



April 2023, 107 Issue, ₹50

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**Trends, Analysis
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Purpose

To excite entrepreneurs, executives and graduate students about immense opportunities in green business.



Everything Everywhere All at Once

By SN Staff

The United Nations would have struggled to convey the latest IPCC’s findings to the world without the help of this 2023 Oscar-winning movie title. Speaking after the release of the latest Intergovernmental Panel on Climate Change (IPCC) report late March 2023, the UN Secretary General Antonio Guterres stressed that the climate time bomb can be diffused only if all the governments, businesses, communities and citizens work in tandem within a strict time frame.

It is not doom’s day yet. It is possible, to use the title of Paul Hawken’s book ‘Drawdown,’ to contain and even reverse global warming in one generation. The latest IPCC report is a how-to guide to defuse the alarming climate crisis. It is, the UN Secretary General calls, “A survival guide for humanity.”

The IPCC report shows how the 1.5-degree limit is achievable. “But it will take a quantum leap in climate action.” The report is a clarion call to massively fast-track climate efforts by every country and every sector and on a timeframe. He said, “In short, our world needs climate action on all fronts — everything, everywhere, all at once.”

At the recent G20 summit, the Mr. Guterres proposed a ‘Climate Solidarity Pact’ in which all big emitters make extra efforts to cut emissions, and wealthier countries mobilize financial and technical resources to support emerging economies in a common effort to keep 1.5 degrees alive.”

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Today's IPCC report is a how-to guide to defuse the climate time-bomb

#IPCC

#ClimateReport



U.S. Mission Photo by Eric Bridiers

The Secretary General called on CEOs of all oil and gas companies to be part of the solution.

Safeguard Vulnerable Communities

Mr. Guterres emphasized that, "We must also speed-up efforts to deliver climate

justice to those on the frontlines of many crises – none of them they caused." We can do this by:

Watch - <https://www.youtube.com/watch?v=bulhsb4IZFQ>

"Today, I am presenting a plan to super-charge efforts to achieve this Climate Solidarity Pact through an all-hands-on-deck Acceleration Agenda. It starts with parties immediately hitting the fast-forward button on their net zero deadlines to get to global net zero by 2050.

Bold Action Plan

- No new coal and phase out coal by 2030 in OECD countries, and by 2040 in all other countries.
- End all international public and private funding of coal.
- Ensure net zero electricity generation by 2035 for all developed countries and 2040 for the rest of the world.
- Cease all licensing or funding of new oil and gas – consistent with the findings of the International Energy Agency.
- Stop any expansion of existing oil and gas reserves.
- Shift subsidies from fossil fuels to a just energy transition.
- Establish a global phase down of existing oil and gas production compatible with the 2050 global net zero target.

- Safeguarding the most vulnerable communities and scaling up finance and capacities for adaptation and loss and damage.
- Promoting reforms to ensure Multilateral Development Banks provide more grants and concessional loans and fully mobilize private finance.
- Delivering on the financial commitments made in Copenhagen, Paris and Glasgow.
- Replenishing the Green Climate Fund this year and developing a roadmap to double adaptation finance before 2025.
- Protecting everyone with early warning systems against natural disasters in four years.

"The longer we wait on any of these crucial issues, the harder it will become. Partial pledges won't cut it," he warned.

The UN chief ended his post-report speech on an optimistic note. "We have never been better equipped to solve the climate challenge – but we must move into warp speed climate action now. We don't have a moment to lose."

<https://bit.ly/3zzqe3K>

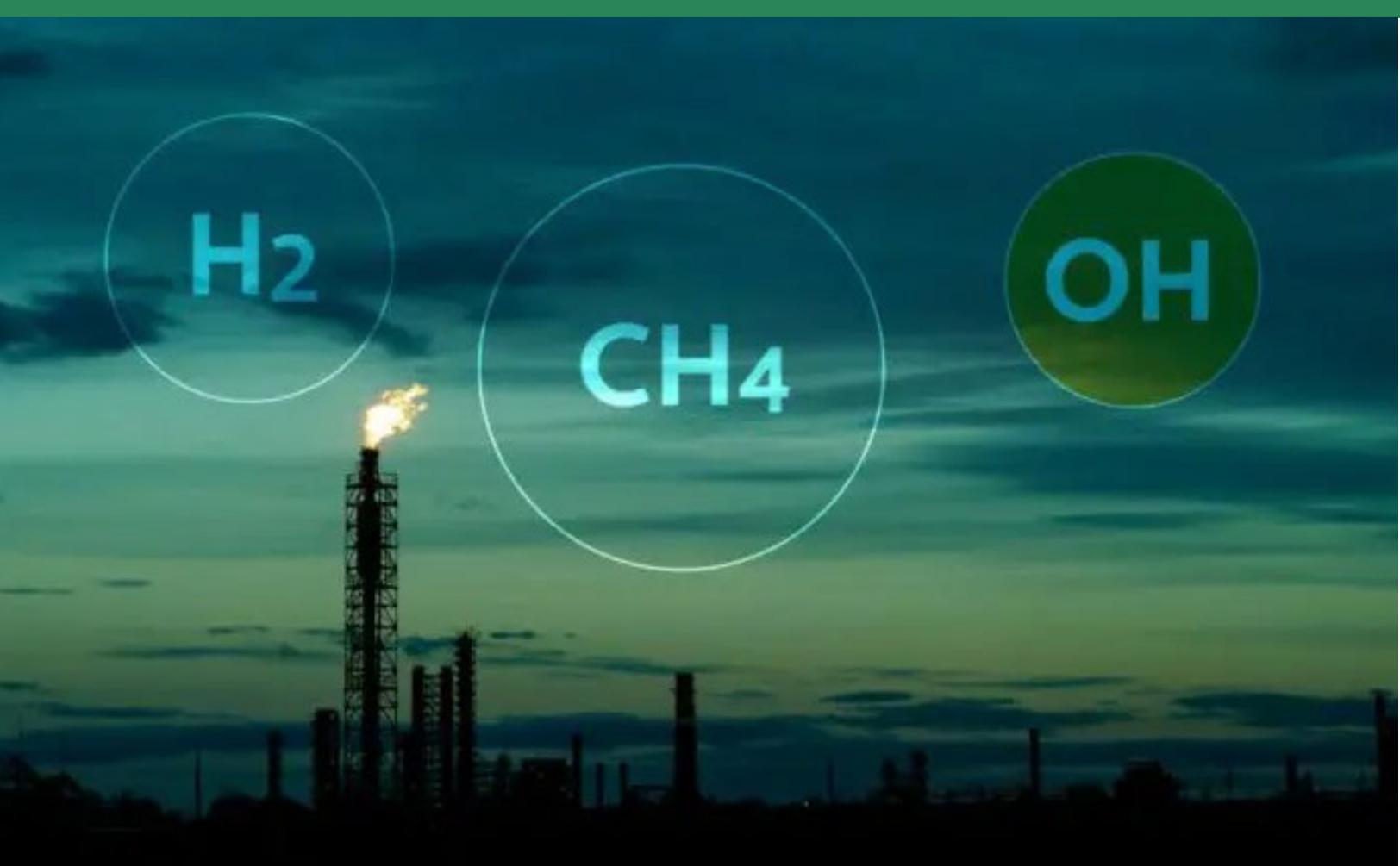


Image source - <https://bit.ly/41aqAJY>

Hydrogen More Harmful Than Fossil Fuels

By Ram Ramprasad

When the world is going gung-ho about the possibility of hydrogen in green transition, new research shows it could be more harmful than fossil fuels as it releases more methane into the atmosphere.

Hydrogen is now touted as a transition fuel to decarbonize economies. It is now being increasingly used in heavy industry, power and utility generation, and being explored for all types of mobility operations such as automobiles, trains, ships, and planes. It's global demand is expected to grow sixfold by 2050. Some countries even dream of building a hydrogen economy.

The Government of India recently signed a \$2.4 billion subsidy package to turn companies

into producers, consumers, and exporters of hydrogen gas. The Ambani and Adani Group certainly want to capitalize on the ambitious plans of the government to transition to hydrogen as a cleaner fuel.

While replacing fossil fuels with hydrogen is certainly laudable, we need to hit the pause button and ask ourselves some serious questions based on new research findings from Princeton University and National Oceanic & Atmospheric Association based in USA. Their



Image source - Construction Week India

findings suggest that a chemical reaction in the lower atmosphere could restrict the potential of hydrogen as a clean fuel. This is because the hydroxyl radical (OH) is generated in limited quantities each day into the atmosphere.

OH is like a detergent in the atmosphere and helps break down methane in the atmosphere, therefore, a spike in hydrogen emissions means more OH would be used up to breakdown the hydrogen – as a result the low levels of OH can exacerbate the accumulation of methane – increased concentrations of methane further contribute to global warming.

See link – <https://bit.ly/3UpC7CI>

Essentially, a loose or a leakage-based hydrogen economy could be equal to or worse than a fossil fuel-based economy. India needs

to rethink its hydrogen strategy by asking the following key questions:

- What will be the leakage rate of hydrogen in its production, transport, and end-use regardless of whether it is grey, blue, or green hydrogen. Safe transportation of hydrogen requires massive investments in infrastructure such as plastic pipelines with special coating. Steel pipelines require special modifications. Hydrogen causes metals to go brittle, molecules being very small can easily escape if proper standards are not established. High investments in strong structures, continual maintenance, and compressing the gas are challenging considerations that need careful deliberation.

- How does hydrogen fit into a more diversified and potentially resilient energy strategy of India.? Will the production of green hydrogen place a heavy demand on freshwater resources? Hydrogen fuel cells require platinum and iridium, these are precious resources in limited supply, and with increasing demand for hydrogen to what extent will their prices rise?
 - Why has the share of nuclear power (3%) remained constant in India since 1998. This is despite the availability of fourth generation nuclear technology that is much safer. These small nuclear reactors need a few acres of land, power thousands of homes, and can make our villages smart while offering employment to several hundred people.
 - India within the scope of a diversified energy (and a potentially decentralized) strategy must explore organic/flexible photovoltaics, bladeless wind turbines that can be installed on any home or apartment and produces more power than solar while occupying 1/10th of the roof space. Is India exploring the scientific advances in materials technology that can significantly minimize the use of air conditioners? These technologies exist in new types of paint, glass, and geothermal panels. What are the obstacles to consumer adoption?
 - What is the cost of producing and delivering one unit of hydrogen versus other forms of energy? Cost should include the entire infrastructure to build and transport the hydrogen.
 - Which form of renewable, or carbon free energy is best for climate, society, environment and overall economic development ?
 - To what extent is India investing in studying the scientific advancements on how biology and microbes are being harnessed to generate electricity, build new types of battery technology, etc.?
- An integrated renewable energy strategy should be highly diversified, decentralized, rely less on brute force technologies, must use less resources, and above all is good for the planet and human health. We need to pause and ask ourselves some serious questions on creating the new hydrogen economy in India. Diversification and decentralization should be the hallmarks of a new energy strategy for India.



Ram Ramprasad worked as a Global Marketing Director for a Fortune 100 company in the USA. He has authored two books and publishes articles in reputed magazines, including SustainabilityNext. He has graduated from Madras University and Yale University, USA.



Image source - <https://www.york.ac.uk/yes/events/2020/environmental-research-in-post-covid-19-world/>

Most S&P 500 Companies are Disclosing ESG Board Governance Approach

By SN Staff

Almost all companies today are certain that there is no option but to proactively declare their complete Environment, Social and Governance (ESG) impact. More importantly, they also realize that they should declare how their boards approach governance frameworks. And diversity, equity and inclusion (DEI) are moving from good-to-have to becoming strategic as managing talent takes primacy.

Maureen Bujno and Kristen Sullivan of Deloitte & Touche list the above as the most significant ESG trends in their March 26 post on the Harvard Law School Forum on Corporate Governance site. Excerpts from the post:

ESG nondisclosure nears extinction – Based on Deloitte’s proxy research of S&P 500 companies,

only 3% of companies did not disclose information about their overall ESG board governance approach in 2022, down sharply from 14% in 2021 and 28% in 2020 (figure 1). This likely is due to the continued maturation of ESG frameworks and capabilities, coupled with the anticipation of pending SEC rulemaking.



Image source - India Briefing

Trends in primary committee oversight of ESG

– The nominating and governance committee remained the most common choice for sole or primary oversight of ESG at 63% of reporting companies, up from 53% last year. Fifteen percent of companies placed primary responsibility for ESG on a dedicated ESG/sustainability committee, similar to the 13% in 2021.

Multicommittee/board ESG frameworks on the rise

– In prior years, Deloitte’s proxy research focused on the primary committee overseeing ESG. This past year has been marked by significant enhancements in the depth and detail around ESG proxy disclosures and related governance frameworks. Based on our research of S&P 500 proxies, 51% of companies reported that either the full board combined with a committee(s) or multiple committees have responsibility for overseeing aspects of ESG activities.

This multicommittee approach reflects a growing recognition that the complexities of ESG often overlap with numerous committees and that their responsibilities may best be addressed accordingly.

As an example, the proposed SEC rule on climate risk disclosure is significant to audit committees given the direct connection to financial reporting, but the considerations encompass a broader range of topics. Measures such as decarbonization targets can have an impact enterprise-wide across strategy, finance, talent, governance, operations, risk, and compliance. Similarly, when defining the “S”—Social—in ESG, many companies note their goals regarding diversity, equity, and inclusion (DEI) initiatives. While DEI could be framed as a talent or culture matter, for many companies, it is a strategic objective—

the talent pool needed to achieve a long-term strategic goal—and it also could be framed as a key imperative of human capital disclosures, or even considered a governance matter about board diversity. This reinforces the importance of management and the board transparently articulating how the elements of ESG are defined for the organization from a strategic and value creation perspective.

Questions for Audit Committees to Consider

1. Have management and the board agreed on what ESG means for the organization?
2. How is ESG defined and how is the board's governance structure aligned around ESG from a strategic perspective?
3. Is there a clear division of responsibilities among the board and its committees regarding the various components of ESG?
4. What framework is in place for coordinating ESG activities across geographies and business units and avoiding the siloing of potential topics?
5. If a single committee currently is charged with overseeing ESG, will it be able to handle the wide-reaching complexities of ESG components and disclosures as reporting transitions from voluntary to mandatory?
6. How often are ESG topics on the agenda of the appropriate board committee(s), and what level of information is being presented?
7. Is the company prepared to disclose the oversight structure for climate risks?
8. Who on the board has experience in climate risk matters? Is the audit committee equipped to review climate risk and other ESG disclosures effectively?
9. Does management's presentation and reporting of ESG-related information meet the board's and audit committee's requirements to understand the company's related risks and opportunities?
10. To what extent is the finance organization involved in building and strengthening the control environment for climate disclosures?
11. What adjustments, if any, will be needed to align greenhouse gas emissions reporting and other reporting with the 10-K?

See full report here <https://bit.ly/436R51a>



Biocon Improves its Sustainability Rating

Biocon Ltd, an innovation-led, fully integrated global biopharmaceuticals company, has announced that it has been awarded a silver medal by EcoVadis, seen as the world’s most trusted provider of business sustainability ratings, for its continued commitment to improving sustainability across business operations.

By SN Staff

The Silver medal puts Biocon in the top 25% of the 40,000 companies assessed by EcoVadis in 2022. Biocon, including Biocon Biologics, received a score of 66 on EcoVadis’ 2022 scorecard, putting it in 89th percentile, which, it says, is a significant improvement from the 2021 score of 52 that placed the company in 62nd percentile in 2021. Biocon improved its score in all the four EcoVadis themes – Environment (70), Labor & Human Rights (70), Ethics (60) and Sustainable Procurement (60) for the year 2022. Among these, the highest improvement came in Environment and Sustainable Procurement scores.

Kiran Mazumdar-Shaw, Executive Chairperson, Biocon and Biocon Biologics, said: “The Silver Medal from EcoVadis highlights Biocon’s continuous progress and commitment towards excellence in Environmental, Social and Governance (ESG) practices. ESG is at the core of our business purpose and responsibility. As a company committed to achieving sustainable growth with positive social and

environmental impacts, we are continually adopting global best practices to drive positive change by demonstrating conscious capitalism, environmental stewardship, talent diversity and globally benchmarked standards of governance.”

EcoVadis’ methodology is built on international sustainability standards, including the Global Reporting Initiative, the United Nations Global Compact, and ISO 26000.

EcoVadis theme	2022 Score	2021 Score
Environment	70	50
Labor & Human Rights	70	60
Ethics	60	50
Sustainable Procurement	60	40
Score	66	52
Percentile	89th	62nd

EcoVadis reports on the sustainable business practices of 100,000+ companies. Validated by a global team of experts, EcoVadis’ evidence-based ratings are adapted to more than 200 industry categories, 175 countries,

and companies of all sizes. Its scorecards provide benchmarks, insights, and a guided improvement journey for environmental, social, and ethical practices.

Biocon Limited, publicly listed in 2004, provides affordable access to complex therapies for chronic conditions like diabetes, cancer and autoimmune. It has developed and commercialized novel biologics, biosimilars, and complex small molecule APIs in India and several key global markets as well as Generic Formulations in the US and Europe. It has a pipeline of promising novel assets in immunotherapy under development.

Biocon Biologics Ltd. (BBL), a subsidiary of Biocon Ltd., is a unique, fully integrated, global biosimilars company. It is leveraging cutting-edge science, innovative tech platforms, global

scale manufacturing capabilities and world class quality systems to lower costs of biological therapeutics while improving healthcare outcomes.

BBL acquired the global biosimilars business of its long-standing partner Viatri, which is a historic milestone in its value creation journey. It has commercialized eight biosimilars in key emerging markets and advanced markets like U.S., EU, Australia, Canada, Japan. The Company has a pipeline of 20 biosimilar assets across diabetology, oncology, immunology, and other non-communicable diseases. It has many 'firsts' to its credit in the biosimilars industry. It has also signed a strategic alliance with Serum Institute Life Sciences for vaccines (subject to certain closing conditions) to address the inequitable access to lifesaving vaccines.

World Earth Day Fest in Bengaluru



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Recommerce is organizing a festival of innovations in eco-friendly products this **World Earth Day on April 22, 2023**. The two-day exhibition promises to be a treat with a range of exciting activities and entertainment. Ecopreneur talks will be a key highlight where industry experts will share their knowledge and insights on sustainability and eco-friendly practices. Get inspired by their stories and learn about the latest innovations that are making a positive impact on the environment.



Image source - freepik.com

10 Top Carbon Credit Startups in India

By SN Staff

The flurry of startups in the last three years in blockchain, artificial intelligence, machine learning, Web3 and a few others, have risen the world's hope of a faster transition to a greener planet. F6S, the largest global startup network with 4.6 million members lists ten such startups in India that will help India's march towards a greener nation.

F6S network works towards creating a global Founders' community by organizing hackathons, accelerators and competitions. It is also a career portal that gives employers access to a large global network of professionals. Excerpts from its recent report:

TRST01 Prevents Green Washing

TRST01, a Hyderabad-based startup, started in 2019, provides a robust technology platform for end-to-end traceability with immutability. This is meant to ensure trust and transparency through the application of decentralized blockchain technology. It says, "It provides a tool for defining a single version of 'truth.'"

Its defined process and methodology on climate action could prevent the dreaded 'green washing' organizations resort to. With this tech, climate action becomes more transparent, making it easier for verification.

Tackling climate change requires a reduction in atmospheric carbon dioxide. These measures include sustainable agriculture practices, afforestation, and time to bridge the gap until farmers benefit financially. Payments for ecosystem services can encourage farmers to adopt more sustainable practices. Evolution Web3 also helps in creating awareness about climate change.

Continuum Research and Development – Affordable Charging Points

The Bengaluru-based startup, started in 2021, offers charging point operations at affordable cost for 4EW, 3EW & 2EW in collaboration with leading Charging Point OEMs.

It is building a large aggregation platform of EV charging infrastructure which includes EV charging points, battery swapping and battery subscription service providers, to benefit the consumers with one stop solutions for all kinds of EV charging needs.

MistEO – Reduce Cost of Climate Change

A climate fintech company, founded in 2019, and based in Thiruvananthapuram, it provides climate change adaptation know-how to private enterprises and governments to reduce the cost of climate change. Its expertise Climate Economics and Actuarial Science is supported by Spatio-Temporal Analytics, Weather Modelling, AI/ML and Blockchain to deliver parametric risk transfer and climate financing products.

It leverages technology and real-time analytics to accurately price risk and create new insurance products in agriculture and animal husbandry. Its platform automates the claim settlement process using historical, observed and forecasted weather data to track breaches of pre-defined contract conditions.

OffsetFarm – Finance for Climate Action Projects

Delhi-based OffsetFarm, founded in 2021, is a blockchain platform that catalyzes finance towards climate action projects. Through smart contracts, it makes investing in carbon offset

projects, smooth and easy for retail investors. It generates SPROUT tokens for projects that have been certified by a recognized carbon standard. SPROUTs yield OFFSET tokens, over a project's life, and are linked to the issuance of real carbon offsets.

One OFFSET token represents 1 ton of CO2 equivalent reduced or removed. This token combination enables investing in SPROUTS in lower denominations and while retaining its ownership, be able to sell the OFFSETs to willing off setters.

Several climate action projects fail to take off due to lack of initial investments, and with no clarity on the carbon price. Moreover, double counting of offsets discourages market participants.

Farmex Agritech – Builds Portfolio Through Data Intelligence

Founded in 2022, based in Delhi, Farmex Agritech is a platform building, managing, and assisting farmer portfolios through digital technology and data intelligence. Its innovation is based on the syndication of data from agronomy, soil, farm, farmer, industry to generate precise, best fit, best practice recommendations for farmers. Each recommendation is coupled with information (what to do) and product (what to buy/use as Agri inputs), disseminated to farmers directly via WhatsApp/SMS/IVRS and indirectly via a Mobile App used by a network of decentralized trained agents.

Smallholder farmers are using this platform to connect all the dots in an agriculture value chain – advisory, markets and finance. The platform allows a complex farming ecosystem to be filtered into piecemeal steps (via recommendations) for use by farmers.

Farmex is a result of a decade-long work by the founders of eKutir. eKutir is India's first Certified B Corp. It has led the way in developing data-driven, networked technologies to solve complex societal challenges. The firm is known for co-designing solutions with isolated and marginalized communities, primarily focusing on farmers.

eKutir's inclusive digital business has impacted farmers across 10 Countries. The founders of eKutir are Ashoka fellows and Social Impact fellows.

Over the years, eKutir has received several awards, namely: (i) Grand Challenges India (circa 2014-16), which was co-sponsored by the Gates Foundation and Government of India, Facebook Innovation Award (2015), MIT Inclusive Innovation Award (2016). It was shortlisted by Microsoft as part of Social Impact Accelerator in 2020. It is a recipient of the Indo-US Entrepreneur (TiE) Transformative Social Enterprise of the Year award in 2021.

Organic Ledger – Brings Trust in Organic

Founded in 2021 in Gurugram, The mistrust of sustainable and healthy Organic products is a huge problem and hence the reluctance of the buyers to pay premium pricing for products they can't trust. Consumers are confused about the term 'organic,' even though it is one of the industry's most regulated food labels. The Innovative tech of blockchain and IoT helps track every aspect of the organic product from its birth to its shelf. Customers and other stakeholders can scan the QR code on the pack and retrieve the database of its certifications and provenance to gain full confidence before buying the product.

Organic Ledger envisages maximizing per acre value and makes every farmer traceable

thereby helping create a market for verified agro produce. The farmer and producer need the market linkage for their good quality products. The firm helps create harmony and synchronization between cross-platform and stakeholder leverage.

Green Pool – Carpooling Platform

Founded in 2015 in Chennai, is a SaaS-based Enterprise Carpooling platform.

Greenpool design philosophy is built on the solutions to critical problems facing carpoolers. It offers dynamic ride matching algorithm with user friendly features to Request/Offer rides, Search/select matches and settle money for the rides seamlessly. Its innovative on-boarding processes helps improve the trust factor among the users.

Its innovative SaaS Based Enterprise Carpooling platform can be set-up in a few minutes on a self-service platform. It provides a powerful dashboard to review, download the Carbon Foot-print Data, Fuel Import Saved, Total Shared Distance, Number of users carpooled, among other features.

Myplan8 – Measure Personal Impact

Founded in Mumbai in 2022, it assists individuals to have a holistic view of their environmental impact. It is an app that revolutionizes the way we create a positive environmental impact. Its innovative and proprietary technology is said to be effortlessly bridging the gap between people and opportunities to do good for the environment.

A survey done in 2022 stated that 90% of people want to contribute to addressing climate change. But there's a problem in a world that's going through digitalization and moving online. This sector is still catching up and trying to figure out a holistic solution

to engage this modern generation with a modern solution.

It has several tools to manage health, fitness, finances, and other aspects of living a simple and sustainable life. Myplan8 app with proprietary technology is filling this void and assisting individuals with a holistic view of tracking, reducing, and offsetting their carbon footprints effortlessly.

It's 'Green score' automatically calculates users' environmental impact based on their purchase or behavioral information. It allows users to create a flexible impact creation portfolio.

Real Forest – Monetize Carbon Credit

Founded in Bengaluru in 2020, Real Forest app is an agroforestry based social networking app, that digitizes the agro forest (Crypto Tree Carbon sequestration data) of farmers and landowners, by accessing the basic tree farming and forestry Co2e data digitally through mobile AI technology.

It helps farmers digitize their trees. It helps them have precise data on their trees' health. It also helps with trading forest products with green initiators digitally through Carbon Credits DeFi system on a Crypto platform. It grants access of forest tree Carbon Credits to tree owners and connects them to financial institutions and carbon utilization industries.

Igloopupa – Connects Guests and Hosts for Sustainable Travel

Founded in 2018, the firm aspires to democratize sustainable travel by connecting guests and hosts on a web platform. It aggregates the two on an online platform for sustainable vacation rentals.



Aparna Vinod, Founder and CEO, Igloopupa

Igloopupa has devised a proprietary Sustainability Index calculation Method [SIM] which is one of its kind, qualifies and grades vacation rentals to onboard on its platform. It evaluates vacation rentals based on SIM before it is listed on its platform. It also grades vacation rentals in 5 levels. It creates and segregates podcasts based on tourist destinations and sustainable travel. It intends to create awareness among travelers about the impact of their choices on the planet.

Founder **Aparna Vinod** is also the CEO, and an advocate of environment-friendly sustainable lifestyle.





How HR, L&D Leaders are Key to Achieving Net Zero Goals

Image source - <https://bit.ly/41eIZFm>

By Shalmalee Nath

Corporate learning expert Shalmalee Nath explains why it is necessary to upskill every facet of the organization in new green skills to drive sustainable practices. In the light of the recent “final warning” from the United Nations on the need to accelerate the world’s united fight against climate change, Indian business leaders are wondering how best they could contribute.

Fortunately, these sentiments are firmly based in Indian culture anyway. As Commerce Minister **Piyush Goyal** noted, Sustainability is not just a priority on the G20 agenda but a deeply ingrained aspect of Indian culture.

Clearly, as the world’s fifth-largest economy, India’s 7,000-plus publicly listed organizations must take a central role in the global push to achieve Net Zero. The Republic’s leadership will not only guide the entire region toward a more sustainable future but serve as an inspiration for others.

Indian CEOs step up

On this front, it’s heartening to see Indian enterprises from multiple industries pledging to make substantial changes in their carbon behaviour. From Vedanta to Aditya Birla Group,

JSW Group to Adani Transmission, Mahindra & Mahindra to Dalmia Cement, numerous Indian multinationals have declared their commitment to achieving carbon neutrality by 2050. Reliance Industries is targeting an even earlier date of 2035, while Infosys, Bharat Petroleum, and Godrej are **also committing to practical steps towards reducing their carbon footprint.**

In parallel, Indian CEOs are taking their emissions reduction targets seriously, recognizing that their ESG (environmental, social, and governance) credibility will impact their access to capital and will have a growing influence in determining global business opportunities. They are also aware that non-compliance with ESG standards can result in regulatory violations and legal consequences. To tackle the issue of “greenwashing,”

new **laws** have been enacted in India, with regulators planning to gather historical data on emissions. In addition, mandatory **Business Responsibility and Sustainability Reporting** has been mandated for the top 1,000.

Such actions signify a new sense of accountability towards the environment and a sustainable future. It is worth noting that India has been one of the few major countries that has lived up to its commitments under the Paris Agreement, as highlighted by global management consultants **McKinsey**. Nevertheless, there is no room for complacency. The peril posed by **human-induced climate change in Asia** is particularly acute in this part of the globe requiring immediate and practical remedial actions.

HR and L&D leaders may need to step forward to help the C-Suite.

The challenges of green transformation

Despite the importance of green ways of working, the transition is not a simple process as it requires not only changes in a company's operations but also in the mindset of its employees.

In fact, it's the latter who must be at the forefront of such a transformation. To empower them and manage risks and leverage new opportunities presented by more environmentally conscious ways of working, companies must take immediate and comprehensive action.

Such action requires a focus on two key aspects of people transformation: capability and culture, which will be pivotal in driving the necessary change. Reassuringly, we know how to do that, as HR and L&D leaders played a critical role in ensuring that employees

managed recent **pandemic-inspired digital transformation**.

What is needed is a similar move to inculcate the right capabilities and knowledge to embrace sustainability and demonstrate the appropriate attitudes and behaviours to promote sustainable practices. As a result, the HR team has become a critical partner in driving sustainable practices and cultural change throughout the organization, working collaboratively with senior leadership.

This agenda has garnered support from influential Indian and global brand customers. For instance, HCLTech, a prominent Indian technology company, has **announced** the launch of the HCLTech Sustainability School and its first-ever comprehensive climate literacy learning series. This series aims to promote awareness of climate change's impact among HCLTech's 220,000+ employees.

We see great room for optimism here, despite the headlines inspired by the UN's urgent warning. As more Indian companies pledge to become carbon neutral and embrace sustainability, heads of HR, L&D, and Culture will become highly effective partners to the CEO. By working collaboratively with senior leadership, HR and L&D leaders can support their organizations in becoming leaders in sustainability—both in India and globally.



*The author is the APAC Head of **The Climate School**, the learning arm of global insurer **AXA Climate***

Learnings from Running The Climate School

Antoine Poincare, Head of Training at AXA Climate Change



I work for The Climate School, the sustainability awareness training arm of European insurer AXA Climate, working with 100+ clients including Unilever, Schneider Electric, Accor, HCL Technology, Capgemini, BNP Paribas, Orange ING, Heineken and others.

We operate in Europe (France, UK, Germany) and Asia (India, Singapore, Australia) and aim for global coverage. Our two challenges are to have more people complete the training internally in user organizations, and expand the scope of topics we cover. We're doing that by releasing a course every two months. The next courses are on Adapting to Climate Change; How to have a biodiversity strategy, and the Impact of Sustainable Transition on procurement manager's job role, for instance.

A major learning over the past few years on the green issue is that companies are good at training employees to what's specific to their industry, but there is a lot of that work that can be standardized. An external provider can do that better, and The Climate School was built on this concept of helping organizations cover the 80% standard elements (sustainable culture, impact on economies, impact on support function, etc.) so that you can concentrate on the remaining 20%.

Another learning is that the biggest mistake for an organization is to focus on "new jobs" and ignore the greening of existing jobs. Of course, those new green job titles sound intriguing, but it's like the move to digital 10 years ago: some people really are "Virtual Reality Architects," but what is a lot more significant is how much more digital current jobs became (HR, Comms, Facilities Management, etc.). It's the same with sustainability, so we shouldn't over-obsess on shiny new job descriptions. Focusing on everyone's new green responsibilities, whatever their function, is the best way forward for both Indian and global companies.



image source - <https://bit.ly/3Gxd3UN>

Sterlite Power wins Green Energy Transmission Project

By SN Staff

Sterlite Power, a leading power transmission company in India and Brazil, has been awarded the transmission project for evacuation of power from Renewable Energy Zones in Rajasthan under Phase-III Part G. The project was bid out through tariff-based competitive bidding (TBCB) process. Sterlite Power received the letter of intent from PFC Consulting Limited (a wholly owned subsidiary of Power Finance Corporation), to build the project on BOOT (build, own, operate, transfer) basis, for a period of 35 years.

The entire transmission system forms a critical part of the roadmap released by Ministry of Power in 2022 for integration of over 500 GW RE Capacity to the national grid by 2030. The project will involve construction of a 350km, 765kV transmission corridor from Fatehgarh III to Beawar in Rajasthan. It will enable evacuation of a part of 20 GW of renewable power from Renewable Energy Zones in Fatehgarh (9.1 GW), Bhadla (8 GW) and Ramgarh (2.9 GW) areas of the state.

This is the company's eighteenth transmission project in India. This is the second green energy project for the company and its first in Rajasthan. Recently, Sterlite Power commissioned its first green energy project, at Lakadia called the Vadodara power transmission project in Gujarat. Since its commissioning, the ~300 Km long project is supplying 5,000 MW of reliable and green power from renewable energy-rich state of Gujarat to the national grid.

Sterlite Power has a robust portfolio of 30 completed, sold and under construction projects covering approximately 14,602 circuit kilometers of transmission lines across India and Brazil. The Company has a portfolio of high-performance power conductors, extra-high voltage (EHV) cables and optical ground wires (OPGW).

The Company provides bespoke solutions for the upgrade, uprate, and fiberization of existing transmission infrastructure projects. Advancing the carriage toward a green energy-efficient future, Sterlite Power has an increasing focus on integrating renewable energy into the grid. It is the sponsor of India's first power sector InvIT, listed on the BSE Limited and the National Stock Exchange of India Limited.

<https://www.sterlitepower.com/>



Etsy Offers Global Platform to Indian Handicrafts

By SN Staff

Etsy, the global marketplace for unique and creative goods, has partnered with Samhita Social Ventures. It will onboard artisans from the Samhita Social Ventures' ecosystem onto its global marketplace and opening the opportunity for them to access a wider market for their products. It will help sellers start their online selling journey and run their shops.

Etsy will provide them with digital enablement and training workshops including modules on online selling and entrepreneurship. It will also be granting these sellers a fixed amount of free ad credits and waive off listing fees for a period of time. This partnership will help local products from India in categories such as handloom, weaving, wooden toys, pottery, grass and bamboo products, accessories and more.



Priya Naik, Founder-CEO, Samhita Social Ventures said, this collaboration with Etsy is aimed at enhancing digital literacy and offering improved market linkage channels to

India's artisans. By bridging the gap between traditional handicrafts and modern digital

commerce, we aim to create new opportunities for India's artisans to showcase their unique creations to a global audience and create a more inclusive and sustainable future for the sector. Samhita provides market access and enablement support to more than 25,000 small sellers, weavers and artisans across India.

Founded in 2005 and headquartered in Brooklyn, New York, Etsy has been in India since 2018 and is committed to empowering small businesses and strengthening communities across the country. It operates two-sided online marketplaces that connect millions of passionate and creative buyers and sellers around the world.

Etsy, Inc.'s "House of Brands" portfolio also includes fashion resale marketplace Depop, musical instrument marketplace Reverb, and Brazil-based handmade goods marketplace Elo7. Each Etsy, Inc. marketplace operates independently, while benefiting from shared expertise in product, marketing, technology, and customer support.

BOOKREVIEW

Of Longing and Belonging

By **Richa Chadda**

Life in coastal suburbs runs in a different rhythm to the one inland. Instead of being dictated by a clock or calendar, time follows the routine set by the moods of the sea. What happens when this coastal almanac gets threatened by the clamour for development? **When cities grow to swallow every inch of land, getting under the feet of coastal villagers?** While proximity to the city gives coastal villages access to urban facilities, it also leaves them vulnerable to changes in their environment that do not bode well for their livelihood.

Nandita da Cunha's **Where I Belong – Meera's Village by the Sea** takes readers to a seaside village facing this predicament. Carefree and playful Meera enjoys her childhood surrounded by fisherfolk in her village and her school in the city. But the high-rise building coming up near her village casts a shadow – taking away her happiness. The fish in the sea are 'scared away by the monster building' and Meera's family is struggling to make ends meet. But intrepid Meera comes up with a plan, musters support from her friends and family, and very soon the landscape is transformed, quite literally, bringing back joy in her and her community's lives. How she does this is a story beautifully captured by Nandita's words and Kripa's illustrations. The way Meera inspires young readers to go after what they really want is commendable.

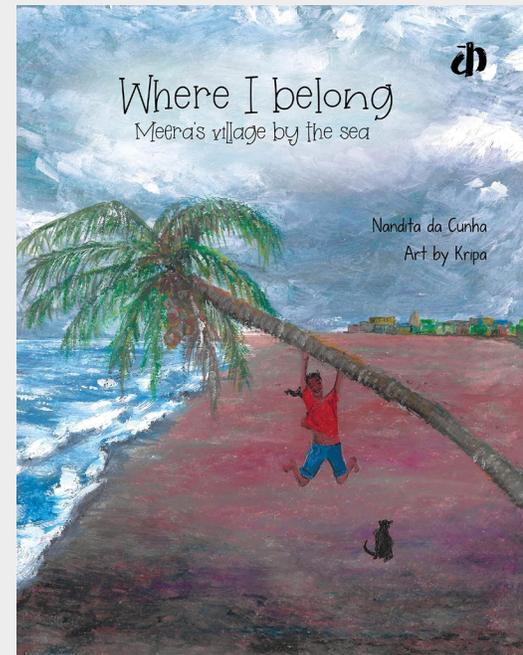
The author has made a sincere effort to make young readers understand lives that are entirely dependent on catch from the sea. She has tried to capture the nuances of the challenges faced by the fisherfolk because of development, such as construction sites leaking black gravel and

go into the sea. The poignant narration leaves ample scope for an artist, and Kripa lives up to the challenge with her vivid illustrations that bring alive the events unfolding in the story with warmth and colour.

Where the story leaves you wanting is in its exploration of viable alternatives to the issues raised by access roads and development. Beautification and tourism have often been touted as a conservation solution, but are they enough to stall development projects? What impact does tourist influx have on the delicate balance of the coastal ecosystem, which is already threatened by all the urban activities around it? It would have been great if the story pondered a bit more on this and the impact of climate change, possibly in the end notes.

Nevertheless, the thought-provoking prompts at the end of the book for children to carry forward their understanding and learn more about their surroundings is a great value addition and make this book a good pick for your picture book collection.

After working in the software industry for over a decade, Richa Chadda decided to chase her dream of working with children and books. From setting up successful libraries to organising literary events, she has, since then, done it all.





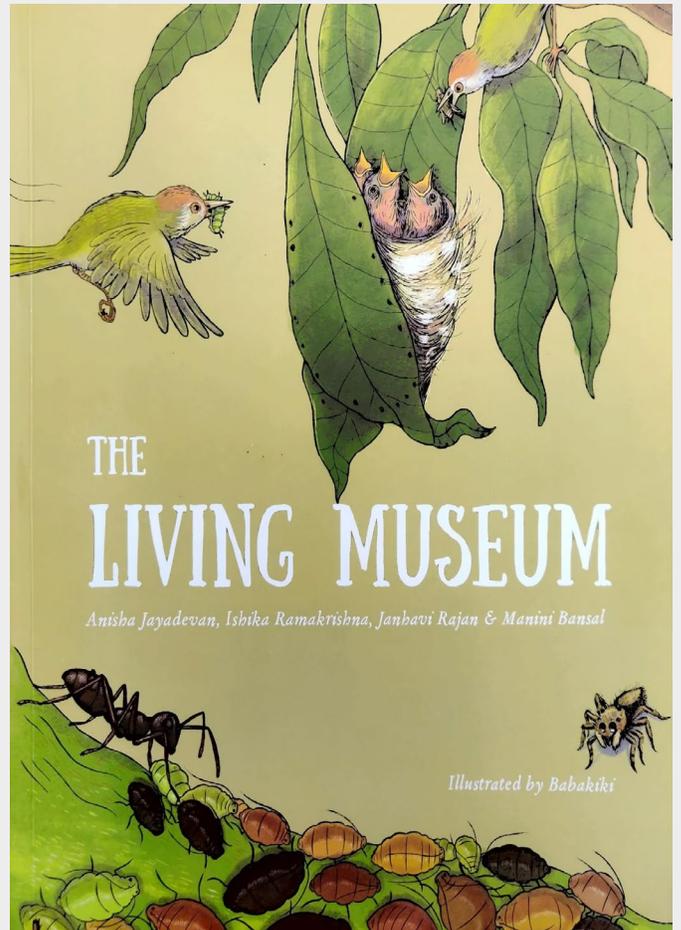
Nature's Museum

By **Sangeetha Menon**

How often do we stop to look at our natural environment? Notice the trees on our way to work, a kite gliding through the sky or a moth fluttering outside the window? An ode to natural life within the cityscape, *The Living Museum* brings alive the drama and mystery within our everyday surroundings.

Narrated by the quirky museum guide, *The Hunter* a.k.a the Jumping Spider, the book takes us on an informative tour of natural life teeming around us. Divided into eight sections, it begins with a trip in and around our homes, where we are introduced to our guide as well as creatures like the Leaf Roller a.k.a the Giant Redeye, the Meditative Predator a.k.a the Praying Mantis and the Puppeteer a.k.a the Mud-dauber Wasp. Although this naming convention may make it fun for readers to navigate the text and retain information, one wonders if it's somewhat limiting and confusing to use such monikers for multi-faceted creatures, especially when the text often touches upon a variety of information about them.

From the home, the book moves outdoors, into gardens which are ecosystems of their own with busy hives of honey bees, moss growing in corners, and an Asian koel stealing a crow's nest. Gradually, it proceeds to streets, where we are introduced to nature's graffiti – lichen, black kites and pongam. Finally, we have a look at the forces that come alive at night: glow worms, fireflies, flying foxes, and owls! However, our tour doesn't end here, as we are taken through the ever-changing



climate of our natural environment and how co-existence is becoming even more relevant today. Towards the end of the book, you will find suggested citizen science platforms which children can join to learn more about nature, while contributing to its preservation. Thus, offering simple and actionable steps to encourage conservation.

Lucidly written by Anisha Jayadevan and Ishika Ramakrishna, *The Living Museum* encourages curiosity with a sense of wonder. The authors try to make the text as engaging and interactive as possible with playful notes like 'Don't be



a nosy neighbour! Keep your distance and observe keenly...' and fun facts. However, with so much information, the text can get slightly heavy, especially for younger children.

Bold and vibrant illustrations by Babakiki are a perfect visual aid to the content. They make the text easier to comprehend and prevent it from appearing text-bookish at times. My personal favourites are the images of the honey-bees and giant milkweed.

The Living Museum serves as an introductory guidebook about nature in an urban space for children. From spiders and crows to blue peas and peepal, it covers a variety of flora and fauna found in urban places. While it's impossible to cover everything, one wonders why some seemingly obvious choices such as the cockroach, the house lizard, the gulmohar and the palash were left out, even though the book features different varieties of wasp,

caterpillar, jumping spider and bees among others. Considering the ease with which these can be seen, they may have encouraged readers to explore more. Given the call to action at the end, the authors could also have considered turning this book into an illustrated field guide.

With its striking illustrations and chatty text, The Living Museum would make for a wonderful supplementary reader for Environmental Science classes in schools, making the subject more accessible and fun. One could also use it for a scavenger hunt, where children try to find as many of the flora and fauna mentioned in the book. So, pick up a copy and let the jumping spider take you through the natural wonders that surround you.

Sangeetha Menon a.k.a. 'The Moody Marshmallow' is a writer, editor and podcaster. She works in children's publishing.

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Design

H.S. Ganesh Keerthi

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