

Trends, Analysis Green Products Entrepreneurship

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Purpose

To excite entrepreneurs, executives and graduate students about immense opportunities in green business.

How Can India Boost Organic Farming in a Big Way

By SN Staff

Despite recent spurt in organic farming and organic products available more easily, although at a high premium, India is yet to tap its massive potential. This is largely due to the absence of political vision and a mechanism or a model that incentivizes farmers to switch to organic farming or make it attractive for new entrants. An aggressive model, if implemented well, has the potential of transforming Indian agriculture and farmers' income significantly. More importantly, it will wean farmers away from climate hurting practices, debt and poverty.

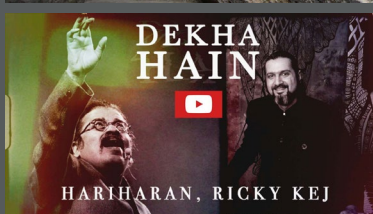
Kerala made a modest beginning, in September 2020, by offering Rs. 2,000 per hectare as incentive to farmers for growing paddy. Paddy cultivation has been dwindling in Kerala in the last decade resulting in frequent floods during the Monsoon. But this is just a drop in the ocean. An estimate of the value of ecological services in Manipur, India's fully organic farming state, for example, is estimated at over Rs. 1.2 lakh per hectare. A realistic support model that is sustainable for the government, consumers and farmers need to be worked out. Can a part of the massive fertilizer and power subsidy be diverted to supporting organic farming?

In a recent paper published in *Ecology, Economy Society – the INSEE Journal*, January 2021 Issue, **M. Manjula** Azim Premji University and **P. Indira Devi** (formerly) Kerala Agriculture University, discuss about catalysts that can help



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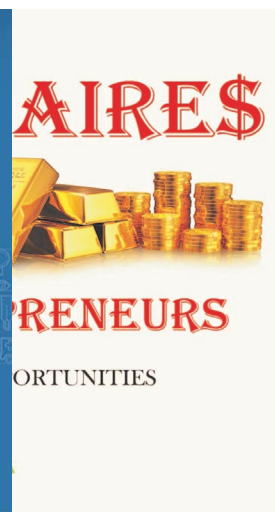
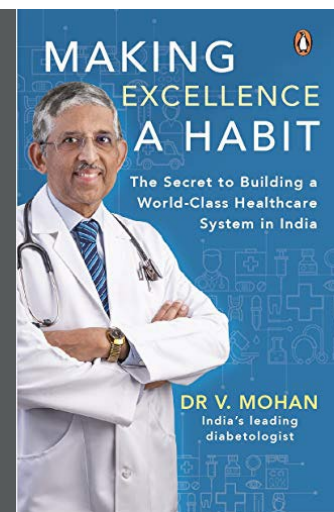


Microsoft to Link Pay to Sustainability Goals

Ricky Kej and Hariharan Release Album on Bauls of Bengal

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- 5 Indians Make it to Asia's Top Sustainability Superwomen 2020
- Solar-powered Organic Oils Firm
- ŠKODA is Net Water Positive



Indian farmers transition from chemical fertilizer and pesticide-driven farming to organic farming in a big way.

According to recent official estimates India has the largest number of organic producers in the world and ranks ninth in terms of its agricultural land under organic cultivation. However, a mere 2.78 million hectares, which is roughly about 2% of the net sown area, is being used for organic farming in India.

The authors suggest market-based instruments like **'Payment for Ecosystem Services' (PES)** and **'Agri-Environmental Schemes' (AES)** as **complementary policy mechanisms to encourage large-scale adoption of organic farming in India**. These two provide monetary compensation to farmers for adopting organic techniques that generate improved ecosystem services. These instruments are in addition to technological and institutional support that are needed for large-scale conversion to organic cultivation. Read full article [here](#)

The authors observe that "AES has been used as a market-based policy instrument in the European Union (EU), USA, and Australia since the early 1990s to reduce the environmental risks associated with input-intensive farming and to preserve natural and cultivated landscapes. Successful PES models exist in Indonesia, Tanzania, and Nepal, where farming systems and practices are used as entry points to achieve ecological benefits. **The potential for using PES to double farmers' incomes by getting them to shift to ecosystem service generating, environmentally friendly farming practices has also been explored in the Indian context.**" Can this model modify or replace the contentious minimum support price (MSP) model for organic crops?

The authors note: "The challenge in operationalizing AES/PES mechanisms can be institutional, technological, and behavioural. **Agro-ecologies should be the basic planning units on which cropping patterns and management protocols are decided.** The conversion should happen in a phased manner. The financial base for AES/PES could be pooled from various stakeholders who derive direct/indirect service benefits from the agriculture sector. This includes industries that depend on agricultural produce for raw materials and trade; consumers of organic products; and sectors that use agricultural biodiversity (for instance, the benefits from the gene fund and access and benefit sharing structures). **A fixed proportion of the profit that traders earn on sale of organic produce can be diverted to the fund.** Funds allocated for **climate-smart agriculture (CSA)** can also be sources of financial support. Budgetary provisions for the promotion of organic farming could also be channelized for this. Budgetary allocation for the scheme should be shared between state and central governments. Scheme implementation could be the responsibility of state governments."

India needs a major rethink – reimagination of its agriculture strategy. Support to farmers who want to shift from water guzzling crops like paddy, sugarcane and wheat to pulses and cash crops are needed urgently. Technologies like the IOT (internet of things), artificial intelligence are a big help in significantly reducing water intensity and better crop management. It needs to sort out the market intermediation mechanism which is the bone of contention in the current farmers' protest against the Government of India's Farm Laws.

For more reading on the topic - epw.in





Credit - 2020 Environmental Sustainability Report Cover Image

Microsoft to Link Pay to Sustainability Goals

Microsoft released its **first annual sustainability report** recently and announced that progress toward sustainability goals will be included as a factor in **determination of executive pay**, starting next fiscal year. This is as part of its one-year update of its 10-year strategy to become carbon negative, water positive, zero waste and develop a planetary computing platform.

Update includes:

- **New investments in carbon removal and capture technologies**, including funding for **26 carbon removal projects** to effectively remove more than 1.3 million metric tons of carbon dioxide from the atmosphere this fiscal year. Microsoft also announced additional investments from its **\$1 billion Climate Innovation Fund**.
- Microsoft is releasing its **first annual sustainability report**, which highlights the company's **6% carbon reduction** in fiscal year 2020. In addition to showcasing progress spanning our commitments and business groups, the report discusses six enabling conditions we need to be successful in the coming years: risk recognition, standards setting, data digitization, innovation investment, market maturation, and policy progression.

To View [2020 Sustainability Report](#)



Ricky Kej and Hariharan Release Album on Bauls of Bengal

Ricky Kej and **Hariharan** are launching their first album together. Ricky Kej is a Grammy award winner who has won the United Nations 'Global Humanitarian Artist' Award. Hariharan is one of India's most popular semi-classical, gazal and film music singers in multiple languages.

According to Ricky Kej, "Dekha Hain" is a song that portrays our complicated relationship with Mother Nature and the hard-hitting music video encapsulates the consequences of our actions. However, we can overcome immense challenges when we set aside our differences and work together as a single species to achieve sustainable development despite the odds."



For over a thousand years, the Bauls of Bengal in India have kept their philosophies alive through their mystical music traditions. Declared as an **Intangible Heritage of Humanity by UNESCO**, the Bauls are a non-conformist sect who believe that the path to spirituality is defined through their music which is passed down through the generations.

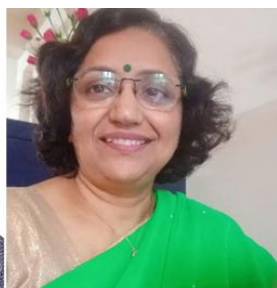
5 Indians Make it to Asia's Top Sustainability Superwomen 2020 List

Five Indian women sustainability professionals find their names in the annual list of honor among 13 Asia's Top Sustainability Superwomen 2020. The list was drawn by **Singapore-based CSRWorks International** a sustainability consulting, training and thought leadership firm. It also runs an annual international recognition list for sustainability

Asias top sustainability superwomen 2020



Aanchal Jain
Program Director
Tech Mahindra Foundation



Bhakti Devi
Water Expert
Alt-Tech Foundation



Divya Nawale
Consultant
Asian Development Bank



Kanika Pal
Lead – Sustainable
Community Development
(Prabhat), South Asia &
Founder, Hindustan Unilever
& SoCHE Foundation, India



Rinika Grover
Head CSR and Sustainability
Apollo Tyres Ltd, India

Solar-powered Organic Oils Firm

EcoPreneur – Sunita Jaju

Sunita Jaju is a homemaker entrepreneur. She founded **Rustic Art**, an organic, natural, personal and home care brand in Satara, Maharashtra in 2011.

Sunita's social enterprise specializes in organic and chemical-free soaps, oils, shampoos and laundry soaps. The Satara unit is completely solar powered and employs close to 20+ working women. Currently, **Rustic Art has developed a range of 110 products** while supporting that supports the livelihoods of over 250 people.



Rustic Art sources most of the raw materials from farmer networks with 85 per cent of the workforce of women workforce at its Satara unit. She also started manufacture of menstrual cups in her unit in May 2019. Now, she is working with local NGOs and volunteers in the region who are making these available to women in the rural areas.

A company note says that all the product at Rustic Art are made from Sunita's own formulation and custom blends. All of Rustic Art's products are natural and have been FDA approved.

Rustic Arts new move is into products for the hospitality industry. Keeping the nature of the products intact, she is experimenting with sustainable packaging to further contribute in reducing plastic waste. These products are being produced with less water and would come in the form of tablets or powders, making it easy to carry during travels. 2020-21 is Rustic Art's 10th year! It plans to test a range of waterless and packaging free products for hospitality industry.

"We are working on an innovative range of professional salon product in organic and vegan category that will bring the same value and purpose as our consumer range. Packaging is a challenge even today, will remain the same for few more years but packaging free products are top priority to reduce personal care waste. It will be a year of new collaborations, partnerships and some more dreams to fulfil," says Sunita Jaju



Sunita did B.Sc in Sericulture from Mysuru University. MBA from the Government Polytechnic College in Kanpur in 1990. She also holds a master's degree in Sustainable Development from Sikkim Manipal University. To further improve the quality of the products, she enrolled in Formula Botanica, an online organic cosmetic science school in 2014.





Farmer Training - Drip Irrigation and Water Conservation Projects at Lasona, Maharashtra

ŠKODA is Net Water Positive

ŠKODA AUTO Volkswagen India Private Limited (ŠAVWIPL) has announced that its plants in India are 'net water positive.' It has manufacturing facilities at Chakan, Pune and Shendra, Aurangabad. This was certified by DQS India.

In addition, the company has implemented numerous water conservation projects in Latur, Nippad, Gulani villages and undertaken conservation projects at Aurangabad. The company aims to increase its net contribution of water conservation.

This certification is the second sustainability achievement. It's 'Zero Waste to Landfill' certification was awarded last year by TUV Nord. ŠAVWIPL has been certified as meeting the GOLD standard for their sustained initiatives toward water conservation and replenishment activities across its manufacturing operations.

A company note added that its Aurangabad and Pune operations are zero liquid discharge facilities. It has state-of-the-art effluent treatments and recycling facilities along with sewage treatment plants. It's proactive steps to conserve run off water by using a combination of trenches and bunds has improved rainwater harvesting by approx. 500 m³ water every year. Rainwater harvesting structures have also been built to conserve water with rain water harvesting technology that can harvest up to 80% rainwater underground.

Continued on next page

Mr. Gurpratap Boparai, Managing Director, SAVWIPL said, "SAVWIPL is committed to **GoToZero** and reduce our environmental impact. As we grow our operation, we aspire to remain the flagbearer of sustainable operations and continue to demonstrate the economic viability of fulfilling our responsibility to replenish much more than the impact of our operations to the environment."

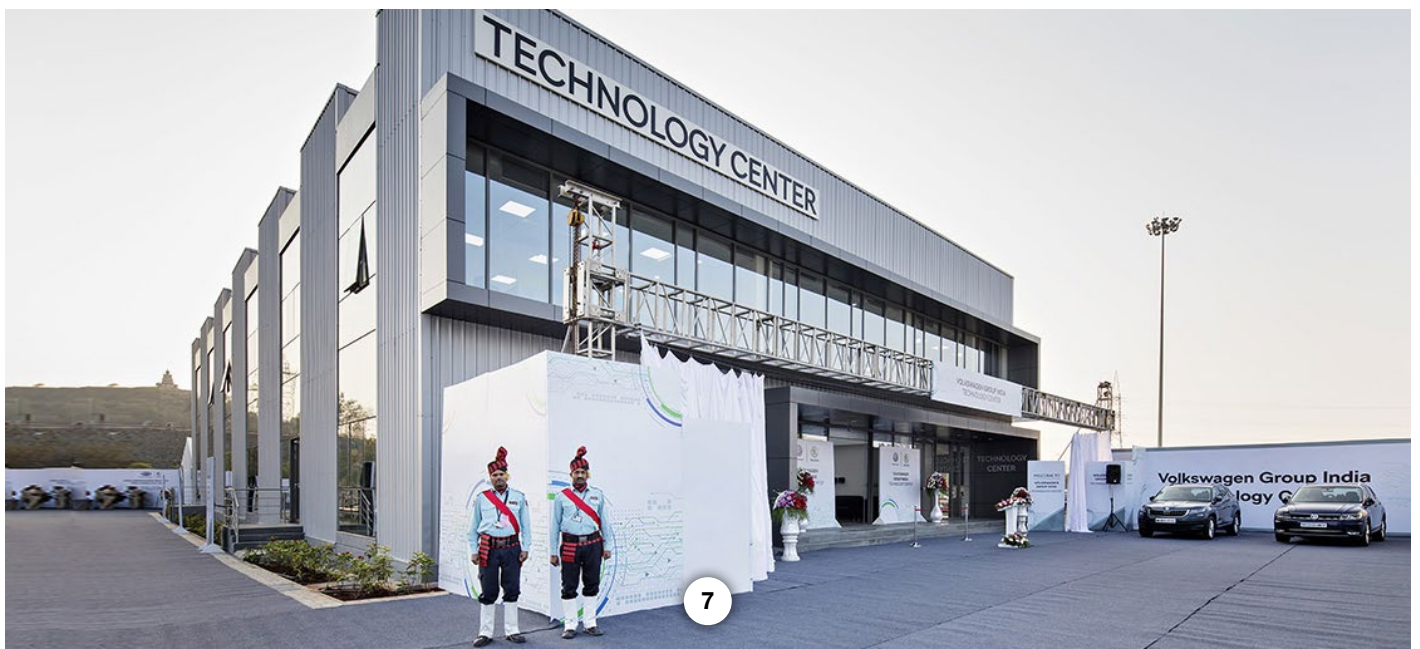


Regenerative water initiatives like UF3 conversion to RO in Paint shop for water recycling (180 M3/day) and reuse of RO reject water – 85 M3/day have also been implemented to enhance water efficiency.

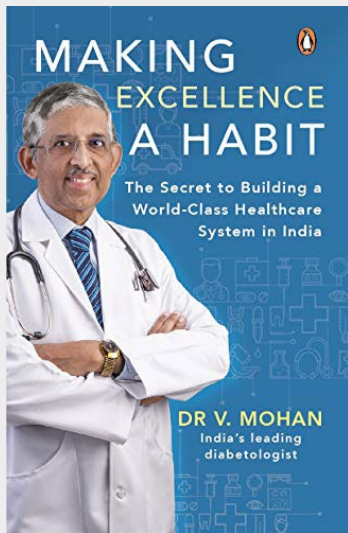
The sustainability design standard across SAVWIPL is aimed at achieving the Volkswagen group's '**Go to Zero**' mission by focusing on some of the key sustainable manufacturing practices adopted by SAVWIPL.

Under the '**Green Future**' philosophy, the company aims to be 100 % reliant on sustainable sources of power for its energy needs by 2025.

In addition to planting and maintaining a green cover comprising over 23,000 trees planted at its production facilities, SAVWIPL has taken many other steps to show its commitment towards the environment. In 2019, SAVWIPL signed an MoU with the Mangrove and **Marine Biodiversity Conservation Foundation (MMBCF)** for restoration of degraded mangrove forests in Alibaug, coastal town of Raigad, Maharashtra. In the same year SAVWIPL opened Aurangabad's first Oxygen Park in Shendre 15,000 densely planted plants and trees and added another 10,000 plants/trees in 2020. These trees to its best growth aims at generating over 3250 tons of oxygen every year with a capacity to sequester up to 600 tons of carbon dioxide per year.



GREENBOOKS



This is an inspiring memoir full of business learnings by one of India's leading doctors. It is a behind-the-scenes account of a person honoured internationally for delivering path-breaking care to hundreds of thousands of people with diabetes. The book documents the fundamentals of what makes a person achieve meaningful success.

The book documents the fundamentals of what makes a person achieve meaningful success. While hard work, passion and focus emerge as winning lessons, delicate and tender learnings from Dr Mohan's life, such as empathy or spirituality, are not forgotten.

Written in Dr Mohan's sagacious and affable voice, and peppered with examples of his bold and unusual ideas such as planning a diabetes expo or conducting a country-wide diabetes study, this book is a behind-the-scenes account of a person honoured internationally for delivering path-breaking care to hundreds of thousands of people with diabetes. Dr V. Mohan's name is synonymous with diabetes and diabetology in India.

Dr Mohan established one of the largest chains of diabetes centres in the world, with over forty-eight branches spread across thirty-two cities and eight states of India and which have treated nearly 500,000 diabetes patients. A prolific writer and researcher right from his undergraduate-medical-student days, Dr Mohan has a prodigious number publications to his name, with over 1350 articles, research papers and chapters in textbooks. He is one of the few medical doctors with an h-index of 135 and over 134,000 citations-considered a stupendous achievement even for a full-time academic researcher. He also contributes extensively to charity and effortlessly combines spirituality with science.

Says Dr Devi Shetty, cardiac surgeon and founder of Narayana Health, "Dr Mohan and his passionate team were instrumental in elevating the standards of diabetes care in India. Thank you for creating a monumental document which will be a guiding force for the future generations of medical doctors".

MILLIONAIRES



THE RURALPRENEURS

NEW BUSINESS OPPORTUNITIES



Virender Kapoor

'Inspiring stories of highly educated youngsters becoming RURAL UNICORNS'

Agripreneurs, ruralpreneurs, Ruban (rural urban) are the new additions to the start-up lexicon these days in India. It's now clear that politicians and bureaucrats cannot transform the Indian farm sector; entrepreneurs can.

The good news is, well-educated smart young men and women from premier institutions are looking to India's rural sector for inspiration and promise. This book is meant to inspire many more to join and contribute to India's second green revolution.

virenderkapoor.com

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