

ENVIRONMENT DAY SPECIAL

CONSUMER CONNECT INITIATIVE



Sustainable goals

Environment conservation is an important sustainable goal and brings an opportunity for organisations to become aware and conscious towards nature

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India has always advocated for universal brotherhood. It was believed and carried forward by progeny that the world is one family. The Earth is our one and only home. Mahatma Gandhi rightly said, "Earth provides enough to satisfy everyone's need, but not enough for everyone's greed."

As people are becoming more and more aware of the fatal consequences of global warming, they have become more conscientious and responsible towards the environment. Our planet and the flora and fauna it offers should be cherished and respected by us every minute of every day. Living in harmony with nature is the way to ensure prosperity for posterity.

"Only One Earth-a fitting

theme for this year's World Environment Day! We have only planet Earth, so we all have the responsibility to protect it at all possible costs if we have to sustain ourselves on this Earth. We must take care of the environment, and we must be creative in our approach to not only maintaining but also restoring it. Sustainability is no longer a choice for us; it is a must for us to live in a greener and cleaner environment. It has become an integral part of corporates'

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development strategy," says Arun Chawla, director general, FICCI as he stresses on the need of conserving resources for our future generations.

E-waste is a serious issue that has riddled the world with the complications that come with it. Therefore, managing e-waste to ensure that the world population lives a better and a healthier life is a crucial requirement of the present day. This is also the reason that most global leaders in the electronics sector are looking for ways to ensure that their carbon footprint is reduced through every way possible. Talking about the same, Srivatsan Iyer, global CEO, Hero Future Energies, says, "There are three things about climate change which can no longer be denied. First, it is real and already upon us. Secondly, it is anthropogenic to a

large extent, and last but not the least, that it is a truly global threat, which does not respect national boundaries. Multiple recent reports have rung an alarm bell - unmitigated carbon emissions and consequent rise in global temperatures have brought us to the brink of a climate catastrophe. The current situation calls for urgent, enhanced and collective action to save our planet from the devastating consequences of climate change."

Besides the technology sector, discussions over reducing the carbon footprint of the sectors like agriculture, manufacturing and automobile are witnessing increased momentum. Ashok Chaturvedi, CMD, UFlex, discusses more on plastic waste management as he says, "Plastic waste is one of the most pressing global concerns of today and as a socially conscious organisation, we believe that the 'real good' sustainability creates for civilisation, now and future, surpasses the 'business growth' it attains with statistics."

Talking about the need of restoring our ecosystem to preserve a healthy planet for the future generations, Nitin Gupta, CEO and co-founder, Attero Recycling Pvt Ltd, says, "There is a growing realisation to restore our ecosystem and preserve a healthy world. To protect the environment we will have to unite in our efforts. Environmental protection and economic

growth are not in opposition to one another, but rather a source of innovation. Perhaps the greatest economic opportunity of the twenty-first century could be found in green technology. Businesses will have to be at the forefront of this change. The mission to 'Rethink, Redesign, Restore, and Reuse' materials from electronics and lithium-ion batteries is an effort to create a harmonious relationship between man and natural resources. Sustainable development is the path to a better future."

Talking about the same, Sanjay Kumar Kalirana, CEO and co-founder, Gizmore, says, "The awareness regarding E-waste is limited not just in India but all across the globe. The majority of the people discard their old gadgets away with their trash or sell them off to the junk collector as it is the most convenient way to get rid of them. Companies should work on making the repair process simple. If the devices are not repairable, they should have a collection point for all end-of-life devices. They should ensure that all devices collected by them are correctly recycled."

Navneet Ravikar, chairman and



IT IS CRUCIAL FOR ORGANISATIONS TO ENSURE THAT THEY TAKE STEPS TO REDUCE THEIR CARBON FOOTPRINT

managing director, Leads Connect Services-an agritech company, talks about how the companies need to take a robust

approach towards environment conservation as he says, "We have to make do with what we have. How we treat Earth and nurture would define our sustenance. Any sustainable ecosystem we build needs to have the environment as the central theme. Any discussion on sustainability can meet desired ends when we take a robust approach towards ensuring stability in the environmental system. Our habitat has to be sustainable first for socio-economic development. Otherwise, the development in terms of economic growth is temporary, transient, and quite vulnerable to climate vagaries."

The fact that there is no planet B makes it crucial for the organisations world over to ensure that they take steps in the right direction. Only then we can give our future generations a sustainable ecosystem.

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