Vegan footwear:
Fashion footwear too is having a sustainability moment. Shraddha Joshi, founder of SoleWeavers has launched her Vegan footwear, "We carefully source our raw materials within India to craft shoes responsibly. In shoe-making, we ensure that every raw material is efficiently used and there is no harm to any life. Proud to say that we are a cruelty-free, homegrown brand that not only cares for the quality we offer to the people but also cares for the planet."

Make your life greener:
Be it cooking or cleaning, make kinder choices. Love your leftovers. Look at what basics you're binning.

Reduce your washing:
Author Erin Rhoads' book Waste Not Everyday points out that "the majority of the environmental burden caused by fashion happens after we take the clothing home: 82% of the energy a garment will use is in the washing and drying we do each week".

Plant something:
Every month, plant something. Whether it's a vegetable garden, flowers or some trees, adding some greenery to your life is a simple way to make a positive impact on the environment. Add greenery to every corner and room.



Sustainable Startup **STORIES**

Vishisht means Exclusive



On a mission to promote a healthier planet, Vishisht is an Eco friendly brand offering all natural skincare products handcrafted in small batches using clean and pure ingredients. Also, it delivers the products in Eco friendly packaging and tests the products on actual end users i.e., humans.



Inspiration

Vishisht started as a result of the skincare problems of its founder Namrata. “I had developed some rashes one summer and none of the moisturisers available in the market helped. I learned about the harmful chemicals found in these moisturisers and their potential damages to our skin. I started looking for natural alternatives and learned about different carrier oils such as extra virgin cold pressed coconut oil, extra virgin olive oil, Argan oil, Shea butters, pure essentials oils etc. I subscribed to the newsletters of some Ayurvedic doctors and skincare specialists. I started formulating products on my own which worked really well. I started giving out my products to friends, family and people with different skin types to try. My products worked well on everyone. After trial and error, R&D for one year, I launched the brand with around 10 products. Today we have 15 products in total”

An accountant by profession, Namrata really liked her job and it paid well, however, she wasn’t feeling fulfilled. I felt like I have some purpose and I have always wanted to do something of my own and when I came across my skin problems, I found my calling.

The Struggles

Running a business always brings challenges everyday. We faced difficulties explaining to people as to why it is important to switch to natural skincare. People found the products to be expensive too. So such kind of struggles and something or the other happens everyday. I am used to all this now.

The Milestones

We were listed among the Top 500 startups in South Asia by Innopreneurs Startup Contest, we were among the Top 10 Personal Care Product Companies 2021 by Silicon India Magazine, and we received a Small Business Grant by Facebook in 2020. We have been featured on Better India and LBB. So far, we have recycled 100+ jars, diverted more than 100+ kilograms of plastic from landfills and oceans, and reduced 5,400 kilograms of CO2.

Vishisht offers all products in zero-waste and completely recyclable packaging. The brand gives their customers an option to return their jars in exchange of exclusive discounts. Also, it offsets 100% of our CO2 emissions.



Sustainable Startup **STORIES**

MINUS°

WE CRAFT PLASTIC WASTE

A young team headed by an IITian and Niftian, launched Minus Degre, with a wish to change the perception of plastic to the world. As the name suggests, Minus Degre, Minus stands for Reducing the impact of plastic pollution While Degre for Closing the loop by recycling of Plastic waste.

"The plastic that we use every day and throw can yield as products and profit like gold. If the resource is channelized by recycling and upcycling. We want to create product keeping in mind the aspect of sustainability, a community which is of the people for the people and by the people", says the duo Rahul & Vikas. Everyone at Minus Degre firmly believes in a beautiful quote by WILL.I.AM that "Waste is not until we waste it"







The Motivation

There was a time, plastic was not in trend. We used fabric bags, glass bottle, tin cans and what not. That was the time when people were believers of reuse, regenerate and recycle. My grandmother is example of it. she used to craft product out of the single use plastic like plastic wrapper & shopping bags, old clothes and also she used to use single use items till the time it's not usable like using plastic bottle for storing oil & salt, coconut shells for storing spices etc.

Now things have changed, we moved to a faster culture, where we left behind the "Regeneration" culture. That is what we plan to bring with Minus degre "Regeneration culture". In India we generate 25940 tonnes of plastic waste every day, making us largest contributor of the plastic waste in packaging sector. More than 1/3rd of total " branded plastic " ends up in the landfills: milk pouches, wrappers, etc. which is majorly from household.

At Minus, the short-lived household plastic waste is converted into product which can help not letting the plastic to end-up in landfills. We aim at reducing the genesis of virgin plastic by replacing it with reused and recycled plastic products of superior quality. We believe in a more realistic approach to the plastic problem. Plastic is not waste as long as we create value from it. Which is why we believe that the world should move from the misuse to reuse of plastic. It is the wiser thing to do - for our planet, for our businesses, for our communities. We want build sustainable future around it.

The Process

It all starts with collecting plastic waste from industries, ragpickers and kabadiwalas, washing them to remove dirt's & label, drying, and then segregating based on grade of plastic and colour. Then these are shredded into small flakes which are again properly cleaned to remove left-over dirt. They are dried to remove every bit of moisture from it. These flakes are then moulded into required shape and products are then sanded and polished to give smooth finish.

The Inspiration

Before the COVID plastic pollution was high but with the onset of COVID there have been drastic increase in the plastic consumption in form of mask, PPE kit, food packaging as we preferred safety over environment concern. That is not the problem, the real problem is that we disposed them irresponsibly and this irresponsible behaviours of ours that is mounting additional stress on already stressed situation of plastic pollution.

Plastic is one of the most versatile material that we have ever developed. It uses expanse from simplest one like spoon, toys to most intricate one like parts of airplane. It takes around 400 years breakdown plastics so why not utilize its durability rather than just letting rot and pollute the environment.

We see this situation as an opportunity as thing that is trash for other is gold for us. The vast untapped potential in current situation, durability & versatility of plastics and the positive impact that our initiative will bring to environment and society inspire us in present moment and is also wiser thing to do - for our planet, for our businesses, for our communities. We want to build sustainable future around it.

The Accomplishments

Now, we have an online community of 1k+ people, our own live website, and our products are listed on 10 sustainable e-com platforms. Our solution has already given us a footprint in India as well as in Europe, UAE, and North American countries. And our recent collaboration with the US Retailers- Anthropology and with KIA helped us venture into corporate giftings. Moreover, Minus has been featured in numerous prestigious newspapers like The Indian Express, Platform Magazine, etc. for our work.

We are quite positive about the coming future because people are realizing how our activities impact the environment. Most importantly the "culture of Regeneration" is back. We have been seeing the shift toward the sustainable approach and this gives us hope.





Women's Day Special

NAVYA: Building a self-sustaining ecosystem for Rural women

An initiative by Apollo Tyres Foundation

"The beauty of empowering others is that your own power is not diminished in the process"

- Barbara Colorose

A woman, if provided with the opportunity to learn and grow, is a change agent of the society. Education and income-generation opportunities are essential fundamentals to achieve economic independence and establish one's identity in the society. So much so, that these fundamentals are now legal rights etched within the overall ambit of Human Rights. However, there still lies a gap between granting rights and monitoring their rightful implementation. Much of our rural India still limits women to the four walls of their homes.

The occupational segregation is so much prevalent due to the age-old patriarchal norms, women even if educated are discouraged to work. The falling rate of engagement of women in labour force participation in India is quite alarming, and this decline is greater in rural workforce than the urban workforce. According to International Labour Organisation, the labour force participation in India fell from 35.8 percent in 1994 to 20.7 percent in 2019. This was further deteriorated during COVID times. India is ranked 11th from the bottom among 131 countries, in its comparative index of female workforce participation.



Agriculture is the major income source of rural India, with 71% of female workers employed in the sector. But these field are distant from the concept of "level playing fields" for women. Apart from handful work opportunities, the poorest of the community in rural India, works as daily wage labourers. Here women may be given work but are paid less compared to their male counterparts and go through extreme levels of harassment, on routine basis.



"We at, Apollo Tyres Foundation (ATF), believe in leading a change to drive and increase women participation by building a self-sustaining ecosystem for all. Amongst ATF's multitude of programmes, Navya is a flagship programme for rural women of India. The beneficiaries of the programme are women from disadvantaged communities or economically weak families of rural India. Programme Navya assisted these women in forming self-help groups, livelihood training and income generation, along with government linkages and access to markets. The Programme has directly outreached to over 15,000 women through livelihood initiatives, and as an extension to the initiatives we have linked over 24,000 women beneficiaries with the Government schemes", says **Rinika Grover, Head Sustainability and Corporate Social Responsibility, Apollo Tyres Ltd.**

Today, these beneficiaries are earning and supporting their families. Many of them have established their livelihood unit and are now providing income opportunities and trainings to other women. Some of them are also engaged in philanthropy.

Our beneficiaries have not just limited their journey to their self-growth but are helping as many as possible. That thought is the torch bearer of the concept of our campaign, EkNaam, which marks its 5th edition this year. There are numerous success stories of Programme Navya and of other external organisations who are contributing to livelihood enhancement projects. The annual campaign is to honour our beneficiaries who are trailblazers and are now playing an influential role in society.

"For the year 2023, aligning with International Women's Day theme- #EmbraceEquity, our EkNaam campaign identifies and felicitates 8 women who have worked as change agents in women empowerment and gender equality", adds Grover.

Amongst our numerous beneficiaries, we have picked a handful of inspirational stories.



ASHA KARUNAKARAN FROM TAMIL NADU

BEFORE

Asha came from a family of four and her husband was the only earning member of the family. His income was inconsistent as he was a daily wage labourer and their life entailed challenges for everyday needs. They could not enroll their daughters to school as well.

HER JOURNEY

Asha aspired to be financially stable and support her family during the adversities. She learnt about 'Clean My Village (CMV)' project of ATF and enrolled herself for training in solid waste management. Thereafter, she was selected as a member of Nirmala Brigade (cleaning staff) under CMV. Subsequently, she tapped the potential of transforming waste flowers to wealth (Potpourri). Her innovation brought strides of sustainability in solid waste management, and she became the key responsible person of the project leading a team.

AFTER

To this date, she has conducted 25+ awareness sessions on solid waste management, advocating over 1,500 people. Today, she earns a monthly income of INR12,000 and is financially supporting her household.

"My initiative to valorise waste dedicates my determination to make economic opportunity out of waste. Today, I am paving path of sustainable development for my community"

Asha Karunakaran

RAMILABEN PARMAR FROM GUJARAT



BEFORE

Ramilaben's family of three was economically weak. Her husband, who was then a daily wage labourer, earned less than INR100/day. With this minuscule income, their situation was hand to mouth throughout the year. Her husband was an alcohol addict and physically abused Ramilaben every now and then.

HER JOURNEY

Ramilaben took it upon herself to uplift her family from extreme poverty and educate her daughter, so that at least her daughter could live a life with dignity. She enrolled in ATF's organic farming programme and learnt the Systematic Rice Intensification (SRI) technique which she implemented on the small land owned by her family. The advanced practices, aided in good yield and thus increasing her income many folds. ATF even linked her to the Agriculture Produce Market Committee (APMC). Her life gradually moved towards economic success. She implemented zero budget natural farming initiative and advocated her initiative for the benefit of people in economic distress.

AFTER

Today, her monthly income accounts up to INR25,000 and she is educating her daughter with her income. Her daughter has completed her schooling and is enrolled in a vocational course.

"My firm belief that times will change, if you work for it- paid off. Today I am the secretary of Waghodia Women Credit Co-operative Society and the nucleus of financially secure and happy family!"

NSS IIT Delhi's

कोizen

Be the light in the darkness



Kaizen is a gathering of sociocultural enthusiasts, coming together for good causes and great times - a fest that promises to be exquisite in every sense of the word. Occurring from the 31st of March to 2nd of April, 2023, it is organized by the IIT Delhi chapter of NSS (National Service Scheme) - a highly innovative and inspired bunch who work tirelessly throughout the year on various projects which span across a wide ambit of education, awareness, health and battling stigmas in society. Kaizen occurs as the glorious manifestation of a year's worth of efforts and countless people's spirits; a vow to celebrate mankind at its best, when it's empathetic and generous- the most humane it can be!

Biggest Social Fest of its kind

Attracting a footfall of over 10k, and active outreach to more than 200 universities and colleges all across the country, Kaizen isn't only the biggest social fest of its kind, but strives to be better every year. The events spanninga multitude of fields and several eminent personalities have been in attendance, such as Justice DY Chandrachud, The Chief Justice of India, Naveli Deshmukh, Miss Universe India 2nd Runner up and NSS Brand Ambassador, Geeta Thatra - a feat we can boast of, purely on account of our consistency and deliberate hard work. This year, NSS is working with 25+ NGOs and CSRs to make Kaizen possible. And it is this enthusiasm that distinguishes it from other fests - the will to grow, learn from the past and capitalize on our mistakes, and constantly be on an exponential slope onwards and upwards.

Perfect platform for budding Sociopreneurs

Some of our most popular events last year included Sociopreneurs, an event that was targeted at the budding race of social entrepreneurs in our country, which attracted a lot of crowd from both IITD and beyond, owing to quality competition and an esteemed panel. There was also Bazinga, a stand-up comedy event, which opened the stage up to everybody from amateurs to stalwarts and other events targeted at tech-enthusiasts as well or those who aim to look at science as a medium for social betterment. This year, as well, Kaizen will include events for people from all arenas and those beholding a variety of interests. There are workshops being conducted by NGOs covering a broad spectrum of topics such as gender sensitization and the inclusion of LGBTQIA+, as well as guest lectures and panel discussions involving eminent figures such as Jayant Sinha, activist and Member of Parliament, and Mihir Vatsa, SahityaAkademi Yuva Puraskarholder. In our exclusive flagship event, Social Convention, we'll attempt to provide a stage to youth with innovative ideas for societal change for pitching to investors, and bridge the gap that exists between the two in the status quo. And on the more scientific side, there's Social Samadhaan, a case-study competition and Ingenious Geeks, a science exhibition aiming to inculcate the seed of thinking and experimenting in school students from a young age.



An array of exciting activities and handicraft exhibition

There will also be fun, student-driven competitions, such as Satirical Spardha, a parody-making comp, and The Social Sawaal, a wide-scale quizzing event with exciting cash prizes for the winners. In addition to this, there is Rangreza, an event to highlight sustainability in the textiles industry, by setting up flamboyant displays of our own interpretations of fashion. Similarly, Influencers United will provide a platform for bringing together those who have gained traction publically on account of their social work and give them a space to discuss their experiences and contributions, and inspire us all with it. Concluding the line-up with exciting stalls, ranging from products and handicraft by self-help groups to food and cuisine from all corners of the country - Kaizen promises to be a must-see, and of course, a must-attend!

Mark your Calendar

So, mark your calendars for Kaizen, and get ready to see it in its fully offline glory from the 31st March to 2nd of April, and unfold into the biggest and brightest proportions yet. Join in, and get a chance to participate in exciting events, interact with dignitaries, and have a marvelous time in this bonanza of social celebration!

Register through unstop and the insta handle of NSS, IIT Delhi (@nssiitd).

‘Death Wish Dark Roast’

-Coffee from Bevzilla



Take a sip and explore the world of rich, darkly roasted coffee that is gluten-free, vegan-friendly, and free of any additional preservatives, additives, or sugar. Bevzilla, the connoisseur of flavourful coffee in the Beverage industry is emerging as an innovative instant coffee brand with indigenous flavors. The brand has introduced newly curated ‘Death Wish Dark roast coffee’ to their expansive coffee line, promising a rich experience of premium and delicious breakfast beverages. Bevzilla coffee is made up of finest coffee beans, roasted to absolute perfection with notes of dark chocolate and black cherry.

These dark roast coffee beans have a powerful flavor and are five times stronger than regular coffee. These premium beans are crafted only by using 100% pure Arabica beans that have been perfectly roasted to be rich and never bitter. Its low acidity makes it gentle on the stomach, adding to its benefits. Notably, the coffee mix is **FDA & FSSAI approved.**

About Bevzilla:

Bevzilla was founded in September 2020 by its **co-founders Divisha Chaudhry and Anurag Chhabra**. Launched as an alternative to unhealthier options, Bevzilla made India’s first Instant Coffee Cubes that not only cut time but made a cup of coffee healthy. The cubes consist of pure Date Palm Jaggery which are sustainably sourced from the farmers of Tamil Nadu making it not just the finest cup of coffee but also a brand that offers products which are indigenous and sourced using methods that do not cause any imbalance in nature or animal habitat. Along with coffee cubes, its product range also deals with Instant Coffee Powder, Instant Iced Tea and Hot Chocolate. In the coming days, Bevzilla plans to roll out products in several markets across various GCC countries including Dubai, to expand their reach.



Get your pick at [https://www.bevzilla.co/
Availability : www.bevzilla.co

FOReT unveils stylish cork-based vegan leather jewellery for Men

Experience the luxury of handcrafted vegan and responsible jewellery with FOReT in timeless styles.

FOReT, a premium sustainable fashion brand has recently unveiled an extensive new collection of sustainable and handcrafted wearables for men suited for any occasion. In line with the brand’s ethos to create stylish and sustainable fashion products in India, FOReT has introduced an accessories range featuring luxurious cork. The new collection from FOReT includes - cuffs, wraps, wristbands, bracelets, and rings.
Speaking about the new collection of men’s jewellery, Supriya Shirsat Satam, Founder & CEO, FOReT said, “Our Men's Jewellery is an expression of minimalist and classic renditions that can add a touch of understated sophistication when accessorized with formal or smart casuals. We have put in a lot of effort in research and development with various eco-friendly materials to develop our wearables. With our Cork-based jewellery, we bring the texture of the Oak bark to our men’s bracelets, which is a statement by itself. In every product, we proudly showcase the grains in the bark and that adds to its exclusive appeal. Our USP is our design and every product is handcrafted with sustainable metals to create a visually attractive product for the customer."



Availability: http://www.foretstore.com

Cork material is upcycled from the bark of the Cork Oak tree and ethically sourced from the Mediterranean region. Naturally water and dust-resistant, cork can be used for years and ages gracefully. It makes an ideal substitute for animal-sourced leather that has environmental concerns. Apart from jewellery, their collection also includes wallets and handbags from Cork and upcycled Banana Bark. The jewellery is handmade with expert craftsmanship making it India's first jewellery brand to create designed jewellery from the Cork Oak.

FOReT has been awarded the Industry Design Leadership Award by the Internet and Mobile Association of India (IAMAI) for design-led business practices that bring a positive social impact. Recently, it also won the PETA Vegan Fashion award for their Cork wallets.

Through their products, they support over 250+ artisans of which more than 200 are rural Indian women. With every purchase, they also support rural farmers and enrich their livelihood.



Tamanu Balm by Kamree

An organic balm from Kamree known as Tamanu Balm is an antioxidant-rich skin product that repairs damaged skin and provides nourishment to stretch mark-prone skin. The balm relieves those suffering from serious skin issues such as psoriasis, eczema, hyperpigmentation and skin burn caused by UV rays, as well as minor skin concerns such as premature ageing, open pores, stretch marks, pigmentation and cracked heels. It reduces collagen growth, protects against almost all skin issues, and helps in healthy skin cell growth.





This balm is also safe for kids and helpful in treating nappy rashes and insect bites. It is natural and has no side effects on the baby's skin.

Available at Amazon

Price: INR 999/-

Kamree Tamanu Balm is made up of organic products, where each ingredient has its own unique skin healing properties. It is made from Tamanu Oil which has anti-inflammatory properties along with cocoa and butter that help in hydration and skin nourishment. Common issues such as skin itching, cuts, and bruises are cured by shea butter, another ingredient is Kokum butter which helps in the production of healthy skin cells. The balm also includes Raspberry and Almond oil, which is the richest source of Vitamin A, repairs the skin texture, and helps in collagen growth. Vitamin E in the balm protects the skin against the harmful effects of UV rays and also against the effects of free radicals. The presence of Cranberry oil in the Tamanu balm strikes out skin inflammation and irritation by nourishing and toughening up the protective skin layer. Jojoba Oil is another ingredient that has hydrating and nourishing properties that moisturize the skin and provides relief.

CITTA unveils natural mists and baby balm



CITTA, the name synonymous with "consciousness", a leading baby care brand in India, has unveiled Natural Mists and Moisturizing Baby Balm. -Natural
The Pure Rose Water Mist and Hydrating Mist with Rose and AloeVera are absolutely natural and can be used by people of all age groups.

CITTA products are absolutely natural and these products are antibacterial and anti-aging also. They are chemical free and cruelty free and are made from the best quality of roses that are sourced from the Perfume Capital of India-Kannauj.



Availability : www.cittaworld.com

Mists can be used for hydrating your skin, removing makeup, cleansing your skin

The Moisturizing Baby Balm by CITTA is a unique natural product that can be used by children 0–8 years and also by everyone (adults, mother) with all skin types It is rich in shea butter and natural vitamin E. It also has the goodness of seven natural oils: coconut oil, rice bran oil, olive oil, almond oil, basil oil, camphor oil, and turmeric oil.
Balm can be used to moisturize your lips, to make your lips glossy and protect you from pollution, chemicals.

"We at CITTA make every effort through our research and scientific knowledge. While building this product, we have done extensive research to understand the problems that new-age parents are facing related to their baby's skin, such as dryness, rashes, itchiness, eczema, and many more. There is a myth that we need moisturizer or any cream only during winter. In particular, a baby's skin needs moisturization all year round, irrespective of the season or climate. Their skin is way more sensitive than an average adult's" says Akanksha Sharma, Co-founder and CEO, CITTA.

Vedic Culture is a Precise Science

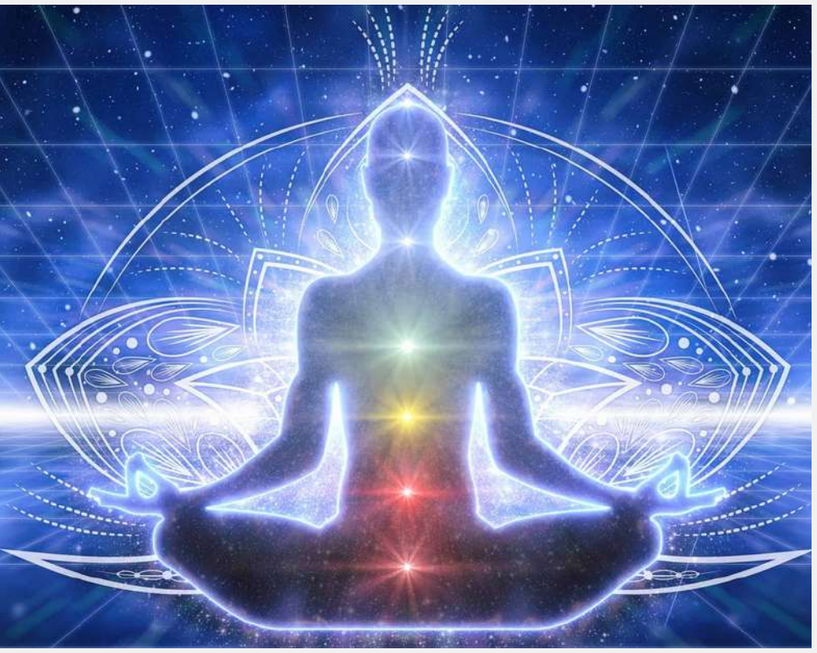
The Vedic culture is very scientific and is a precise science; science of the entire creation and the science of being as a microcosm of the macrocosm, which is the physically manifested creation. It very clearly lays down the path and also how to walk on it and provides tools and techniques such that 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.



Yogi Ashwini, Dhyan Ashram

The Success rate is very low

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.

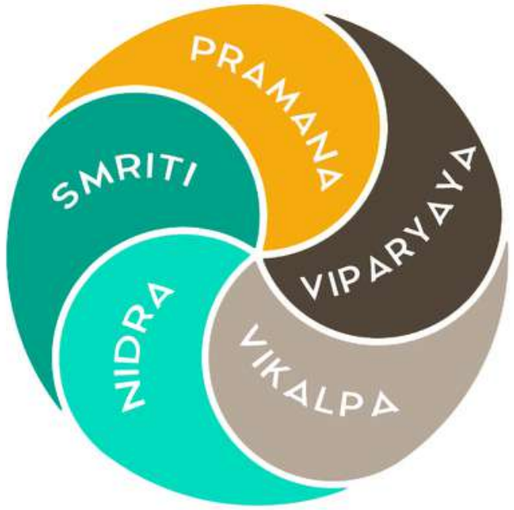


Renunciation is a Myth

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.

THE 5 VRITIS



Every action has an equal and opposite reaction

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.

Yogah Chitt Vritti Nirodh

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.

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.

‘MOTHER OF ORPHANS’ Sindhutai Sapkal



Sindhutai Sapkal, better known as ‘**Anathanchi Maye**’ or ‘**Mother of orphans**’, never had an easy life, yet she surpassed all the adversities and became mother to thousands of orphans.

Conferred with **Padma Shri in 2021**, her story is one of incredible grit and determination to fight adversity. Born in a poor family in Wardha, Maharashtra, she was the unwanted child in the family and probably this step child treatment at her own home made her realise that every child needs to be treated with dignity.

At the age of 12, she was married off to a man who was twenty years elder to him. At 20, when she was nine months-pregnant, she was kicked, beaten and left to die in a cowshed. Her daughter was born in that semi-conscious stage and she cut the umbilical cord herself and went away with her daughter to try and survive.

She started begging in trains and on the streets to feed her child. It was during her difficult times that she came in touch with orphan children and wanted to do something for them. It wasn’t an easy journey for her, but Sindhutai went on to build multiple orphanages, nurtured over 1,000 children and gave shelter to innumerable women who were destitute and abandoned.

She even gave her own daughter to an orphanage, so that she could remain fair to all the other orphans adopted over the years. And even forgave her husband and took care of him. The selfless spirit for her

Sindhutai won several national and international awards for her social work. In 2010, a Marathi biopic of Sapkal titled Mi Sindhutai Sapkal Boltey was released in Maharashtra.

Sindhutai Sapkal breathed her last in Pune in the year 2022, at the age of 74. The life of Sindhutai Sapkal is an inspiring saga of courage, dedication and service.

“A mother can never be defeated. A woman can never be defeated. But she needs to keep her heart strong and learn to forgive.” Sindhutai Sapkal


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