

SIDE LIGHTS

FROM BLACK TO GO GREEN

The entrance to the venue of the event had footprints pinned on the floor leading to it. These shoe-shaped footprints gradually turned from black to green signifying the steps taken from a large carbon footprint towards a greener future.

A LYRICAL PLEDGE TO SAVE PLANET

EKA, the music band that performed for the evening, had everyone take a pledge to conserve the environment in a way they know best — musically. They



made the audience sing out a couple of lines pledging their commitment towards a better natural ecosystem. They also sang their composition "Chalte Jana", written specially for this event. By the end of the event, the band had a bunch of schoolkids and Miss India Earth 2011 Hasleen Kaur clapping along enthusiastically.

INSIDE STORY & FIELD VISITS

The jury was happy about the manner in which they went about selecting the winners. Said Kartikeya Sarabhai, founder and director, Centre for Environment Education, a jury member, "This jury was very different. We didn't just look at notes. We visited just about every applicant and saw whether their ideas were scalable. We looked at standards that have prevailed in the industry and also how the innovations were unique to them. But also, in recognition of type of innovation judged, the criteria had to be adjusted. In each case we determined if they were aware of industry standards and what effect their innovations had and how different were they from the prevailing trends."

SEED AN ECO THOUGHT

Transformation, a social initiative, sponsored a thousand saplings to be planted by Pantaloons Femina Miss India Earth 2011 Hasleen Kaur at the ITC Maurya. This contribution was made with a view towards environmental conservation.

AN AIR DASH OF HUMOUR

It was an irresistible moment for Jairam Ramesh when Air India was called on to receive their award from the minister. Prompted by emcee Meher Bhasin, his humorous dig had the audience in splits. "I was just wondering, has Air India cut down emissions by cutting down the number of flights?" he asked.



A toast to power of innovation

Earth Care Awards Celebrate Efforts Of Individuals And Corporate Houses That Have Helped Mitigate Global Warming

TIMES NEWS NETWORK

New Delhi: The mad rush for greater development and growth was eclipsing serious environmental concerns that could endanger the existence of the planet itself and urgent steps were needed to factor in the green aspects in every sphere of planning and activity. This was the overarching message that resounded amid warnings of melting glaciers, climate swings and deforestation at the third edition of the Earth Care Awards hosted by The Times of India and JSW Foundation in association with Centre for Environment Education.

"For me, GDP is green domestic product, not a gross domestic product because the notion imposes on us a heavy economic cost. We need the 9% economic growth but it has to be green. Development and environmental sustainability are not contradictory. We need to make tough choices to make sure we sustain economic growth not only for ourselves but also for future generations," said Union rural development minister Jairam Ramesh, who presented the awards for 'GHG Mitigation in Large Enterprises'.

The awards, initiated in 2008, recognize and laud efforts



Photos: Sanjay Sekhri

A SALUTE TO NATURE | Winning teams from Air India, Videocon (Aurangabad), Bilt (Pune) with minister of rural development Jairam Ramesh (above); Winners in category 'Community-based Mitigation', Kolkata's SAFE and Vivekananda Training & Research Institute with minister Vincent Pala. Ms India Earth Hasleen Kaur (below) with the winners from Energy Research Applications and Mahindra Vehicle Manufacturers (Pune)

of individuals and corporate houses that work to mitigate global warming and ensure a sustainable environment.

At a glitzy ceremony on Friday evening at the ITC Maurya,

the power of innovation was given due recognition. The chief guests at the function were Ramesh and Vincent H Pala, minister for water resources, and among others present were Congress MP Navin Jindal and BJP leader Rajiv Pratap Rudy. A special composition, 'Yeh jo hai dharti humari', recited by rock

band EKA, set the mood for the evening as the hall was doused in earthy colours of green and blue.

Times Group managing director Vineet Jain drew the attention of the audience to the black



footsteps near the entry to the venue that gradually turned green as people turned into the main hall. The footsteps changed colour under a holder where guests were invited to place saplings. "This is a symbolic way to highlight that our carbon footprint can be reduced by each one of us. Only if humanity as a whole works towards fighting climate change will we be able to

stall global warming. This cannot happen at the level of the government alone." This requires lots of determination to increasing public awareness about the environmental challenges," said Jain.

Adding glamour to the evening was Pantaloons Femina Miss India Earth 2011, Hasleen Kaur, who contributed to the initiative by undertaking sapling plantation at the Maurya.

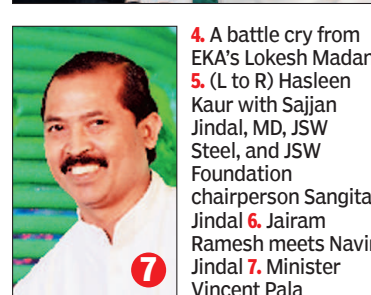
Sangita Jindal, chairperson, JSW Foundation, explained how the awards were conceptualized and stressed on the urgency of taking action at the individual level. The awards in the first category of 'GHG Mitigation in large enterprises' went to Air India, Videocon and Bilt Graphics Paper Products. Vincent Pala presented the awards under the second category of 'Community-led Action' to South Asian Forum for Environment based in Kolkata and Vivekananda Training and Research Institute from Kutch. Hasleen Kaur handed out the awards under the third category of 'Innovation for Climate Protection' to Energy Research Applications and Mahindra Vehicle Manufacturers Ltd.



AN EVENING TO RECOGNIZE THE HARD WORK BEHIND SUSTAINABLE DEVELOPMENT



1. School students along with Hasleen Kaur cheer the band EKA 2. EKA calls for green action in a riot of snazzy colours 3. Times Group MD Vineet Jain with minister for rural development Jairam Ramesh



4. A battle cry from EKA's Lokesh Madan 5. (L to R) Hasleen Kaur with Sajjan Jindal, MD, JSW Steel, and JSW Foundation chairperson Sangita Jindal 6. Jairam Ramesh meets Navin Jindal 7. Minister Vincent Pala

OF INVENTIONS & INNOVATIONS THE WINNERS

CATEGORY 1 | GHG MITIGATION IN LARGE ENTERPRISES

Maharaja's magic

Air India

Air India's team at its Environment Management System Division worked to reduce carbon emission, fuel consumption and check utilization of natural resources. From training employees on environmental awareness to tree plantation, optimizing flight plan systems and engine efficiency, this team has done it all.

No gas station this

Videocon | Aurangabad

Designing efficient processes and introducing new techniques for energy conservation, the consumer durables company reported a reduction of greenhouse gases or carbon dioxide equivalent to 19.6 million kilos. The company emphasizes its use of RoHS (restriction of hazardous substances) components and processes.

Zero-discharge status

Bilt Graphics Paper Products Limited | Bhiwani

The paper-maker's unit near Pune has achieved zero discharge status for liquid and solid wastes. Cutting down on water, power and steam consumption in the manufacturing process has led to reduction in GHG emissions.

CATEGORY 2 | COMMUNITY-LED ACTION

Bio-rights boost

South Asian Forum for Environment | Kolkata

With a focus on revitalizing the much-neglected commons, SAFE helps local communities achieve sustainable development. They work in areas with rich biodiversity but that are climate-vulnerable. SAFE works with fisher-folk to free them from depending on sops and looks at "bio rights" as a financial tool.

Nature Care, Naturally

Vivekananda Training & Research Institute | Kutch

Engaged in rural development in Kutch, their main activities include rainwater harvesting and watershed development, creating drinking water distribution systems, prevention of "salinity ingress" where saltwater seeps into freshwater sources and developing salinity resistant crops.

CATEGORY 3 | INNOVATION FOR CLIMATE PROTECTION

Urja cakewalk

Energy Research Applications | Ranchi

A K Singh's clean fuel is powered by tons of sponge iron waste. His energy cake allows oxygen and carbon to interact for near-complete combustion that ensures saving of fuel wood and drastically cuts down carbon dioxide emissions. Singh works with women groups and aims to help conserve energy in traditional inefficient systems in cottage industries and households.

Blowing hot and cold

Mahindra Vehicle Manufacturers Ltd | Pune

At the paint shop, on the one hand, high levels of heat are required to heat up chemicals. On the other, there's huge paint-cooling required for which electrically-operated chillers were used and a lot of waste heat was generated. Mahindra's team converted the waste heat into usable heat which in turn was used for the process of chemical heating. The system was such that air-to-water heat exchangers recovered the heat from ovens, while a heat pump was used to recover heat from the chillers.

Sustainability is the new buzzword

TIMES NEWS NETWORK

New Delhi: Dire forecasts about climate change and the global failure to rein in the growing carbon footprint has made it imperative for both industry and grassroots movement to not only advocate sustainability but embrace it.

"Unfortunately for many decades, we have delayed taking action to protect our environment, which is now at the edge of collapse. We have been brushing our problems aside to dream of solutions tomorrow. But now there are no easy options left," said Times Group MD Vineet Jain in a grim warning.

In an address at the Earth Care awards ceremony on Friday evening, Jain called for striking a balance between development and environment sustainability. "There are no 'either-or' solutions. We cannot choose one option over another. We have to find a way of accommodating both. This requires imagination, innovation and determination."

ITC Group board member Nakul Anand, in a presentation peppered with figures on the state of the environment, said India lost about 2% of its GDP to environment damage.

Speakers at the gathering of industry honchos, activists and bureaucrats, emphasized unequivocally the urgent need for reforms if the earth was to be saved for the future generation. Minister for rural development, and water & sanitation Jairam Ramesh hailed The



Times of India for being the first to make environment "news".

"The Times of India has made environment front-page news, and it was the possibly the first newspaper to have a full page every Friday dedicated to green issues," he said.

Ramesh also brought up the issue of livelihood sustenance and environment. "We need not lifestyle environmentalism but livelihood environmentalism. What you see are protest movements because land, water and employment is involved. We should be sensitive to these issues," he said.

Elaborating on an inclusive approach, Rajendra Shinde from UNEP Paris, stressed the need for more programmes like the Earth Care Awards that would serve as an encouragement for industry to adopt cleaner practices. "We need millions of these. It's not just about annual events at Cancun and Durban," he said. Talking about the awards, Shinde said it was not just about measuring the carbon footprint or emission reduction. It was also about the process which the participants had gone through to build their own concepts and put them into practical reality.

JSW group chairperson, Sangita Jindal, while lauding the efforts of industry giants, also praised grassroots environmentalists who won the award. "We salute these silent crusaders working for the environment," she said.

"We need to ensure this is followed up by good action. You and I, and millions of our countrymen will have to take up the challenge as well. This requires imagination, innovation and determination"

VINEET JAIN | MD, TIMES GROUP

"It is time for the Earth Care Awards to include work on climate change from South Asia as a whole"

SANGITA JINDAL | CHAIRPERSON, JSW FOUNDATION

"Businesses with an emphasis on sustainability outperform others by a high margin. We need to change the way we work, live, eat, travel, everything"

NAKUL ANAND | EXECUTIVE DIRECTOR, ITC

"We were keeping our fingers crossed and were very happy to finally receive the award. Ours was an innovative idea that no one else in the industry has taken up yet. We are planning further initiatives but still have to study their feasibility"

ANANT KHOND
MAHINDRA VEHICLES

"An award like this gives a lot of confidence to a community-based initiative such as ours. We plan to scale up in due course. It's a long-term curve"

DIPAYAN DE
SOUTH ASIAN FORUM FOR ENVIRONMENT

"The paper industry is heavy on natural resources, and it is important to make it sustainable. We provide treated water to the local community around our factory which helps the area's biodiversity and also the farming community"

NEEHAR AGGARWAL
BILT PAPER

"For any business there are social obligations that need to be fulfilled. We have a number of people committed to doing that. It feels great to have our efforts awarded like this"

HARPREET A DE
SINGH
AIR INDIA

"The awards helped showcase innovations at the grassroots level. This will bring into focus every big issue related to environment. Business has two functions — marketing and innovation to turn challenges into opportunities"

A K SINGH
ENERGY RESEARCH APPLICATIONS

"It is great to receive this award. It's a recognition of our efforts. It will reunite the concept of industry and public aspirations. It will encourage others to step forward with green innovations"

D K SINGH
VIDEOCON

"This award has inspired us to do more. It is going to help us move forward with bigger projects. We need to encourage healthy exchange of ideas and technology that can help bring out the best in environmentally sustainable innovations"

J S GOSALIA
VIVEKANAND TRAINING & RESEARCH INSTITUTE