conscious carma



A MAGAZINE FOR THE CONSCIOUSLY DRIVEN

CONSCIOUS CARMA

EARTH OVERSHOOT DAY

HOW FAST ARE COUNTRIES BURNING THROUGH NATURAL RESOURCES?

THE MAGIC OF MILLETS
Chef Vikas Chawla

REDOING YOUR HOME SUSTAINABLY
Suren D'souza

YOGA IS THE MASTERY OVER THE SENSES
Yogi Ashwini

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Editor's Note



Poonam K Malhotra
Managing Editor

Responding to the Urgent Call for Climate Action Amidst Devastating Floods

In recent weeks, a distressing pattern of relentless rains and catastrophic flooding has emerged across several countries, including India, China, Spain, Norway, and the United States. These unprecedented weather events have shattered records, upended lives, and exposed the alarming vulnerability of communities to the growing threat of climate change.

As climate scientists have long warned, the intensification of extreme weather events is an unequivocal consequence of the warming planet. The surge in greenhouse gas emissions, largely stemming from human activities, has led to a destabilized climate system, disrupting established weather patterns and resulting in the deluge of rain and devastating floods we are witnessing today.

The toll of these floods has been profound. In India and China, millions have been displaced from their homes, farms inundated, and critical infrastructure washed away. Spain and Norway, often considered more immune to such disasters, have faced their own struggles, with towns submerged and emergency services stretched to their limits. Even in the United States, where technological advancements should ostensibly provide some respite, recent flooding has demonstrated the planet's relentless capacity to humble even the most advanced societies.

It is imperative that these alarming events serve as an urgent wake-up call. The destruction we are witnessing is not an isolated occurrence; it is a glaring manifestation of the irreversible path we tread towards a point of no return. The window for meaningful action is rapidly closing, and the time to prioritize climate mitigation and adaptation efforts is now.

The floods devastating countries worldwide underscore the interconnectedness of our global community in the face of climate change. Let this serve as a stark reminder that the future of humanity is intertwined with the health of our planet. Only through collective and decisive action can we hope to avert the impending catastrophe and safeguard a livable world for generations to come.

Editor's Note



Meha Prasad
Editor in Chief

Welcome to yet another pursuit of Conscious Carma!

'The Earth turns to Gold, in the hands of the wise.'

I take the honour of starting the foreword from the Editor's desk with this fascinating thought from no one other than the great poet, philosopher and saint, Jalāl al-Dīn Muḥammad Rūmī, fondly known as Rumi.

The relevance of this quote lies in the consciousness that we all need to raise now in ourselves and our Carma when nature is looking upon us for a healing hand. Humans, the wisest creation of God, is the one nominated to uplift and nurture whatever Mother Nature has bestowed upon Earth for each one of us.

World Environment Day was marked this year on June 05, 2023, where the theme was #BeatPlasticPollution. The event hosted in Côte D'Ivoire - or the Ivory Coast in West Africa was important to be noticed because this was the celebration of the 50th Anniversary of World Environment Day.

If the world's biggest environment platform made plastic pollution the theme of the 50th Anniversary, we are left to our assumptions as to what havoc the plastic pollutants are creating on the planet.

Reports are scary that 400 million tonnes of plastic are produced every year - half of which have one-time usability while estimated 19-23 million tonnes end up in water bodies annually.

We all can look around and reduce the usage of plastic in our life by opting for more conscious ways of living. Remove plastic water bottles, carry your own bags, bottles and boxes, collect hard plastics and send them for recycling. There are ways, all we need to have is one strong will to make it happen.

This issue of Conscious Carma is an appeal to all its readers and subscribers to come forward and consciously volunteer to reduce plastic consumption and disposal in the best possible capacity.

The other issues covered in this season's magazine touch upon a lot many interesting and sustainable stories that you would enjoy reading.

Join us with your suggestions and views on the journey of Conscious Carma!

Meet our Team



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How fast are countries burning through Natural Resources?

by Anna Fleck (Statista.com)

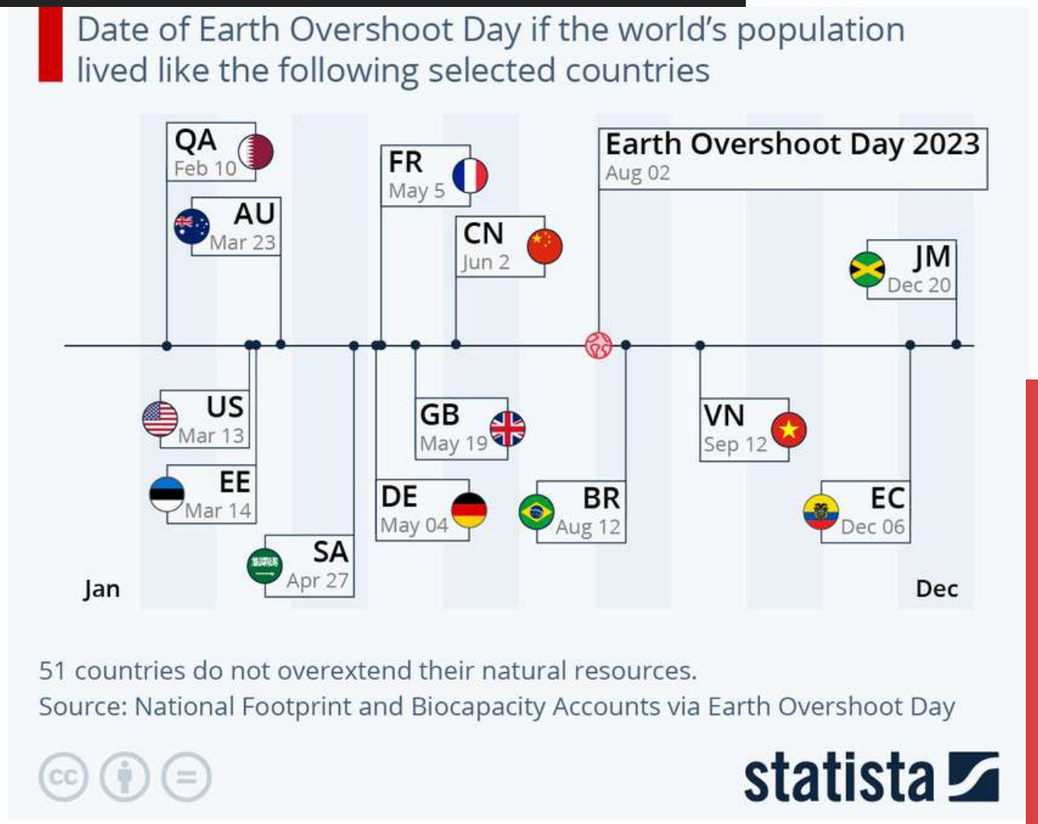
This year's country overshoot dates, released by the think tank Global Footprint Network, reveal a pretty daunting prospect. Not only do they show the extent to which we are over-extracting the planet's resources, but they also underline the extreme inequalities that exist between countries.



Earth Overshoot Day lands on August 2 in 2023. This means that after only seven months, we have already used up all of the resources that the world can regenerate in a year. The last five months will be burning into resources that - with no Planet B - we simply cannot afford.

Our chart shows that Qatar, a relatively small and rich country, is a main offender for burning through resources the fastest. In fact, if the whole planet consumed resources at the pace of Qatar, we would have hit our 2023 threshold by February 10. Meanwhile, Indonesia, Jamaica and Benin are three of the handful of countries that have overshoot days in December. The consumption divide seems to be split between richer, industrialized countries and those with a lower-income. 51 countries do not overextend their natural resources and therefore do not have an Earth Overshoot Day.

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According to the Global Footprint Network's methodology report, the findings take into consideration how much land/resources a country has and how much is needed to meet its people's demand for food, timber, energy production, waste absorption and space for roads.



If everyone in the world lived like residents of the United States, then we would need 4.9 Earths in order to satisfy the global need for resources in a year. This is according to estimates calculated by the NGO **Global Footprint Network,** which also publishes **the date on which all humans on Earth have collectively used up more natural resources than can be reproduced in a year.**

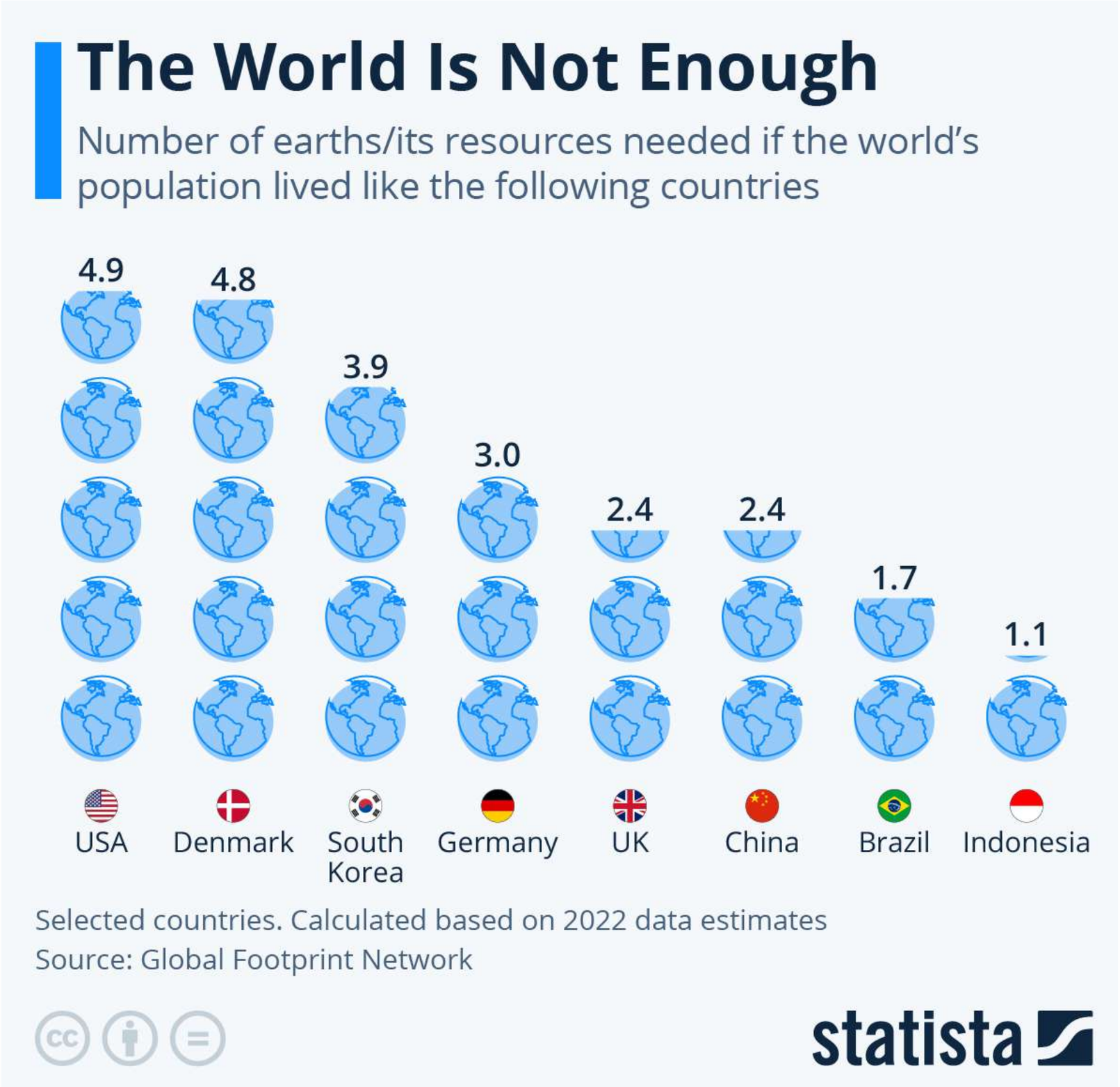
The so-called Earth Overshoot Day falls on August 2 in 2023 - five days later than last year. In 2020, the date of Earth Overshoot Day moved back to August 22 due to the coronavirus pandemic.

Industrialized nations are largely to blame for pushing the date forward. According to the Global Footprint Network, Qatar, Luxembourg and Bahrain are even bigger offenders than the U.S., with the lifestyles in these countries estimated to use up between 5.4 and 8.7 Earths if the whole world were to adopt them. Yet, thanks to their relatively small population size, they each have less of an influence on global resource depletion than bigger countries like the U.S.

Most other major industrialized nations in Europe and Asia would use between 2.6 and 4.8 Earths if their lifestyle was universal. Chinese living standards meant 2.4 Earths would be used up. Indonesians, with a local Earth Overshoot Day on Dec 3, 2022, were about on track of using up exactly the resources allotted to Earth's citizens (with 1.1 Earths needed).

People in several countries also used up less than their allotment of resources, for example in India, where the equivalent of 0.7 Earths were used annually.

Emissions, but also the use of resources like wood, fish and land for crops are among the things counted in when calculating Earth Overshoot Day.



Tips for Sustainable and minimal design when re-doing your home yourself

By Suren D'souza



As homeowners increasingly prioritize sustainability and minimalism in their living spaces, do-it-yourself (DIY) home renovations offer the perfect opportunity to create a space that reflects these values. By incorporating sustainable materials, minimizing waste, and embracing minimalist design principles, you can transform your home into a harmonious and eco-friendly haven. Here are some valuable tips to guide you towards a sustainable and minimalistic DIY home renovation.

Plan with Purpose:

Before diving into your home renovation project, take the time to envision your goals and define your aesthetic. Consider the functionality and flow of each space to optimize its use and reduce unnecessary clutter. Embrace a minimalist mindset by focusing on essential elements and eliminating unnecessary items.

Choose Sustainable Materials:

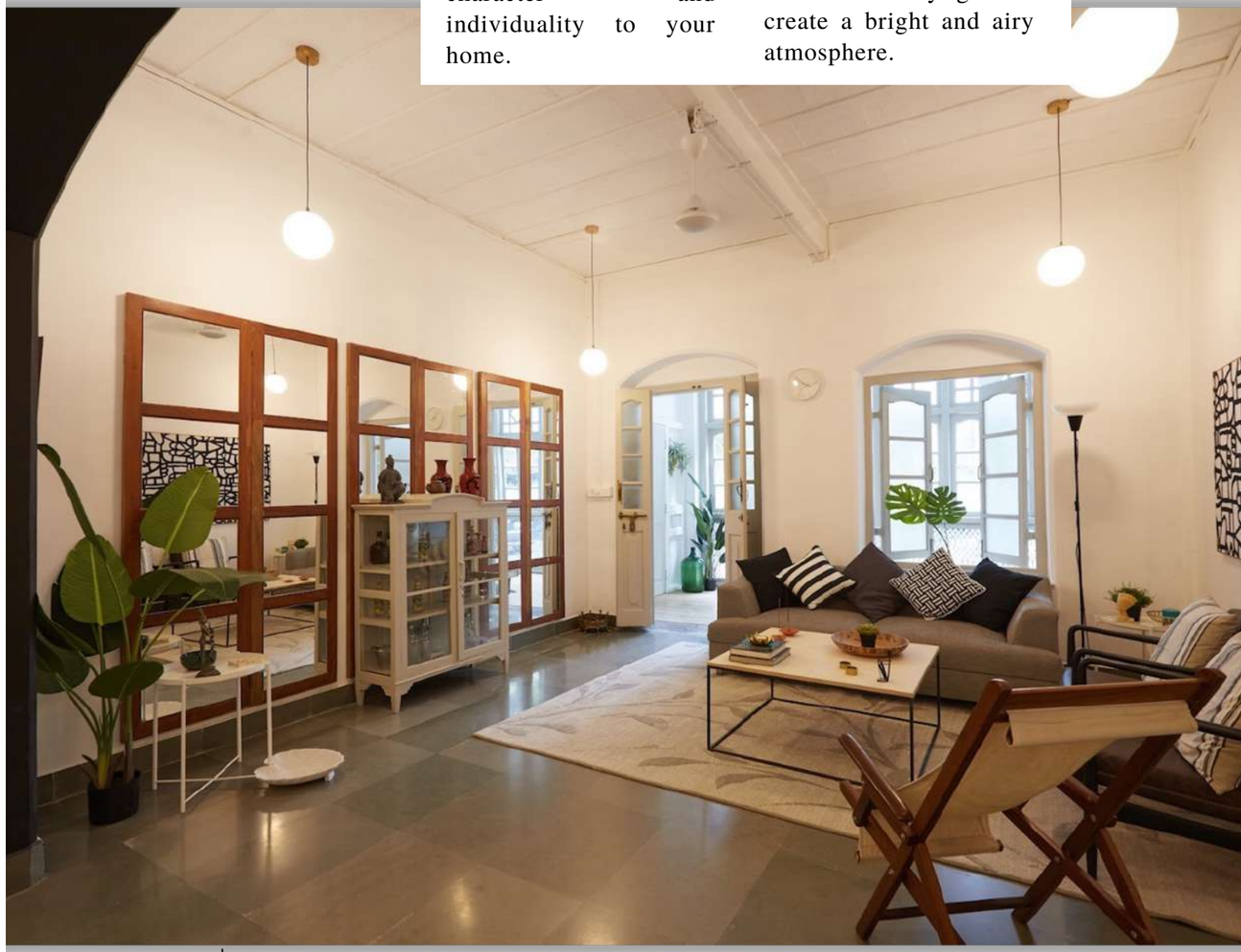
Opt for eco-friendly and sustainable materials when selecting finishes, furniture, and fixtures. Incorporating sustainable materials not only reduces your environmental impact but also creates a unique and natural aesthetic in your home.

Repurpose and Upcycle:

Give new life to old items by repurposing and upcycling them in your renovation project. Consider refinishing furniture, transforming reclaimed wood into shelves or accent pieces, or repurposing glass jars into storage containers. Not only does this reduce waste, but it also adds a touch of character and individuality to your home.

Energy-Efficient Lighting:

Upgrade your lighting fixtures to energy-efficient alternatives such as LED bulbs. LED lighting consumes significantly less energy and has a longer lifespan, reducing both your carbon footprint and energy bills. Additionally, maximize natural light by incorporating larger windows or skylights to create a bright and airy atmosphere.



Efficient Water Management:

Implement water-saving measures to conserve this precious resource. Install low-flow faucets, showerheads, and toilets to reduce water consumption. Consider capturing rainwater for irrigation or using greywater systems to recycle water from sinks and showers. These simple changes can have a significant impact on your water usage and contribute to a more sustainable home.

Waste Reduction and Recycling:

Proper waste management is crucial during a DIY renovation. Sort and recycle materials such as glass, plastic, metal, and paper. Donate reusable items to local charities or recycling centers instead of sending them to landfill. Minimize packaging waste by choosing products with minimal packaging or opting for bulk options.

Embrace Natural Elements:

Incorporate natural elements into your design to create a calming and eco-friendly atmosphere. Utilize indoor plants to purify the air and add a touch of greenery. Choose natural fibers for rugs, curtains, and upholstery, such as organic cotton, linen, or bamboo, instead of synthetic materials.

Mindful Consumption:

Adopt a mindful approach to purchasing new items for your home. Prioritize quality over quantity, investing in durable and timeless pieces that will stand the test of time. Opt for multi-functional furniture and versatile storage solutions to maximize space and minimize clutter.

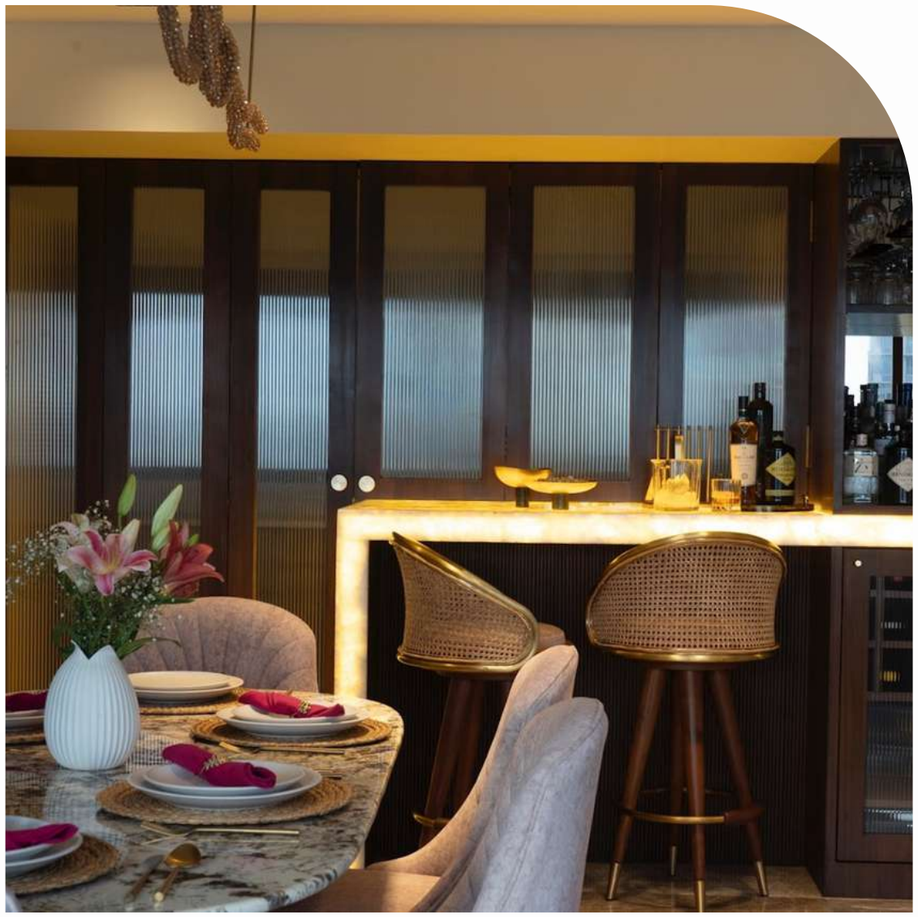
Embarking on a sustainable and minimal DIY home renovation allows you to create a space that aligns with your values and enhances your well-being. By planning with purpose, choosing sustainable materials, repurposing and upcycling, and incorporating energy and water-efficient systems, you can create an eco-friendly home that is both aesthetically pleasing and environmentally conscious. Remember to embrace natural elements, reduce waste, and practice mindful consumption throughout the renovation process. With these tips in mind, you'll be well on your way to achieving a sustainable and minimalist haven that reflects your personal style and values.



About the Author :

Suren D'souza, Principal Architect at Deksha Design Studio, is renowned for his enthusiasm, thoughtfulness, and unique design approach. With an impressive portfolio spanning various residential, commercial, and hospitality projects, Suren brings a fresh perspective and a tropical modern aesthetic to his designs.

Suren's journey as an architect began during his tenure in Sri Lanka, where he honed his skills and developed a deep appreciation for the fusion of tropical elements with modern design principles. This experience shaped his design sensibilities and instilled in him a strong affinity for creating spaces that seamlessly blend with their natural surroundings while incorporating contemporary features.







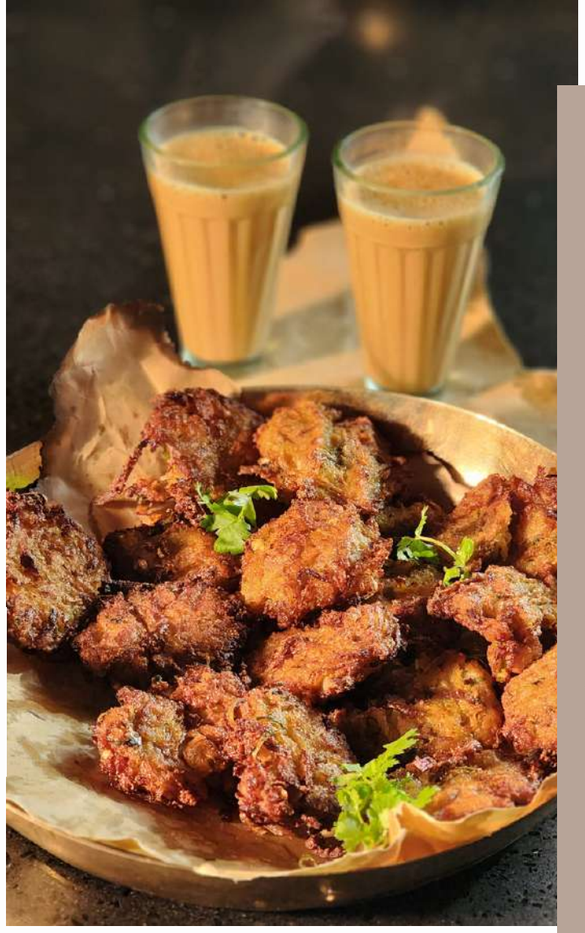
The Magic of Millets

-Chef Vikas Chawla

Millets are in the conscious living limelight with 2023 being declared the 'Year Of Millets'. There's more history to millets than we realise. Yajurveda refers to foxtail and barnyard - dating millet consumption to before the Indian Bronze Age (4500 BC). And it is with good reason that millets will be the food of the future. Millet is sustainable for the environment and the farmers who grow it. It does not require many fertilizers, pesticides and machinery. Millets are easy to store as compared to other cereals as they have the ability to preserve themselves for 10-12 years. India faces 30-40 percent food wastage due to storage and weather conditions. Millet agriculture can, therefore, be what I call 'conscious agriculture'.

Barnyard millet, foxtail millet, kodo millet, little millet, and brown top millet can be cooked into Pulao, Khichadi, Sweet Porridge, Biryani, Upma, Salads, Kheer etc. Millet flour from finger millet, pearl millet and sorghum can be prepared like chapatis, paranthas, pancakes, cakes, biscuits, smoothies, etc.

Here are some reasons to choose millets over cereal:



1. Ancestral food

One of the earliest grains cultivated by humans, millets nourished ancient civilizations in China, India, and Africa.

Consuming ancestral foods like millet has several health benefits. These are free from modern-day processing and refining methods that help them retain their natural nutrients. A diet based on ancestral foods may help prevent hormonal changes in future generations, and improve overall health.

2. Gluten-free

Millets are naturally gluten-free, making them a great alternative for people with gluten sensitivity or celiac disease. Eliminating gluten from diet can help reduce inflammation in the gut, improve nutrient absorption, and alleviate symptoms such as bloating, abdominal pain, and diarrhoea. This may help lower the risk of heart disease, diabetes, and certain types of cancer.

3. Fiber-Rich

Millets are rich in fiber, protein, vitamins, and minerals. Each variety of millet is a rich source of a different type of soluble fiber, which provides additional benefits beyond promoting digestive health. The soluble fiber in all millets has been linked to lowering cholesterol levels, detoxifying the organs, improving lung health, promoting anti-cancer activities and controlling blood sugar levels.

4. Low Glycemic Index

Millets have a GI score of 55 or less, and can improve insulin sensitivity, reduce the risk of type 2 diabetes, and promote a feeling of fullness for longer, which aids in weight management.

5. Sustainable Food

Millets are a sustainable and eco-friendly alternative to modern-day foods. Often cultivated using traditional farming methods that don't harm the environment, requiring minimal water and other resources, millet agriculture can help reduce carbon footprint and promote a healthier planet.

Throughout history, millet has been a vital crop due to its versatility and resilience. Its ability to grow in diverse environments, including poor soil conditions and drought-prone regions, has made it an essential staple in areas where other crops struggle to thrive.

By diversifying our diets and supporting local farmers who grow millets, we can create a more sustainable and equitable food system that benefits both people and the planet.

ABOUT CHEF VIKAS CHAWLA:

Vikas Chawla is a passionate chef and consultant to Hospitality industry with an extensive experience of 25 years. He completed his culinary education from Chandigarh Institute of Hotel Management in 1996. After serving for 15 years in the industry, he started his own company by the name, Core Hospitality Solutions in 2011. He consulted and partnered with various restaurants, cafes, sweet shops, bakeries, resorts and highway joints and created out-of-the-box menus along with modern state-of-art kitchens.)

Sustainable Startup STORIES

AKSHAYAKALPA ORGANIC

–A movement to change the lives of farmers

Being born and raised in a farming family in South Karnataka; **Shashi Kumar, CEO & Co-Founder of Akshaykalpa Organic** had the first-hand experience of rural poverty that forced him to complete his primary and college education while living in a relative's house away from his own.

Like many young men of his generation, he pursued his bachelor's degree in computer science and subsequently landed a job at Wipro Technologies. Further, he went on to complete his master's degree in telecommunication engineering from the Illinois Institute of Technology, Chicago. With a background of 17 years in the technology industry, he decided to return to my homeland with a single goal: rethink and recreate my country's farm sector that will improve the economic conditions of millions of small and marginal farmers. Personally, he had witnessed his family and others moving away from this profession based on the ongoing daily struggles.





BIRTH OF AKSHAYKALPA ORGANIC

Along with noted veterinarian and social entrepreneur Dr G.N.S. Reddy, and the financial support of 27 professional colleagues, he started Akshayakalpa Organic in 2010. Akshayakalpa has grown to become India's largest certified organic milk company, serving fresh and nutritious organic milk to more than 60,000 households daily in Karnataka, Andhra Pradesh and Tamil Nadu. Vast majorities of the 850 farmers who are now part of the Akshayakalpa movement have improved their earnings by 3-4 times and live the life of any reasonably successful entrepreneur or professional in India.
USPs of the brand

As of today, Akshayakalpa ecosystem outside the model R&D farm in Tiptur comprises more than 850 farmers in Karnataka and Tamil Nadu who are a part of a group of rural entrepreneurs growing their own animal feed organically, running the farm themselves (with the support of their family) and ensuring every material and process standards created by the Akshayakalpa team is followed to the tee.

Akshayakalpa Organic, founded in 2010, is India's first certified organic dairy enterprise that offers milk and milk products that are free from antibiotics, synthetic additives, and chemical pesticide residue. The organization stands true to its name with its vision of building a healthier world through nutrition, based on clean science, and a sustainable farming ecosystem accessible to the entire nation.

MOVING UP THE LADDER

Keeping in mind the ongoing demand of organic food, this year has been momentous for the brand, as they have diversified from dairy organic products and has started procuring non-dairy products including country eggs and bananas from farmers. Additionally, the brand has also started with the process of collecting organic honey, tender coconut and have added greens to the portfolio.

MISSION

To recreate country's farm sector and improve the economic conditions of millions of small and marginal farmers

VISION

To create a free market system where the consumers are willing to pay the right price for quality farm produce and farmers having access to the best-in-class factors of production.
Website: www.akshayakalpa.org

Sustainable Startup STORIES

DRK JEWELS

–3 generations into keeping the art of hand crafted Jewellery alive







With a lineage of over seven decades, DRK Jewels is a name to reckon with in hand crafted unique jewels. It was founded in 1950 by Shri Dhani Ram Khanna, an ordinary man who hailed from a small town in Uttar Pradesh, India. He was a great visionary, who not only defied age but also overcame hearing impairments to start the business from zilch in his late 50's and made a mark for himself.

DRK Jewels, named after its founder, has been crafting exquisite jewelry since then, mastering the art of valued brilliance. The brand perfectly blends traditional and contemporary styles, bringing out a modern eclectic twist. It continually reinvents itself and refines its techniques to transform its patrons' vision into intricate art pieces. “The entire jewellery at the store is handcrafted. At the age where everything is done by machine, we focus on the pieces that are made by skilled labour, a skill that karigar has acquired over the years and that’s maintained as an art in the form of jewellery”, says its proud third generation owner Paarth Khanna

Gold is an Art

Paarth is taking the legacy forward by continuously updating the brand working style, by introducing new techniques and designs. Paarth likes to travel across the world and he takes his design inspirations from several places. An ardent art lover, he takes inspiration from a lot of things- be it a texture, the shape of the leaves and the architecture, etc. “There are certain things that move me emotionally – be it painting, art or history of a certain era, these things also play a huge role in my designs”. For him gold is an art where he tries and do multiple things with it.

A Socially Responsible Brand

The brand still has 2nd generation karigars working for them and they are continuously being trained in their work and finesse. Their strength is the skilled work that they do, they are impeccable in their work and also have the zeal to learn and keep themselves abreast with the new developments that happen in the industry. Trends in gold keep changing and over the years we have seen multiple trends that have revived again and some that have gone out of fashion. The karigars are trained from time to time on the pattern and the evolvement of the design so that it meets the client requirements.

Ever since the brand was founded by Late Shri Dhani Ram Khanna, one of the objectives has been to serve the society in the best possible manner through various forms. The same belief has been carried forward by the generations coming in. Both the father and son, Deepak Khanna and Paarth Khanna work with their craftsmen very closely and look after their needs and of their families from time to time. The karigars have been provided with the facilities and also the smart phones so that they can connect with their families and don’t feel lonely. The brand custodians ensure that their karigars live a dignified life and they not feel lost. Even for the employees, they give a month of advance salary to them so that it will benefit them and their families.

A Loyal Brand

The brand’s loyalty comes from the way they treat their customers. The brand is always ahead in introducing the latest trends, while also takes extra efforts for their customers comfort and offer them various facilities like lifetime exchange of their jewellery

Mission & Vision

The mission is to continue carrying the legacy forward that was once created by the founder of being a sustainable and caring brand. Their vision is to make jewellery so affordable so that every household can afford jewellery not only in Delhi but Pan India. The brand aims to open more stores in the coming years and also launch its e-commerce store soon that would have more niche and day to day designs that are more wearable by men and women.

Sustainable Startup STORIES

TRECHO

-Sustainable Clothing Brand by a 15 year old







Trecho's founder is Divyaans Pasari, a 15 year old student studying commerce in a reputed school in Delhi. His love for sports and outdoors prompted him to start Trecho combined with his passion to create something which he would as a customer buy and at the same time be beneficial for the environment as well.

His ideology.. Why can't I be different from the others.. made him start Trecho at such a tender age. "After college everyone does business.. that's normal.. I want to do something away from the normal". The idea was working in his mind since he was in Class 9, but due to the pressure of studies and upcoming boards he had to postpone his idea for 2 years. Also as it was partial lockdown he buried his idea deep down for a few days.

After his boards he decided to join Thapar Entrepreneurs Academy to enhance his knowledge. Little did he know that this would become the platform to kick start Trecho. To showcase his products they held a trade show at the end of the programme which gave him an opportunity to display his products. And he has never looked back after that.

Trecho T-shirts are made from Recycled Polyester

Recycled Polyester, often called rPet, is made from recycled plastic bottles. It is a great way to divert plastic from our landfills. The production of recycled polyester requires far fewer resources than that of new fibres and generates fewer CO2 emissions. Recycled polyester is definitely a sustainable option for our wardrobe

Advantages of Recycled Polyester over Virgin Polyester

- Between 45% and 70% less CO2 emissions generated during rPet production compared to virgin polyester
- 60% less energy is required to produce rPet compared to virgin polyester
- The quality of the recycled polyester fabric is as high as our other virgin polyester fabric in terms of fire resistance, comfort, and appearance.

USPS OF TRECHO

It is 100% recycled brand, thus good for the environment. The T-shirts do not cause allergies of the skin, are breathable and quick drying. They are also not very expensive on the pocket.

Bottlenecks

The main bottleneck that Trecho face is in sourcing as recycled polyester is available only in 2 tons minimum quantity.

ACHIEVEMENTS

Trecho has taken part in trade shows of the Thapar Entrepreneur Academy and is all set to take part in India Startup Fest 2023 in Bangalore.

TRECHO HAS A FAR FETCHED VISION OF :

- Launching other products ranging from trackpants, shorts, co ord sets etc.
- Trecho plans to collaborate with gyms and sports stores
- Trecho plans to establish themselves as the no.1 sustainable clothing brand of India

Message from the Founder:

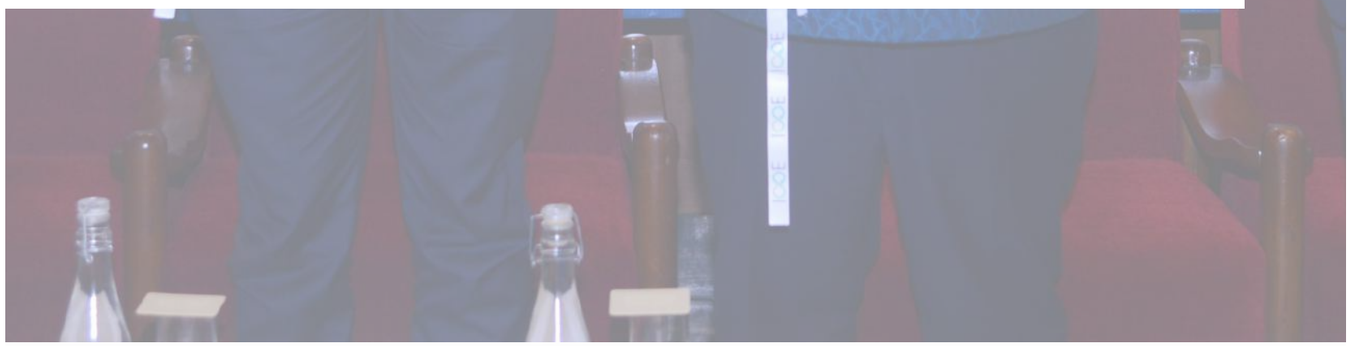
"A Dream doesn't become reality through magic: It takes sweat, determination and hard work". This is what I strongly believe and adhere to. If you dream big, persevere towards it with grit and you can achieve it. At any point of life Do not stop dreaming !

THE 2ND EDITION OF INDIA CIRCULAR ECONOMY FORUM

India is emerging as a global leader in promoting and implementing circular economy principles, driving sustainable development and economic growth in the Global South. With its commitment to resource efficiency, waste reduction, and the creation of a circular economy ecosystem, India is taking significant strides towards a more sustainable and inclusive future. The circular economy has emerged as a transformative concept, advocating for sustainable growth, reduced resource consumption, and the creation of new economic opportunities. With its vast population and diverse industrial sectors, India has taken the lead in embracing circular economy principles and transforming waste into valuable resources.

The concept of the circular economy emphasizes the need to move away from the traditional linear "take-make-waste" model towards a system that keeps resources in use for as long as possible, extracting maximum value from them, and minimizing waste generation. India has recognized the immense potential of the circular economy in addressing key environmental and social challenges, while also creating new economic opportunities.





To celebrate India's leadership in the circular economy and promote knowledge exchange, the International Council for Circular Economy (ICCE) hosted the 2nd Edition of India Circular Economy Forum (ICEF2023) from June 29th -30th at IHC, Lodhi Road, in New Delhi.

The Forum brought together global stakeholders, including government officials, industry leaders, entrepreneurs, and experts, to discuss and explore the opportunities and challenges of implementing circular economy strategies in the Global South. The goal of 2nd Edition of ICEF's was to showcase India's progress, share success stories, and facilitate knowledge exchange among stakeholders with the theme Transitioning from a throwaway culture to promote circular economy solutions that drive sustainable development and contribute to the achievement of the United Nations Sustainable Development Goals.

"Circularity is critical in the urban context of the Global South. Rapid urbanization in the region has led to significant challenges related to housing, transportation, and waste management. Many cities in the India are adopting sustainable urban planning approaches, waste management practices, promoting recycling and composting to reduce the amount of waste sent to landfills, these practices are helping to promote inclusive economic growth and social progress", said Shalini Goyal Bhalla MD International council for circular economy, the largest international network for professionals, corporates, and organizations working in the Circular Economy.

Deepankar Sanwalka, Senior Partner Grant Thornton Bharat LLP stated “circular economy, aims to reuse and recycle resources to eliminate waste and maximize their potential. He talked about leveraging the prevalent practice of "Jugaad" in India, which harbours innovative thinking at its core. He acknowledged the challenges of waste generation, landfills, and the need for sustainable solutions and expressed the need to work alongside the government to find solutions and promote innovation. He further highlighted the potential of job creation and profitability to catapult the transition from a linear to circular economy. He highlighted the economic potential of India's circular economy being worth half a trillion dollars by 2050, supplemented by creation of 18 million new jobs. Sanwalka expressed the need for continued research and development of new technologies, materials, and processes that enhance resource efficiency and reduce waste generation”.

"In the face of the triple planetary crisis, the circular economy emerges as a vital approach, addressing India's pressing challenges and paving the way for sustainable economic growth”. Said Edwin Koekkoek, First Counsellor Energy and Climate Action, European Union Delegation to India. He further stated “Circular economy ensures that resources remain in production and consumption systems, maximizing their value and longevity. India's leadership in this transition is highly commendable. Europe leverages innovative business models to transform challenges into opportunities, guided by the European Green Deal and the Second Circular Economy Action Plan. Collaboration is essential, and India stands as a prominent partner in the global transition to a circular economy. We aim to strengthen our engagement through bilateral and global initiatives, such as the EU-India Trade and Technology Council and India's G20 presidency."



Renowned speakers at ICEF 2023 included industry thought leaders and influential figures such as **Deepankar Sanwalka, Senior Partner Grant Thornton Bharat LLP, Naresh Tyagi, Chief Sustainability Officer ABFRL, Kimmo Siira**, Counselor- Trade and Investment Embassy of Finland, **Kari Herlevi** Project Director, SITRA, **Edwin Koekkoek**, First Counsellor, Energy and Climate Action European Union Delegation to India. **Anirban Ghosh**, Head, Centre for Sustainability, Mahindra University, Rutger Bosch, Leader Circular Economy, SABIC, **Dr. Abhinav Akhilesh Partner Grant Thornton, Pooran Chandra Pandey**, Advisor ICCE, **Freddy Svane**, Ambassador, Royal Danish Embassy, **Sandip Chatterjee** Scientist-**G MEITY, GoI, Ashish Tiwari**, Secretary, Environment, Forest & Climate Change Department, Government, of Uttar Pradesh. International professionals from esteemed organisations, including the Asian Development Bank, International Finance Corporation (**IFC**), Circulate Capital, World Business Council for Sustainable Development (**WBCSD**), Circle Economy, World Bank, 2Impact, TÜV Rheinland, and more shared their expertise and insights. The two-day forum saw discussion on various topics including the Role of Segregation in CE, Assessing Circularity: Tools and Methods, Circular Business Models, Building Regenerative Systems, Mission LiFE and Circular Economy, Partnerships for a global Circular Economy, Catalyzing finance for enabling circularity, Designing out waste in a Circular Economy.

In the
NEWS

Blend It Raw
partners with farmers of Uttarakhand to source & produce
'Pure & Premium quality rosemary range of products'



Blend It Raw, a one-stop pure ingredients natural self-care brand has announced its partnership with the farmers of Uttarakhand to provide the purest unrefined best quality of Rosemary range of products to its consumers. The products are harvested, sourced & produced directly from small farmers of Yamunotri district of upper Uttarakhand, India.

The collaboration between Blend it Raw and farmers ensures that customers receive pure & exceptional quality products, embodying the concept of farm to face/ farm to beauty. True to its brand DNA, Blend It Raw adheres to stringent sourcing standards & guarantees that the products are cultivated without the use of pesticides, preserving its natural goodness and therapeutic properties.

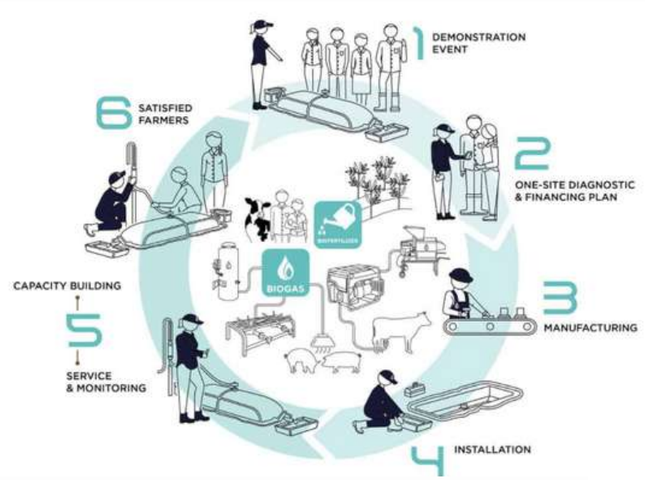
In addition to this, the company is committed to the upliftment of the farming community by providing fair prices and supplemental income to the farmers, making a positive impact on their lives.

Promising natural goodness, the Rosemary range of products have been created to provide a DIY skin and hair care routine that is healing and rejuvenating. The range consists of four different products in their pristine form: Rosemary Leaves, Rosemary Essential Oil, Rosemary Tea and Rosemary Hydrosol.

Commenting on the new range of products, Aarushi Singhal, a certified formulator and aroma-therapist and the founder of Blend It Raw, said, "**Blend It Raw began with the goal of unearthing the true wellness of nature to aid self-care DIY routines. Our new Rosemary line of products exemplifies the extraordinary benefits of this herb for optimal skin health and hair growth while giving us the satisfaction of supporting the lives and craft of the farmers.**"

The brand was launched in 2017 with the goal of becoming India's leading zero-waste store, promoting natural beauty, DIYs, herbalism, and aromatherapy. Blend It Raw continues to uphold its core values of packaging ingredients in their most natural state with a commitment to sustainability and ethical sourcing.

Sistema.bio inaugurates 'World's Largest Manufacturing Facility For Biogas Plants and commits 1% of Global GHG reduction by 2030



Sistema.bio, a renowned global social enterprise specializing in innovative biogas technology, unveiled the world's largest manufacturing facility for biogas plants in Chakan, Pune. Spanning in an expansive area of 130,000 square feet. The advanced facility boasts an outstanding annual production capacity of 100,000 prefabricated biogas plants. With a staggering investment of 150 million INR (USD 1.8 million), this state-of-the-art manufacturing facility is poised to meet the growing demands of Asia Pacific and Africa.

"This facility is an example for the world of innovative technology and efficient business operations, creating a global impact. For every smart biogas unit that comes out of this facility, we can measure outcomes in farmers' lives impacted, better human health, and better climate health. I am incredibly proud of the team that designed and launched this facility and those that work hard here everyday!" says Alexander Eaton, Co-founder and CEO, Sistema Bio.

Sistema.bio works with multiple partners in India spanning from foundations, NGOs, co-operative & private dairy, and rural development organizations to reach lakhs of farmers every year. Its innovative Carbon financing model ensures farmers receive modern biogas technology at extremely affordable rates.

Sistema.bio India is a social enterprise that works through three axes: technology, capacity building and financing to address poverty, food security, and climate change. It manufactures and distributes very high-quality, affordable and modular hybrid reactor biodigesters that enable farmers around the world to be energy-efficient and fertilizer independent. By providing flexible repayment plans and comprehensive monitoring services, farmers can acquire and operate the biodigesters to collect and treat farm waste, resulting in clean biogas and rich biofertilizer.



KINIHO SS23 COLLECTION, “OWN SPACE COLLECTION”







KINIHO, a sustainable fashion brand based out of Meghalaya, is the brainchild of Iba Mallai, a textile designer. The brand is an amalgamation of heritage with modern aesthetics. ‘Creating responsibly’ is embedded in the brand’s foundation, with all designs crafted mindfully by blending Eri with handcrafted textiles. Eri Silk also called Peace silk as the silkworms are not killed to obtain the fibre. Also, the brand uses only natural dyes in production

“I was far away from home when I wanted to start my own sustainable clothing line. My deep-rooted love for nature, along with that desire to start something new, something sustainable that is more meaningful not only to me but also to those around me, my community and nature, led me to start Kiniho”, says **designer Iba Mallai.**

KINIHO’s SS23 “Own Space Collection”

The design aesthetic and colour palette is deeply inspired by nature, traditions and folklore of the region, bringing a fresh mix of natural colours in Eri silk handwoven textiles.. Kiniho’s designs and garments are flowy, open and approach life with a relaxed and easy mindset.

The SS23 Own Space collection is an idea of contentment, peace and no judgement. With flowy evergreen designs and natural colours, this collection is an easy addition to anyone’s closet. SS23 Own space is a place where everyone can sink into their beliefs, allowing thoughts to process. In this Spring summer collection

The designs are a play with lines and textures with minute detailing, allowing their handcrafted fabric its own space to weave its own story. Techniques such as hand embroidery, crochet and pleats are used for detailing. The collection is priced between **INR 6000 to INR 16000**.

Available: www.kiniho.com and in boutiques such as Paper Boat Collective and Flame.

ORG TODI Water Purifier

-Tailored to India's unique water purification needs



ORG Engitech Limited, a renowned leader in designing and manufacturing innovative water purification solutions, unveils its latest groundbreaking product, the ORG TODI Water Purifier.

The ORG TODI Water Purifier represents a remarkable advancement in addressing the critical need for pure and HEALTHY water. Often when using ROs, the purified water gets striped off the essential minerals.

Understanding the significance of maintaining the right balance of Total Dissolved Solids (**TDS**) in water, **ORG** has developed the revolutionary **TODI** technology, which, while incorporating cutting-edge technology to eliminate physical, chemical, and biological impurities, retains the essential minerals for optimal health; what's more, it gives the control in the hands of the customer.

Designed as a universal water purifier, the **ORG TODI** caters to varying water sources such as borewells, municipal, or tanker water. It automatically selects the required technology, UF/UV or RO, based on the customer-set minimum and maximum TDS settings.

Further, to prevent bacterial contamination due to water storage for an extended duration in the storage tank, the water purifier incorporates an innovative Ultra Violet system that circulates the stored water every 4 hours, effectively preventing recontamination and maintaining the water's purity at all times.



It is estimated that 8 Billion Plastic tubes are produced a year, nearly all of these end up in landfill or the oceans.
Every year in the UK alone, 300 million toothpaste tubes end up in landfill. If you spread that end to end it would amount to 75,000km of plastic. That would stretch twice around the world! The mixture of plastic and metal film that lines these tubes makes it almost impossible to recycle them. Most end up in landfill and on average it takes 500 years for these types of tubes to fully biodegrade naturally.

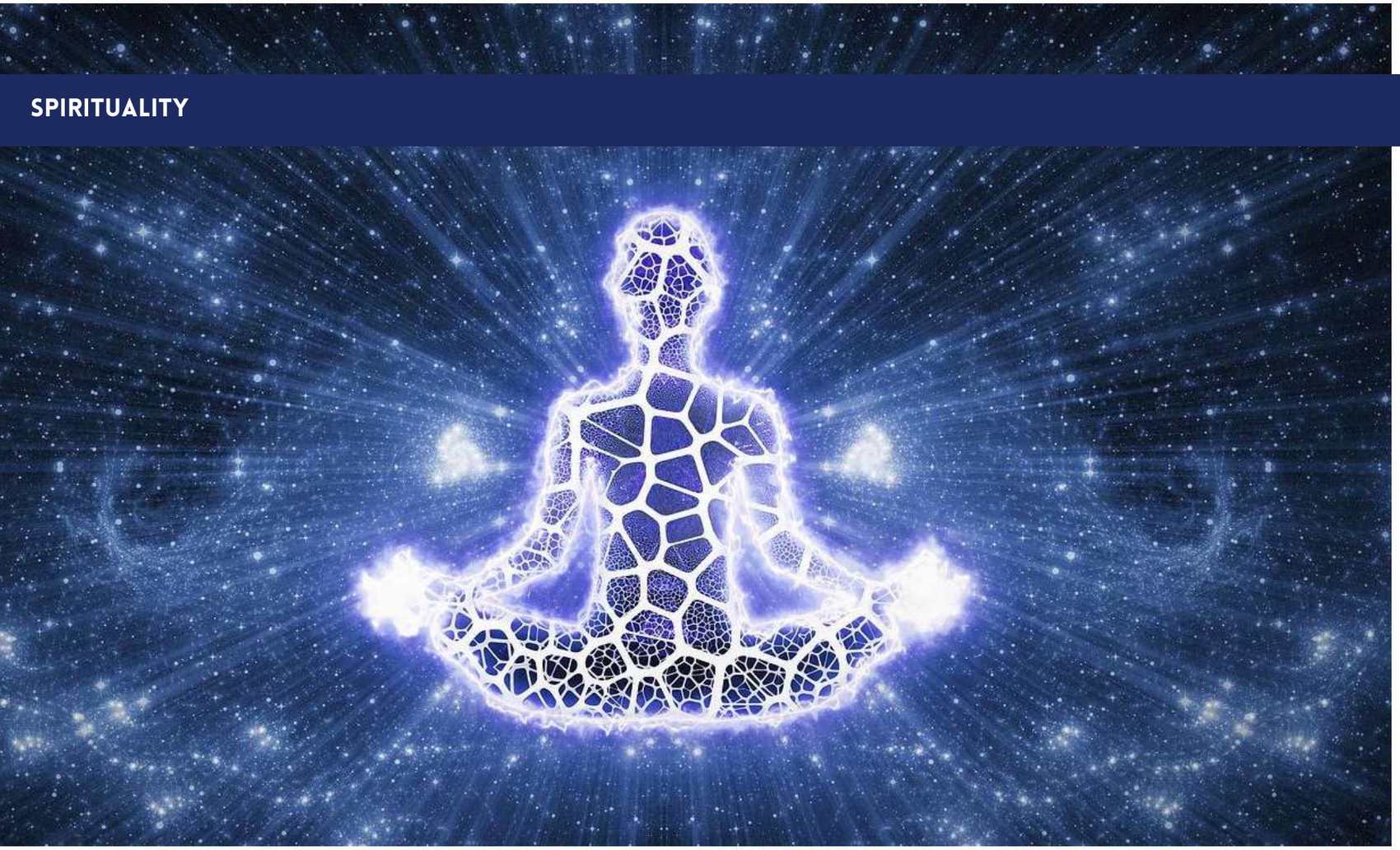
PRISM Toothpaste Tabs

– Good for your teeth and good for the planet

Prism Toothpaste Tabs, a UK based company's **#nomoretubes** approach is the step they are taking to stop these materials piling up in holes in the ground,, getting into our oceans, killing marine life and making their way into our food chain and water supply.

Their formulations are SLS free, has natural flavours and is made to keep your teeth clean and healthy too. One of their founders, a dentist of 30 years, advises that the fluoride they have included in their formulation is essential for enamel health which is essential to having great healthy teeth. Their formulations are all cruelty free, palm oil free and suitable for Vegans.

Availability : www.prismtoothpastetabs.com



YOGA IS THE MASTERY OVER THE SENSES

"Yoga chitta vritti nirodh" says Patanjali, the fountainhead of yoga, which means blocking the activities of the senses. Blocking the activities of the mind/senses definitely cannot be connoted as suppression of desires for one of the five yamas (principles) of Ashtanga Yoga is ahimsa/non violence, which means prohibition of an action perforce. Suppression therefore is considered an act of violence. A normal human being has five basic senses, the satisfaction of which is a must. When a normal human being holds the hand of a Guru and is in yoga then he/she crosses the sansar sagar and gains complete control and mastery over the five senses. The sense of touch (sexual sense) is one of these senses.

Yoga is Evolution, not Suppression

Yoga is not suppression of these senses and abnormal behavior just because you want to project yourself as a super being. Yoga is a mastery over the senses where if you choose to have sex then you will have, the difference is that the desire does not control you but you control the desire and you may indulge or may want to indulge for generating a specific kind of heat which is used to activate the higher senses (the orgasm has to be held back in this case and a yogi would maintain the sexual heat for long periods of time, like for 2 hrs to 48 hrs.). The complete control and mastery is what is the subject of yoga.

The rishis of yesteryears were householders, and missed no aspect of physical life. A modern day yogi and a master, Ramakrishna Paramhansa was also a householder. Hence in Yog one is asked not to leave anything forcefully. The purpose of yoga is evolution, and yoga sadhna is aimed at achieving this state where you rise over your desires, not by suppressing them but by experiencing them and rising over them. Like a charioteer who controls the reins, a yogi becomes the master of his senses and controls them at will. As one progresses in Yog, anything: lifestyle, actions, thoughts etc that are gross begin to leave the person automatically.

Four Objectives of Human Life

Brahmacharya is another yama practiced by the practitioner of yoga, which requires a person to celibate during long periods of sadhna, for the potent energy which is lost during orgasm is conserved and utilised for higher purposes but it does not bar a person from having sex at all, for if that were the case the rishis of yesteryears would not have had many wives and children. One of the basic requirements of the body is sexual fulfillment, which would not let the person evolve if suppressed forcefully. That is why in texts like Manu Smriti there is mention of ganikas and vaishyas besides wives, for ancients very well understood that until the senses are satisfied, they would not let a person move beyond the basic desires which hold a person from evolving. Manu smriti gives four objectives of human life, dharma, arthe, kama and moksha. Dharma is righteous behaviour following codes of conduct of a civilized society, ways to interact with gods and energies which run the creation, charity, service. Artha is attainment of material objectives, wealth, name, fame etc. Kama, satisfaction of senses and desires. After attainment of these can one think of moksha which is liberation.

A true yogi exudes youth and glow

Yoga is an individual's personal practice and it is for his/her Guru to judge or prescribe the dos and don'ts he/she has to follow. We as individuals are no one to judge another being. A yogi's form exhibits youth and glow till the last and that is the first sign one must look for in a yogi. Anyone claiming big words like radiance perfect form or youth and glow should also exude it because when the energy of yoga flows, all of these follow. There is no doubt that a sexual orgasm drains a yogi of the vital sukra (life force) and a person who orgasms frequently, does not deserve to be called a yogi (unless he chooses to orgasm at will, for a specific purpose).

Pious Sciences of Yoga and Tantra are being misrepresented and misused in present times

Unfortunately in the present time pious sciences of Yoga and Tantra are being misrepresented and misused by unscrupulous people for their political and financial gains. In tantric culture certain techniques in Tantra and also Yog, stimulation, as I have said earlier also is essential but orgasm is not and as per the laws of our country consensual sex between two adults is not a crime. Any adult in the act of consensual sex is not sleaze and not against law, but yes videoing it and projecting the same as sleaze, by clever words is definitely sleazy and a crime.

Let's not waste our energy in ravaging and plundering our own inheritance. Barbarians have done enough ravaging and plundering in this country in the last few centuries. Some of them still exist and as they have been unable to dent the yogic civilizations even after centuries of murdering looting and suppression, now they are trying to attack the basic roots of our culture as they have no other means left. Open admittance from certain spiritual people of the modern civilized society of exploiting young children is ample proof of the fact that sexual urge cannot be kept suppressed by donning garbs, whether white or saffron, which further proves the efficacy of the perfect and open yogic lifestyle.

The need of the hour is to revive the lost glory of this ultimate science by projecting the authentic path and its magnanimous power. Sadly however, we are busy pointing fingers at one another and indulging in acts of violence, antagonistic to the very idea of a civilized society, leave alone an advanced civilization like ours.



DEDICATION BEYOND SELF: Firdousa Jan's Sacrifice for her Patients Well-Being

A mother of two, Firdousa's last 22 years have been devoted to nursing the sick in Kashmir. Beyond nursing, she also is a drug counselor, a prolific writer, and an avid student.



Firdousa Jan, a nurse with Sher-i-Kashmir Institute of Medical Sciences (SKIMS), refused a tempting job offer in Saudi Arabia and reunite with her doctor husband working there. Instead, she opted to stay in Kashmir and dedicate service to the sick and ailing.

Her unwavering dedication has garnered national recognition. She is bestowed with the esteemed Florence Nightingale Award by the President Droupadi Murmu at Rashtrapati Bhavan. This esteemed accolade was granted in acknowledgment of her extraordinary commitment, consistently transcending her professional duties, and her exceptional service to the ailing within her community.

Firdousa's intrinsic drive to serve humanity has been with her since childhood. As she matured, her chosen path became clear – nursing offered the most impactful means to contribute to society. Her dedication extended beyond the confines of the hospital. During her personal time, she ventured into impoverished neighborhoods, offering aid to those in need. Her compassion even extended to counselling and supporting individuals grappling with drug addiction.

Amid the height of the pandemic, Firdousa stood at the forefront with a select group of nurses. Even she could not celebrate Eid with her children who were alone, as she was discharging her duty in the OT. Thereafter, she participated in Covid vaccination campaigns, visited various slums to convince people and dispel misconceptions and myths surrounding immunization. Her resolute efforts played a pivotal role in fostering understanding and acceptance.



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