

# CARING FOR THE EARTH

CONSUMER CONNECT INITIATIVE

## JOINING EVERY HAND TO UNTANGLE FOR A NET-ZERO FUTURE

Government policy, corporate vision and individual efforts are working together to chart the progress towards becoming a low-carbon economy

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With climate change posing a real and imminent challenge, India is taking actionable steps to progress towards becoming a low-carbon economy. The Indian government and the United Nations Framework Convention on Climate Change (UNFCCC) have come up with the India Low Carbon Leadership Initiative



Because of the advent of industrial agriculture and hybrid seeds, people eat what is given to them. There is no concept now of my old vegetable. Whatever vegetable are there on the supermarket shelf, people are content with that. Karnataka which was known for its culinary expertise and documented in the 15th century book Soopra Shashtra has more than 17 varieties of rasants. Today, you can't make more than 2-3 variety from that book, as most of the ingredients has washed. Even restaurants have removed some of the dishes from their menu due to lack of traditional vegetables.

**Dr. Prabhakar Rao**, Founder, Haripal-seeds

Energy and Environment Development Strategy (ILEDS) to reduce carbon emissions to meet India's NDC target. The UNFCCC report focuses on the strategy focuses on five key pillars to achieve

the target – energy efficiency, renewable energy, clean air, water conservation, and green infrastructure.

India's central and state governments have set ambitious renewable energy targets to meet their climate commitments.

Is there a way in which companies can integrate sustainability practices into their growth? As part of their effort to cut down single use plastic, eliminating packaging and using recyclable materials is one way in which companies can make a difference. Companies spoke about their efforts to driving the circular economy and minimising waste.

India aims to achieve non-fossil fuel-based electricity generation to 40 percent by 2030. The government has actively encouraged private investments in renewable energy, providing subsidies and incentives such as a tax exemption on capital expenditure incurred for setting up renewable energy systems.

Businesses have been playing an important role in driving action to build tomorrow green economy. Through their resources and capacity to



CEO commitment becomes very critical for sustainability during the curve of diminishing returns. As soon as the margins reduces or the business diminishes, this should not be the first thing that goes out of the window. Companies should not say, let us do business first, the sustainability part can wait.

**Vijay Ganapathy**, Co-founder and Partner, Development Sector Advisory, Thinkthrough Consulting Private Limited

innovate, businesses can quickly decarbonise industrial sectors, infrastructure, value chains, and products and services. The Securities and Exchange Board of India (SEBI) has issued the Business Responsibility and Sustainability Reporting (BRSR) guidelines aimed at driving corporate sustainability and disclosure. Such initiatives, encourage businesses to adopt greener practices in order to reduce the country's overall carbon footprint.

Getting their employees to change habits and become the ambassadors of change could be an opportunity where companies

can help governments in bringing about the wider change. These efforts to reduce their carbon emissions will help India make progress towards its goal of becoming a low-carbon economy.

### ABOUT EARTH CARE AWARDS

The Earth Care Awards, a joint effort from JSW and The Times of India Group, have been recognising and awarding those that strive to mitigate and adapt to climate change since 2008. This 11th edition of the

Earth Care Awards recognises and applauds initiatives that focus on participatory approaches to climate adaptation and mitigation, either driven by or for communities. The awards strive to motivate and encourage further community-led actions, while also providing an opportunity for sharing successful practices and lessons learned.

In line with the increasing importance of businesses in combating climate change, a panel discussion titled "Business and Climate Stewardship: Pathways to a Low-Carbon Future" was organised.

The Business Ambition for 1.5°C brought together nearly 700 organisations that are implementing plans to halve emissions globally by 2030. As key stakeholders of climate action, businesses are now driving and adopting solutions to prevent, mitigate, and adapt to climate change.

This category aimed to recognise the industry stalwarts that are driving transformational efforts in climate excellence and innovation in themes such as (but not limited to) climate neutrality / reduction in GHG emissions, climate change adaptation and/or resource efficiency.



If you want to solve the problem of climate change, then we have to solve the issue of excessive pollution. Then the question that you ask is do I as an organisation contribute to this problem

or is there a way, I can stop contributing to the problem in a manner in which the planet benefit and so does the business

**Anirban Ghosh**, Head - Centre for Sustainability, Mahindra University



It is important to understand the structure and governance of sustainability within the organisation. It is sitting there within the CSR

or is it a part of the company core business strategy? If you don't answer it upfront, then sustainability will always be in the fringes of the organisation

**Anita Arjundas**, Executive Director, ATRIE



When you put customers at the heart of any business, striving for challenges that customers face like climate change becomes a very important matter

to address. Companies need to commit to investing in solutions and renewable energy is one of them

**Swetha Ramdas**, Sustainability Lead, Amazon India Operations



The first thing that companies need to do is measure what we are doing whether it is in operations, is efficiency or any reduction. Once you have done it, it is very important to align your metrics to the goal that you have taken. Whatever reduction target goals you take, you have to use science, technology and link it to your goals.

**Chitra Byregowda**, Head - ESG, Persistent Systems



The biggest challenge in any organisation is to do something new. It requires a complete change of mindset of all the people involved starting from the top management. If any organisation is looking to integrate sustainability, then the best thing would be to look out for the business opportunities that can be exploited because of the climate change mitigation. This can be a part of the business strategy

**Prabodha Acharya**, Chief Sustainability Officer, JSW Group

