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**Trends, Analysis
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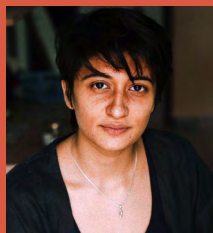
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Purpose
To excite entrepreneurs,
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students about immense
opportunities in green
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Garvita Gulati
Technology and Innovation



Kriti Tula
Sustainable lifestyles: fashion,
consumption, food and food waste



Akhilesh Anil Kumar
Ecosystem restoration



Sneha Shahi
Water conservation



Ganesh Kumar Subramanian
Waste management



Berjis Driver
Sustainable Urban Planning



Heeta Lakhani
Environmental Education



Sanju Soman
Water Conservation



Aditya Mukarji
Waste Management



Hina Saifi
Clean air & renewable energy



Varsha Raikwar
Grassroots climate storytelling

WE  *the change*



Soumya Ranjan Biswal
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ancestral practices



Neha Shivaji Naikwade
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Siddhartha S
Financing & Disaster
Risk Reduction



Medha Priya
Green infrastructure



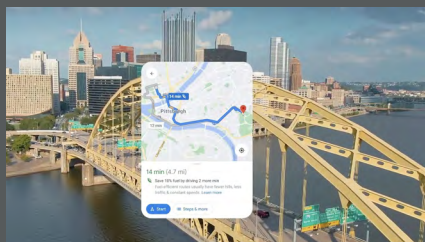
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The United Nations in India launches its climate campaign to promote green solutions pioneered

The United Nations in India has announced the launch of its climate campaign, *We The Change*, which aims to showcase climate solutions pioneered by young Indians as a celebration of India's climate leadership. Through the #WeTheChangeNow call to action, 17 young climate champions will invite young Indians to join the movement by sharing their climate action stories on the [campaign website](#).

"The campaign – inspired by the stories of India's young climate leaders – encourages us to adopt a more solution-based, innovative approach to fight climate change. We know solutions are already within reach to solve the present climate crisis. We hope that through the #WeTheChangeNow campaign, we will inspire bolder climate action from people, communities and the national and state governments," says **Deirdre Boyd**, UN Resident Coordinator in India.

The campaign celebrates and curates innovative, sustainable and equitable climate solutions and actions being pioneered by young people in India. **The focus is on strengthening engagement with governments and civil society for a more collaborative approach to climate action.**

"We need enabling spaces for co-learning and collaboration for effective climate action. It's inspiring to be part of a journey that allows me to meet other young people who are championing climate action and advocacy while collaborating with various policy makers and other climate stakeholders." says **Archana Soreng**, young climate campaigner and member of the UN Secretary-General's Youth Advisory Group on Climate Change.

A UN note says that India has shown leadership in combating climate change through its strategic and timely climate policies. Currently, India is on track to meet its Paris Climate Agreement commitments and is likely to outperform its Nationally Determined Contributions (NDCs) in critical sectors, including renewable energy. Challenges remain, and the valuable contributions of young people in green action and recovery, can propel breakthrough innovations to protect India and the world, especially the most vulnerable, from the impact of climate change.

Over the course of the campaign, the initiative plans to create spaces for young people, civil society, climate groups, media, and governments to collaborate through online dialogues, discussions, and face-to-face interactions.

The campaign's 17 young climate leaders represent innovation and action across diverse sectors, including renewables, forest management, financing, climate entrepreneurship, sustainable agriculture, disaster risk reduction, ecosystem restoration, water conservation and waste management. "We can still make a difference, restore our planet and make peace with nature. These 17 young climate leaders, the faces of the We The Change movement, are showing us the way ahead towards climate justice and climate action. Their stories have inspired me and I hope they inspire people everywhere to share their climate actions, big or small, using #WeTheChangeNOW," says **Dia Mirza**, UN Secretary-General's Advocate for Sustainable Development Goals, actor and producer, who has lent her support to the digital campaign.

Continued on next page

Young Climate Leaders

Garvita Gulati | Technology and Innovation

Garvita has been recognised by the Earth Day Network as an 'Earth Day Network Rising Star'; was titled the "Water Girl of India" by CNN India and the Jal Shakti Ministry; was named one of the 40 under 40 environmentalists of the year in 2019, and was also shortlisted for the Forbes 30 Under 30 Asia list in 2021.

In 2015 she founded Why Waste? which has worked with over 5 lakh restaurants, 10 million people and prevented over 6 million litres of water from being wasted.

Kriti Tula | Sustainable lifestyles: fashion, consumption, food and food waste

A trained apparel designer and design manager, Kriti has worked in the global apparel industry for more than 10 years. After studying and working in London she returned to India to expand her label, Doodlage. Her aim is to create India's first global, sustainable and affordable fashion brand, focussing on reselling, repairing and upcycling while including ethically made recycled fabrics. Her work has been covered by many global organisations like Duetsche Welles, Brut, Apple Inc, Fashion Revolution, Sophie Australia, and Facebook India.

Akhilesh Anil Kumar | Ecosystem restoration

Akhilesh is an avid environmental activist from India working in the field since 2019. He has engaged with and developed multiple social campaigns and has also founded Bring Back Green Foundation, a non-profit organization that works across different environmental activities at scale, and deals in policy making activities. He is also the brain behind 'Sustainability: The Green Game', a podcast focused on sharing relevant and lesser known topics on climate change and sustainability.

Sneha Shahi | Water conservation

Sneha is a conservationist and has been affiliated with the UNEP – Plastic Tide Turner Campaign. She has worked with the Centre for Environment Education on water policies and climate change and has led a stream restoration program for conservation of urban rivers and its diversity with an emphasis on Mugger Crocodiles. Sneha is currently a first year PhD Student at ATREE studying Conservation Science and Sustainability.

Ganesh Kumar Subramanian | Waste management

Ganesh is an engineer, self-taught programmer and co-founder of Kabadiwalla Connect, an organization which works to provide decentralised waste management solutions that's powered by the informal sector. Ganesh's work focuses on developing and implementing scalable and inclusive solutions to the collection, aggregation and processing of post-consumer waste in cities. His interests lie in social entrepreneurship, technology & product development, informality and the circular economy in the developing world.

Berjis Driver | Sustainable Urban Planning

Berjis Driver is an architect, urban planner (M.Plan Master of Urban Planning, CEPT University), and associate member Institute of Town Planners, India, a Indian Green Building Council accredited

professional. He has contributed to statutory urban policy and guideline preparation in Mumbai and Amaravati, and has worked as an urban consultant to secure India's oldest and first Green SEZ in Kandla, Gujarat, the prestigious IGBC Green Cities Platinum Rating for Existing Cities.

In 2020, he was selected as one of five national recipients of the Water Seeker's Fellowship. At present, he is working in an NGO, Waatavaran, where he is helping prepare a pilot People's Biodiversity Register.

Heeta Lakhani | Environmental Education

Heeta Lakhani is a climate educator from Mumbai. Her journey began when she attended COP21 in Paris in 2015 and has been engaging locally with school students and with the official youth constituency of the UNFCCC, YOUNGO.

Heeta is the current focal point from the Global South for YOUNGO and is also the delegate for the pre-COP26 youth-focused event on climate change, titled 'Youth4Climate: Driving Ambition' organised by the SG's Envoy on Youth. She has also started the Green Warriors program on climate education, which continues to grow till date.

Sanju Soman | Water Conservation

Sanju comes with over 7 years of experience in working with vulnerable communities, training youth leaders, mentoring climate start-ups, working in wetland conservation and research in the area of climate change. In his home state of Kerala, Sanju has created the first model wetland village with the Ashoka Trust for Research in Ecology and the Environment (ATREE).

He was selected for the Public Entrepreneurship Programme organised by the University of Monterrey, Mexico, and launched the largest upcycling effort in Kerala converting 30 tonnes of cloth waste into reusable products. Sanju has also worked with UN-SDSN as a Global School Ambassador and has launched SUSTERA Foundation through which he curated the first Climate Leadership Program in Kerala.

Aditya Mukarji | Waste Management

Aditya believes in 'Individual Social Responsibility' for a sustainable planet. He has worked extensively to curb the use of single-use plastics in Delhi and has interned with UNDP India's plastic waste management programme, under Dr. Prabhjot Sodhi.

Aditya was the "Voice of the Youth" at the CII-FICCI seminar in 2018, was selected by the JSW group to help make their plant and township in Kerala single-use plastic free, and was selected by the United Nations to attend the UN Youth Climate Action Summit in 2019.

Hina Saifi | Clean air & renewable energy

19 year old Hina has been associated with 100% Uttar Pradesh Campaign & The Climate Agenda since 2018. Ever since, she has been advocating for climate consciousness and educating locals from her village in Meerut through several public mobilization activities like marches, pamphlet distribution, public meetings, chaupals, door to door activities, and surveys. She is currently associated with En Bloc, an NGO based in Meerut.

Varsha Raikwar | Grassroots climate storytelling

Varsha works as a radio reporter for Radio Bundelkhand 90.4FM for 4 years and has contributed to programs that aim to empower women, discuss climate change and sustainable livelihood opportunities.

Through her community and on-ground work, she covers issues related to heritage conservation, Bundeli legislation and policy making, health and cleanliness, as well as awareness on prevention of early marriage of girls, voting awareness and new dimensions of agriculture.

Soumya Ranjan Biswal | Biodiversity Conservation

Soumya has been actively involved in wildlife conservation activities with a focus on the protection of Olive Ridley sea turtles. He has organized and participated in 230 beach clean-ups, and has worked with multiple stakeholders including the forest department, local communities, and youth volunteers across Odisha to restore wildlife and encourage long-term wildlife management.

Sarath K R | Sustainability through ancestral practices

Sarath is a folk arts enthusiast and is associated with Vayali Folklore group in multiple capacities. He has volunteered at ICS (International Citizen Service), a program by Volunteering Service Overseas and Pravah, a Delhi based NGO.

He has worked as a Seed Group member for Community Youth Collective and received the Changelooms 2018-2019 Fellowship organised by CYC and Pravah, representing AlterSchool, Thrissur. Sarath has also been instrumental in establishing the Friends of Bharathapuza programme with Vayali.

Neha Shivaji Naikwade | Livelihoods & Intrapreneurship

Neha is a mechanical engineer by training and co-founder of Parvaah, a youth-cell working toward zero-waste initiatives. She has worked extensively on policy making and CSR initiatives through her corporate work and experience as a Policy in Action Fellow at Young Leaders for Active Citizenship (YLAC). Neha was also shortlisted for the Global Policy, Diplomacy and Sustainability Fellowship. She currently works with the Climate Collective Foundation as a Project Manager where she helps develop and strengthen climate-oriented start-ups and early-stage climate-tech entrepreneurs.

Siddhartha S. | Financing & Disaster Risk Reduction

Siddhartha is a Sustainability and Climate Risk practitioner within the financial risk management domain. He is also the founder of the investech company CredFIC, and has previously served as its CFO before exiting in 2021. As the Founding Curator of the Global Shapers Guwahati Hub (an initiative of the World Economic Forum), Siddhartha co-leads its climate and environment agenda.

Over the last two years, he has directly worked with various communities providing them with relief and rehabilitation opportunities and has engaged with nearly 10,000 flood affected individuals. With the Shapers from Guwahati Hub, Siddhartha has received high praise from the deputy commissioner of the Barpeta District for the efforts during the Assam Floods of 2021.

Medha Priya | Green infrastructure

Medha is an Architect who works through sustainable infrastructure development to optimize the relationship between people, buildings and the environment. She has been a part of the winning team to design the 200-acre college campus of IIM Visakhapatnam that was rated 5-stars on GRIHA, the highest rating for green buildings in India.

She is also a Green Buildings Analyst and designs and implements assistance through building certifications such as WELL, LEED, GRIHA, and IGBC. Currently, Medha works at an advisory firm that provides expertise in the domain of green buildings.

Archana Soreng | Raising Indigenous voices

Belonging to the Khadia Tribe of the Sundergarh district of Odisha, Archana's focus has been on preserving and promoting the traditional knowledge and practices of the Adivasi and forest dwelling communities. She holds a Master's Degree in Regulatory Governance and has been the National Convener of Tribal Commission, also known as Adivasi Yuva Chetna Manch of the All India Catholic University Federation. She has worked as a Research Officer at the Tata Institute of Social Science's Forest Rights and Governance Project, Odisha in 2018 and currently works as Research Officer in Vasundhara Odisha, a policy research and advocacy NGO. Archana has been selected as one of the seven members of United Nations Secretary General's Youth Advisory Group on Climate Change and is a member of YOUNGO, the official children and youth constituency of the UNFCCC.



greenlitfest

**Spies, Superheroes and Satire:
A New Wave of Eco-Comics**

**Date: October 16, 2021.
Time: 4pm - 4.45pm IST**

Mwelwa Musonko
Zambian Satirist, Comic Artist, Graphic
Novelist and Founder of Foresight Comics

Rohan Chakravarty
Cartoonist, Illustrator, and
Creator of the Green Humour series

Sejal Mehta
Independent Writer, Editor, Author,
and Sketcher at Snaggletooth

Logos: WWF, India Climate Collaborative, teri, tamaala, STORYMIRROR, ASLE-INDIA

Illustrations: A lush green landscape with various animals including a tiger, a dog, a rabbit, a zebra, and an elephant, along with trees and plants.

[Register Now](#)

[About the Event](#)

QUAD Raises India's Ability to Tackle Climate Challenges

On September 24, 2021, US President Joe Biden hosted Prime Minister Narendra Modi, Prime Minister Scott Morrison of Australia, and Prime Minister Yoshihide Suga of Japan at the White House for the first-ever in-person Leaders' Summit of the Quad. Among the many areas they agreed to work together, the one on addressing climate change at speed and scale is significant. They agreed to form a Green Shipping Network, establish a Green Hydrogen Partnership and enhance Climate Adaptation, Resilience, and Preparedness.



To address the climate crisis with the urgency it demands, Quad countries have agreed to focus their efforts on the themes of climate ambition, including working on 2030 targets for national emissions and renewable energy, clean-energy innovation and deployment, as well as adaptation, resilience, and preparedness.

Quad countries commit to pursue enhanced actions in the 2020s to meet anticipated energy demand and decarbonize at pace and scale to keep our climate goals within reach in the Indo-Pacific. Additional efforts include working together on methane abatement in the natural-gas sector and on establishing responsible and resilient clean-energy supply chains.

Green Shipping Network

Quad countries represent major maritime shipping hubs with some of the largest ports in the world. As a result, Quad countries are uniquely situated to deploy green-port infrastructure and clean-bunkering fuels at scale. Quad partners will organize their work by launching a Quad Shipping Taskforce and will invite leading ports, including Los Angeles, Mumbai Port Trust, Sydney (Botany), and Yokohama, to form a network dedicated to greening and decarbonizing the shipping value chain. The Quad Shipping Task Force will organize its work around several lines of efforts and aims to establish **two to three Quad low-emission or zero-emission shipping corridors by 2030**.

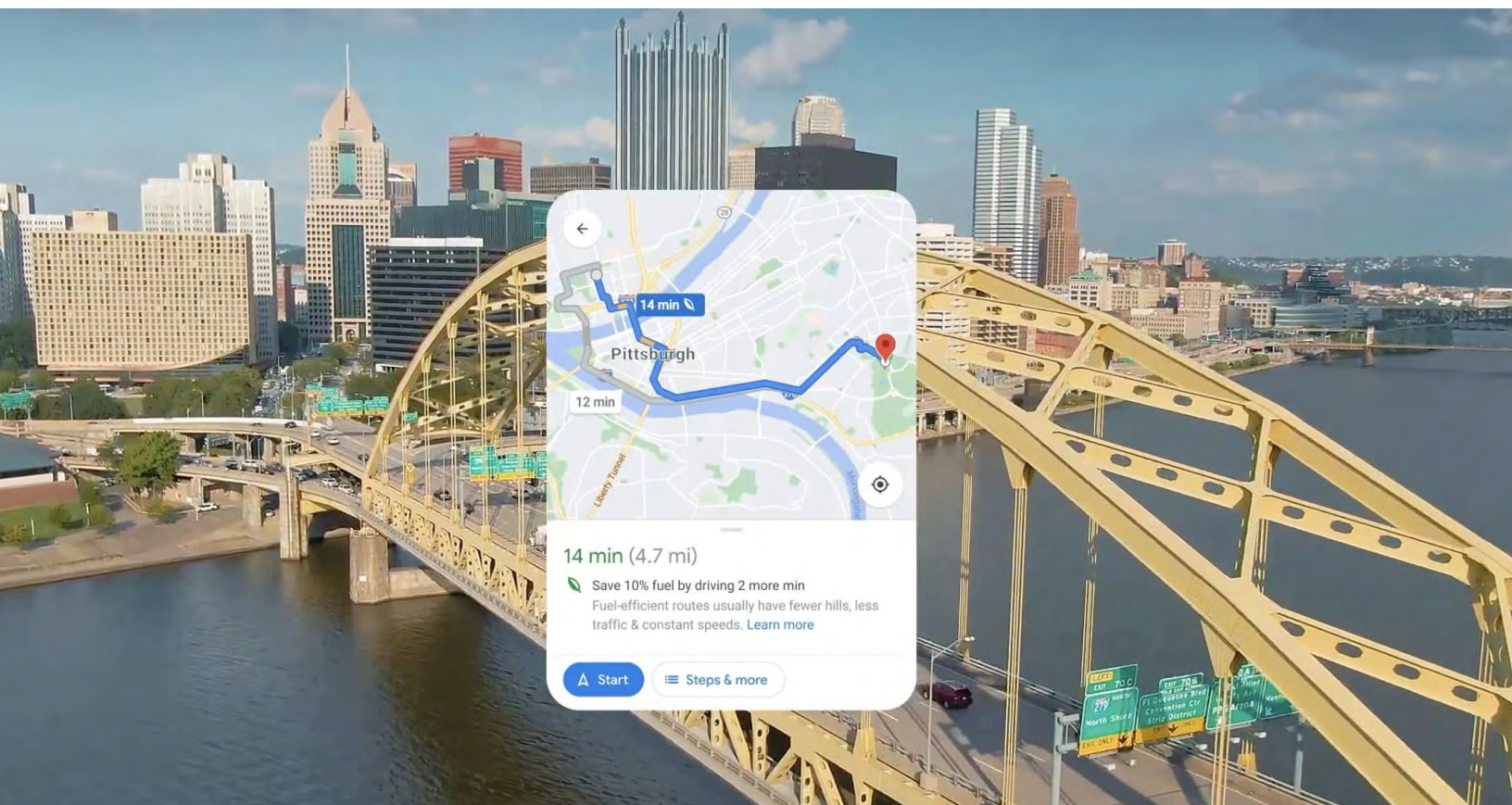
Clean-Hydrogen Partnership:

The Quad announced a clean-hydrogen partnership to strengthen and reduce costs across all elements of the clean-hydrogen value chain, leveraging existing bilateral and multilateral hydrogen initiatives in other fora. This includes technology development and efficiently scaling up the production of clean hydrogen (hydrogen produced from renewable energy, fossil fuels with carbon capture and sequestration, and nuclear for those who choose to deploy it).

Continued on next page

It also includes identification and development of delivery infrastructure to safely and efficiently transport, store, and distribute clean hydrogen for end-use applications, and stimulating market demand to accelerate trade in clean hydrogen in the Indo-Pacific region.

Enhance Climate Adaptation, Resilience, and Preparedness Quad countries commit to increasing the Indo-Pacific region's resilience to climate change by improving critical climate information-sharing and disaster-resilient infrastructure. The Quad countries have agreed to convene a **Climate & Information Services Task Force** and build a new technical facility through the Coalition for Disaster Resilient Infrastructure that will provide technical assistance in small island developing states.



Google For Billion Sustainable Actions by 2022

Google unveiled a new suite of sustainability features that give consumers information so they can choose to reduce their GHG emissions as part of its goal to enable a “billion sustainable actions” by 2022. This is part of Google’s move towards its goal of becoming a company that runs on 100 % carbon-free energy by 2030.

Continued on next page

Notably, Google Maps will show the most eco-friendly travel route; Google Flights will display various flights' CO2 emissions; and the Google hotel search will show whether a hotel has sustainability commitments and/or independent environmental certifications.

Google aims to enable a “billion sustainable actions” by 2022, said Kate Brandt, Google’s chief sustainability officer. Several of the steps went into effect across the United States early October 2021. These include:

Showing the most eco-friendly route in Google Maps and defaulting to it when the estimated travel time is comparable to other, more fuel intensive options. This feature was developed in partnership with the Energy Department’s National Renewable Energy Laboratory in Colorado.

The feature uses metrics like road congestion and incline to calculate the route that will burn the least fuel. “We believe this feature will have the same impact next year as taking over 200,000 cars off the road,” said Sundar Pichai, CEO of Google and Alphabet, in a video presentation.

Google Flights is surfacing more sustainable choices as well. Displaying the carbon emissions of various flight options when using the Google Flights search tool. Its metrics are both seat-specific and flight-specific. A first or business class seat has a higher greenhouse gas footprint than a coach seat does because it takes up more space.

The flight search will label flights with a green badge that have much lower emissions than other flights on the same route.

Promoting Green Hotels

In the travel category, the company’s hotel search now shows if a hotel has made sustainability commitments and whether they have eco certifications from independent organizations. **Hilton and Accor have already started** adding this information to their global hotel portfolio.

Google will also surface the most cost-effective and sustainable options when you search for energy-intensive appliances, such as furnaces, dishwashers and stoves.

Green Search

Google is designing new landing pages for when people search for “climate change” and other basic climate science and policy questions. These pages will aim to surface the most reliable information from neutral organizations, such as the United Nations, company officials said.

However, ads will still be sold to appear next to these search results, which could still direct users to climate science misinformation from special interest groups. Also, the landing page step is not being applied to YouTube, home of many videos that question the proven findings of mainstream climate science. Google is also in the midst of testing a project that would use AI to fine tune the traffic lights across an entire city to favor a more efficient traffic flow. Testing has been taking place in Israel, and will soon expand to Rio de Janeiro.

Growing Organic World Organically

The Bengaluru-based Organic World is emerging as India's largest organic retail chain. Find out market trends in organic and natural products and how Gaurav Manchanda is leading this growth literally in an organic way.

Accessible, affordable and authentic – the 3A success formula is common to the success of most products and services. For those in the organic product space, it means everything. That's what Gaurav Manchanda, the founder of Bengaluru's based start-up **Organic World**, believes will work as he launches his tenth store recently.

Launched in 2017, Gaurav, an MBA in Strategy and Finance from Boston University, believes in organic growth for his omni-channel enterprise. He doesn't seem to be enamoured by VC-valuation craze among the start-up world currently. "This is not a valuation play," he says emphatically.

Gaurav is the founder director of the Nimida Group, headquartered in Bengaluru. The group is active in sectors such as retail, consumer goods, farming and sports.

He signed up with Organic World has signed up with The International Competence Centre for Organic Agriculture (ICCOA) as his knowledge partner. ICCOA's India centre is based in Bengaluru. It provides a platform for interaction to all stakeholders in the organic sector.

"Our goal is to create awareness about the compromises that conventional lifestyle choices have normalised and offer better choices for a healthier lifestyle across the consumption bucket. We offer more than 1500 chemical and preservative free products now and hope to increase that number to 2000 soon."

Edited excerpts of a recent chat with Benedict Paramanand, Editor of SustainabilityNext

Interconnected space of food and sports retail

Whatever you see about me, a lot of it is passion driven, especially the both food and retail side as well as the sports side. I think that's an interesting interconnect which we are yet to explore.

The way I look at well-being is there's an active and passive element to it. The active being actually participates in physical wellbeing. There is also a passive element of well-being which includes



yoga and some nutrition and what you eat. That's where The Organic World comes into the picture where you're looking at a much more long-term sustainable consumption for your well-being.

The general hypothesis of The Organic World is that people's consumption is compromised. Talking about the element that most don't understand, the sustained harmful effects of certain foods one eats. Of course, you don't see the immediate impact in the short term but the impact does show up in the long term. But you are not necessarily able to attribute it to the consumption.

At The Organic World we create a channel whether offline, online, retail or ecommerce and we provide multiple channels for people to be able to have access to better choices. With that general value proposition is that the foods provided in our stores don't have certain chemicals. **We have a list of 25 chemicals that we don't allow in our stores that you typically will find at other retailers.**

We have positioned ourselves as a grocer that is organic and natural and the foods that we have are curated so that we don't have certain chemicals in them. So, it's not fully organic but it is certainly a better choice in every possible way. It's not all organic but it is between organic, natural and chemical free.

What's your growth plan?

Right now we have 10 stores. We are looking to increase that numbers to 20 by summer next year across South India especially in Chennai and Hyderabad. We are also getting efficient at launching stores.

In the short term we are looking to expand immediately by doubling our stores by the next year. In the next 5-7 year horizon we could go down the franchise path for spreading pan-India. Right now they are all fully owned by us. We are certainly looking for partners, basically looking for people that believe in this journey and believe in the organic lifestyle.

Market size for organic food and wellness in India

The organic market size is still niche at around one billion dollars. It is moving pretty fast at 25% every year. India is an Agri-economy and food retail size is in the \$ 600 billion range. it's a huge market. The organic and natural market size could be in the range of \$50 billion.

For customers who want to move towards a healthier lifestyle and they don't have to go through multiple locations and multiple stores to be able to get what they want we are there. If somebody wants to go natural we are a one shop destination. The intent is to provide a very wide range. We have about 1500 different products on our shelves for our core value proposition which is that we have one of the largest ranges in India.

There are multiple ways to kind of slice and dice this. When we look at the Bangalore market we are somewhere in the 12 million people in Bangalore and if we look at the cross-sections of young families, of the age anywhere between 30 to 45 years with one or two children, that would be a comfortable target market. Why I stuck to the slightly younger side for example 30 to 45 years is because they are far more inclined to change, to experiment, to use products that are in direct-to-consumer (D2C) or new age products such as formats like ours.

Continued on next page

They are willing to try new products which are not typically time-tested. This segment in Bangalore is somewhere in the range of 500,000 to 800,000 people. Now if we look at the Indian market somewhere between 80 to 100 million people would fall into this bracket.

There are only a handful of organised players in the market with a chain of organic stores in India. With 10 stores (and growing to 20 by 2022) we are currently the largest multi-brand organic store chain in South India (and possibly in India)

Many stand-alone organic stores are closing down mainly because they do not enjoy the benefit of scale.

Premium Consumers are Paying for Organic

The average premium is 1.35x for organic products in general compared to non-organic products. This has to do with the quality of inputs required for high quality organic produce. This premium is coming down based on more players entering production+retailing and as the sector gets more organized.

What's your triple A strategy

So we are trying to bring down the prices of a lot of these products by scale and operational excellence So it comes down to **affordability, accessibility and authenticity**, these are the three A's that we abide by. **We are certainly not trying to be a luxury brand. Healthy options should be affordable and accessible.**

Organic World's USP

We are more than just a retailer as we work across the spectrum. We have our own farm, on the outskirts of Bangalore. We experiment with farming methods and share our learnings with neighbourhood farms. We provide consumers farm to home option as well. We're trying to reduce the time from harvest to our stores so that it's not more than 24 hours.

One of our innovations is to offer customers the option of choosing the quantity they prefer with the belief that they should not buy more than what they need and then waste what they don't use. This way we help reduce waste. We have zero waste sections in our stores where they don't need to use plastic bags to pack.

The other key innovation we are proud of is 60% of our last mile delivery is done using electric vehicles. We hope to make it 100% by 2025. We also take back fruits and vegetables that are no longer fresh and make compost from them or feed it to cattle. **We try to have a cyclical operation to make sure that what we take, we give back to the soil. So, we try to blend well-being with sustainability principles.**

Not having certain chemicals in our stores is actually the industry first. No other retailer takes such a stand. We have taken a stand that we won't allow chemical laced products in our stores. Here's the list (XXXXX) of the Chemicals that have been banned from our stores. This is truly innovative from a retailer standpoint. It is not an easy stand to take, because it is also about driving consumer habits.

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Pandemic Effect on Organic World

Interestingly, ever since the pandemic hit in early 2020 we haven't had a single day of closure of our stores. And at the end of the day we are still a daily consumption need, we are still a grocer. So there was certainly a need for our services during the pandemic. I am fortunate in saying that we have a clear path ahead of us. I think we have been doing extremely well as we are going along.

Brand influencers

Whole Foods, which is now an Amazon company was an inspiration. It certainly had high quality products. The other influence was Trader Joes a US-based retailer. The quality of their products is phenomenal. There was almost a cult-like following for that brand. I think these were the two major influences. Whole Foods is largely organic. Trader Joes provides organic, but also provides other options, mostly chemical free options.

About entrepreneurial Journey

I majored in Strategy and Finance during my MBA at the Boston University. I finished in 2012 moved to New York city and took up strategic consulting. After coming back to Bangalore in 2016. Most of my influences are from Bangalore as I was raised here.

With some of my experiences and exposure to some of the retailers and food chains at Boston and New York, I came to realize that people are becoming more conscious about what they eat and want to move towards a healthier lifestyle. That is when we decided to explore this path of figuring out how to improve consumption habits and how to provide better choices. That's when I started pursuing elements of active and passive well-being.

I strongly believe that you got to love what you do because there is a significant level of effort that goes into it. Yes there are many opportunities out there but if you don't really connect with the gap that needs to be filled, I think there is certainly some loss there. You certainly should believe in what you chase. At the end of it I feel that it is not all about playing with the mind, it is also about playing with the heart.

Potential threats

I think we are trying to get the 3A's like accessibility, authenticity and affordability mix right. It is both a positive and negative for us. If you don't make it accessible then that is a threat and by accessibility means by having partners, by reaching and expanding the scale. It also affects pricing and the cost of products. If it is not authentic then it's a problem, and people want something that is authentic, clean and safe for consumption. So it's both positive and negative. It's a double edge.

Dreaming of a \$100 million company? I think it's early days. I think next year we would be able to say if we can keep up with that growth. If we keep at it there is no doubt that in five years we should be at that number. But I think it's a little too early to say anything about that. This is not a valuation play. This is something we're looking to build as an organized sustainable stable business.



ICCOA's Bio-village Raises Farmer Income Big Time

The International Competence Centre for Organic Agriculture (ICCOA), a platform for interaction to all stakeholders in the organic sector, has conceived and set up an innovative initiative it calls Bio-village.

The Bio-village concept goes beyond organic farming and certification. The model aims to increase farmer's income and living standards by integrating seven components such as agriculture/ horticulture, animal husbandry, production of organic inputs, bio gas units, basic processing facilities, rural entrepreneurs, agri and eco-tourism. Farmers and entrepreneurs take up these activities within their village, thereby reducing the costs of farming inputs, processing centres, marketing and enhance marketing opportunities.

Rural entrepreneurs are encouraged to start community compost units, primary processing centres, which will provide employment to the village youth. Farm stays and home stays are becoming popular with eco-tourism initiatives and this is being leveraged to supplement the income. **The bio-village model aims to build self-sufficient communities using sustainable organic farming practices.**

ICCOA is India's leading networking organization. It has full-fledged division in Bengaluru and expertise on policy advocacy, project management, capacity building, market linkage and event management. Spread across 16 States, ICCOA has impacted nearly 30,000 farmers directly through its organic certification program.



Carbon Capture, Utilisation & Storage (CCUS)

Live Online Course

Commences: **8 November**



Electricity Economics in Changing Electricity Markets

LIVE ONLINE COURSE

Commences: **15 November**

www.infocusinternational.com

Hindustan Zinc joins the Taskforce on Nature-related Financial Disclosures

Hindustan Zinc has joined the **Taskforce on Nature-related Financial Disclosures (TNFD)** that provides a market-led framework for organizations to report and act on evolving nature-related risks. It supports a shift in global financial flows away from nature-negative outcomes and toward nature-positive outcomes.



Arun Misra

TNFD is a 100-member consultative body of institutions that supports the vision and mission of its members. It organizes outreach programs across geographies to raise awareness about the criticality of climate change.

Arun Misra, CEO, Hindustan Zinc Limited says, “We are keen to contribute in delivering a risk management and disclosure framework for nature-related risks shaping the reporting framework. It guides businesses in considering nature and its services in business decisions and future investments.”

As a COP26 Business Leader, Hindustan Zinc is among the only two metal and mining companies globally, and among only four Indian companies, to be part of the coveted CDP (Carbon

Disclosure Project) ‘A List’ 2020.

A company note states that it has set its Sustainability Development Goals 2025. It aims to protect and enhance biodiversity throughout the life cycle under the Biodiversity Conservation framework. It noted that the company has committed to a ‘Long-term target to reach net-zero emissions by 2050’ in alignment with the Science-Based Targets initiative (SBTi).

Hindustan Zinc, a Vedanta Group Company, is one of the world’s largest and India’s only integrated producer of Zinc-Lead and Silver. The Company has its Headquarter at Udaipur, Rajasthan, where it has its zinc-Lead mines and smelting complexes.

The company has stated that it is self-sufficient in power with captive thermal power plants and has ventured into green energy by setting up wind power plants. It is ranked 1st in Asia-Pacific and, globally 7th, in Dow Jones Sustainability Index in 2020 among mining and metal companies.

Hindustan Zinc is a certified Water Positive Company, a member of the FTSE4Good Index and has scored ‘A’ rating by CDP for climate change.



Microsoft Team Wins 2021 CK Prahalad Global Business Sustainability Leadership Award



The 2021 C K Prahalad Award for Global Business Sustainability Leadership goes to four leaders at Microsoft and to Douglas M. Baker Jr., Board Chairman and former CEO of Ecolab.

The award curated by Corporate Eco Forum recognizes winners for exemplifying the fundamental connection between

sustainability, innovation and long-term business success in a globalizing world.

The award is given for two categories: collaborative leadership by an executive team to Microsoft's CEO Satya Nadella, President and Vice Chair Brad Smith, Chief Financial Officer Amy Hood, and Chief Environment Officer Lucas Joppa. and leadership by an individual executive to Ecolab Chairman and former CEO, Douglas M. Baker, Jr.

The awards were announced at the 2021 CEF Annual Leadership Retreat, attended by senior executives representing CEF member companies with combined revenues of \$4 trillion.

CEF founder MR Rangaswami, a good friend of late Prof. CK Prahalad, explained what set the team's approach apart: "Nadella, Hood, Smith and Joppa have **exhibited a remarkable level of joint ownership** of this moonshot initiative – this is the first time we've seen a CEO/President/CFO/Environmental Sustainability coalition like this. They've defined a new model for what corporate-wide climate leadership looks like while sending a clear message that sustainability is core to Microsoft's business strategy for the decades ahead."

CEF is an invitation-only network of leading executives from Fortune and Global 500 companies driving sustainability strategy and innovation worldwide.

With this team at the helm, a CEF press note stated that Microsoft is moving aggressively to advance its vision to make a positive impact globally on the climate, while proving that such steps can also be good for business.

By 2025, Microsoft wishes to shift to 100% renewable energy for its data centers, buildings, and campuses, and protect more land than its operations use. By 2030, it hopes it can match 100% of its electricity consumption, 100% of the time, with zero-carbon energy purchases – and push

Continued on next page

beyond that to actually become carbon negative. Their approach is holistic, connecting the dots to other aspects of planetary health – including a commitment to replenish more water than the company uses – a goal known as “water positive” – and a pledge to achieve zero waste for its direct operations, products and packaging.

The team has led Microsoft to look beyond the company’s own walls to create the enabling environment for change at scale. The company has set up a \$1 billion Climate Innovation Fund to help accelerate the global development of carbon reduction, capture, and removal technologies.

It is also building a Planetary Computer platform to help monitor, model, and manage Earth’s natural systems. Beyond that, Microsoft has co-founded a new Green Software Foundation to help reduce emissions within the software industry by 45% by 2030, working with co-founders Accenture, GitHub, and ThoughtWorks to develop new standards, tools, and leading practices.

Watch

https://3blaws.s3.amazonaws.com/videos/858661/CKPA_2021_MSFT_100821_MED_mp4hd_1634048342.mp4



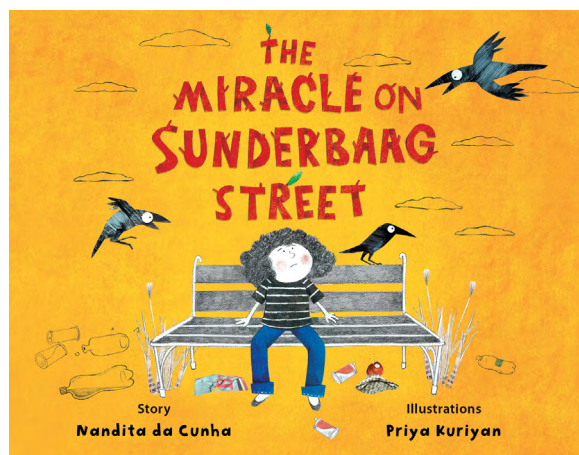
A Miraculous Mission

By JoAnne Saldanha

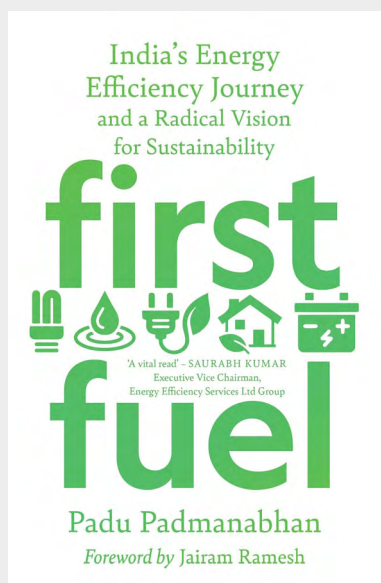
Zara lives on a gloomy street with gloomy grey-faced buildings, filled with grey-faced people. She escapes the gloom by hiding alone in a dump yard near her house. However, her solitude is broken when her chatty craft teacher Miss Gappi begins visiting the dump yard. Crafty in more ways than one, her creative upcycling sets Zara off on a delightful mission that brings the whole community together.

Filthy urban localities, Zara’s initiative to do something about the gloom around her, the human connection and teamwork that brings an aloof community together, upcycling, recycling, the healing power of nature and bonding, human-nature interdependence, author Nandita da Cunha effortlessly weaves many different and important themes into this joyful and timely story that throws up new discoveries in every successive read.

Priya Kurian’s illustrations quite literally ‘walk the talk’. From newspapers to scraps of paper, pieces of cloth, seeds, mud, plastic, thread, cardboard, sticks, children can pore over her collages to find all that has been upcycled, and come up with creative ideas of their own. A much-celebrated book, [**The Miracle on Sunderbaag Street**](#) is a treasure. Peek in, there is much to be uncovered!



BOOKSHELF



Efficiency First

By Benedict Paramanand

We all have heard this famous one liner since our school days 'a watt saved is a watt earned.' Looks like this line has not motivated consumers enough. Perhaps the following equation should make energy users rush to the switch "every unit of energy saved at the point of end use translates to us having avoided generating 4 – 5 units and the cost of doing this is a piffle – one-fifth to a tenth of producing it."

In First Fuel – India's Energy Efficiency Journey and a Radical Vision for Sustainability author Padu Padmanabhan puts out many such mind boggling numbers and persuasive stories of how the 'first fuel'

– referring to the energy one can save through efficiency – can significantly influence choices in consumption, production, distribution, fuel-mix, climate change.

This book is a definitive work on the energy history of India. It also doubles up as a fervent call to policy makers to focus less on mindlessly adding supply to the grid and tries to convince them why it is absolutely imperative to go hard on better management of demand. Padu writes, "While we search for other sources of energy, we would be well advised that the real breakthrough in energy is using less." He adds, "The only solution for energy deficiency is energy efficiency."

Even though the efficiency movement started way back in the 1970s, India has done well only in some segments like ensuring star-rating for electrical goods, fuel efficiency rating of fuels for automobiles. It needs to do a lot more. The energy guzzler – the agriculture sector – has been the laggard. Short-term politics is holding back India achieving high efficiency impact in the use of natural resources including water and the power needed to lift and distribute it. Free energy is India's number one enemy.

[Read More>>](#)

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