

# Earth Care AWARDS | 2019

CONSUMER CONNECT INITIATIVE

## JURY QUOTES



"ECA today is one of the most important, most sought after, most aspirational and most inspirational recognitions. I am a great believer that everyone is someone; everyone can contribute through ideas. Minds of the marginal are not necessary marginal minds."  
—Dr RA Mashelkar, national research professor



"It's wonderful to be a part of the journey, starting with a dream and a concept, to becoming India's most prestigious environment, climate change and sustainability awards. We observe, participate and wish this process all the best."  
—Kartikeya V Sarabhai founder director, Centre for Environment Education



"The intensity of contestants has become more powerful as this award has gained momentum. The discovery part of getting to know so many grass root level workers as a part of jury has been immensely satisfying. India's growth story with sustainable climate actions becomes more viable through ECA."  
—Rakesh Kumar, director, CSIR-National Environmental Engineering Research Institute



"ECA has succeeded in demonstrating that there are indeed climate-action dots at ground level that have transformational potential. Such hope amidst the climate crisis, where adverse impacts are faster than the positive human-actions, is simply an encouraging breather."  
—Rajendra Shende, chairman, TERRE Policy Centre



"Every year the criteria for selection is strengthened and along with strong quantified indicators for evaluation the number of applicants is also increasing. ECA promotes sustainable, scalable, innovations and recognises the innovators to encourage others to protect mother earth."  
—Suhas P Wani, international consultant, International Rice Research Institute, South Asia Regional Center



"ECA has evolved from being an 'award' to an 'institution'. We recognise and propagate best practices, and this is inspiring people to make a difference. The importance of ECA is going to increase as we push for the development of technologies and practices to combat climate crisis."  
—Chandra Bhusan, CEO, International Forum for Environment, Sustainability & Technology



"Earth Care Awards recognise those who are showing us - the citizens of the Earth - ways away from the road to crisis. We salute these pioneers."  
—Ajay Mathur, director general, TERI



"I am delighted with the journey that JSW Earthcare awards have traversed. Over this decade, our process has become much more structured and rigorous. And we have gained confidence about this ever improving process. The Earth Care Awards family has expanded and its impact is growing."  
—Rajat Gupta, senior partner, Mc Kinsey



A JSW & THE TIMES OF INDIA INITIATIVE



## Guardians of the planet

The JSW Group, along with The Times of India, organised the 9th edition of Earth Care Awards which felicitate individuals, community groups and corporations for their efforts towards mitigating the climate change crisis

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Humans have rapidly industrialised their cities, countries and the planet, which has given way to disastrous consequences. It is time to take charge and mend our ways. Meanwhile, a few souls who comprehend the severity of the climate change crisis have already taken the baton and are leading on with it. The Earth Care Awards applaud those who are making a difference.

"The first thing we need to do as a country is acknowledge that there is a problem. This acknowledgement will lead to solutions for climate change. While we have time, let us transfer a better environment to future generations."  
—CK Mishra, secretary, MoEFCC

"We are in the midst of a crisis for which we should take responsibility. Let us now take the responsibility for mitigating it. None of this is rhetoric and none of this is hysteric. It is a fact."  
—Sangita Jindal, chairperson, JSW Foundation

"While we have time, let's transfer a better environment to the future generation," CK Mishra, secretary, ministry of environment, forest and climate change, urged the audience while delivering his keynote address at the 9th Earth Care Awards, a joint initiative of JSW and The Times of India.

The growing awareness on climate impacts and the urgency to identify and foster locally evolved initiatives is the driving force behind ECA.

He added, "Even one good work done in a corner shouldn't remain isolated. As a society, we are extremely critical of everything and forget to celebrate success. I strongly believe if you cele-

brate success, you create another success (story). We must put our hands together for what is going right."

The Earth Care Awards recognise the actions and innovations for climate change mitigation and adaptation by communities, entrepreneurs, large-scale industries, urban bodies and women-led initiatives.

Mishra, along with JSW Foundation chairperson Sangita Jindal, jury chair Dr RA Mashelkar and gold medallist wrestler Bajrang Punia gave awards to the winners. "We get so

used to things that are adverse that we do not react. It's time we start reacting. One of the ways to do that is by recognising good work," he said.

Jindal began her address by relaying the news of the obituary that was published for glacier Okjokull and urged people to think about whose obituary we were really writing. "Every day, every week, we have seen new climate disasters. Accelerated climate change is a monster staring at us in the face. It's not knocking on the door any



## SAVIOURS of environment

### CATEGORY: LEADERSHIP IN URBAN CLIMATE ACTION



**Recognition: AWARD**  
**Environmental Planning & Coordination Organisation**, Government of Madhya Pradesh, was awarded for enhancing resilience of water sector by promoting the concept of conjunctive water use through restoration/rejuvenation/conservation of traditional water storing bodies.

**Contribution to the UN Sustainable Development Goals:**  
Goal 6: Clean Water and Sanitation  
Goal 11: Sustainable Cities and Communities

**Recognition: COMMENDATION**  
**Dhruvansh Organisation** was commended for their efforts to rejuvenate Lake Nekkampur using an integrated approach comprising phytoremediation techniques and a man-made floating island.

**Contribution to the UN Sustainable Development Goals:**  
Goal 14: Life below Water  
Goal 15: Life on Land

### CATEGORY: INNOVATION IN CLIMATE ACTION



**Recognition: AWARD**  
The digital forest governance project of **Maharashtra Forest Department** received an award for adopting an integrated approach to afforestation with IT interventions from plantation planning to post plantation survival monitoring.

**Contribution to the UN Sustainable Development Goals:**  
Goal 13: Climate Action  
Goal 15: Life on Land

**Recognition: COMMENDATION**  
**Pixy Electric Cars Private Limited** received a commendation for their innovative approach in creating an electric conversion kit which converts the existing IC engine vehicles to operate on electric power. In doing so, they contribute to emission abatement in eco-sensitive forest areas.

**Contribution to the UN Sustainable Development Goals:**  
Goal 9: Industry Innovation and Infrastructure  
Goal 13: Climate Action

### CATEGORY: GHG MITIGATION IN LARGE SCALE ENTERPRISES



**Recognition: AWARD**  
**Wadi Plant of the ACC Limited** received an award for the implementation of geo-cycle platform to utilise the waste for energy production. It developed blended cement for reducing the clinker factor by using the fly ash and slag and installed zero liquid discharge plant.

**Contribution to the UN Sustainable Development Goals:**  
Goal 6: Clean Water and Sanitation  
Goal 7: Affordable and Clean Energy  
Goal 13: Climate Action  
Goal 15: Life on Land

**Recognition: AWARD**  
**Mahindra and Mahindra Limited, Igatpuri Plant**, won an award for their initiatives and leadership in achieving carbon neutrality in its sector in India. It is the first Indian organisation to report its internal carbon cost of USD10 per ton of carbon radiated to support ventures required to achieve carbon neutrality. The plant also sustained most part of the year without the need for municipal water supply.

**Contribution to the UN Sustainable Development Goals:**  
Goal 6: Clean Water and Sanitation  
Goal 7: Affordable and Clean Energy  
Goal 13: Climate Action  
Goal 15: Life on Land

### CATEGORY: COMMUNITY-BASED MITIGATION AND ADAPTATION IN WATER RESOURCES AGRICULTURE, FORESTRY, OTHER LAND USE, ANIMAL HUSBANDRY AND CLIMATE RISK PROOFING



**Recognition: AWARD**  
**The Sunehra Kal Initiative of the ITC Limited** was awarded for building a portfolio of land and water interventions for climate-smart villages across five themes such as Livelihood Protection, Water and Water Resources Development, Sustainable Agriculture, Biodiversity Conservation & Eco-Restoration and Animal Husbandry.

**Contribution to the UN Sustainable Development Goals:**  
Goal 7: Affordable and Clean Energy  
Goal 13: Climate Action  
Goal 15: Life on Land

**Recognition: AWARD**  
**The People's Science Institute (PSI)** and Department of Land Resources, Nagaland, was awarded for their Springshed development project across Nagaland. The project mapped the drying springs across 11 districts in Nagaland and selected one critical spring in each district based on community's dependency on the spring, decreasing discharge over the years, and the potential for revival of spring.

**Contribution to the UN Sustainable Development Goals:**  
Goal 6: Clean Water and Sanitation  
Goal 13: Climate Action  
Goal 15: Life on Land

### CATEGORY: LEADERSHIP OF WOMEN IN CLIMATE ACTION



**Recognition: AWARD**  
**Krishna Sahu** of the BAIF Development Research Foundation was recognized for transforming the lives of disenfranchised agricultural communities in remote, hilly terrains of Madhya Pradesh by instituting good agricultural practices, promoting gender equality, and helping the villagers organize themselves to successfully demand and secure basic amenities and connect with development schemes.

**Contribution to the UN Sustainable Development Goals:**  
Goal 5: Gender Equality  
Goal 8: Decent Work and Economic Growth  
Goal 10: Reduce Inequalities  
Goal 12: Responsible Consumption and Production

**Recognition: AWARD**  
**Sadhana Deshmukh** of the OORJA Sakhi & Sadhana Home Foods received an award for enabling more than 1,000 women in Latur, Maharashtra to use entrepreneurship for climbing out of poverty. This led to an increase in household incomes by 40 to 50 percent. Her ventures have benefited 5000 families with products that address their clean energy, health, sanitation, and food security needs.

**Contribution to the UN Sustainable Development Goals:**  
Goal 5: Gender Equality  
Goal 8: Decent Work and Economic Growth  
Goal 10: Reduce Inequalities  
Goal 12: Responsible Consumption and Production

