

AMNI

2020-21

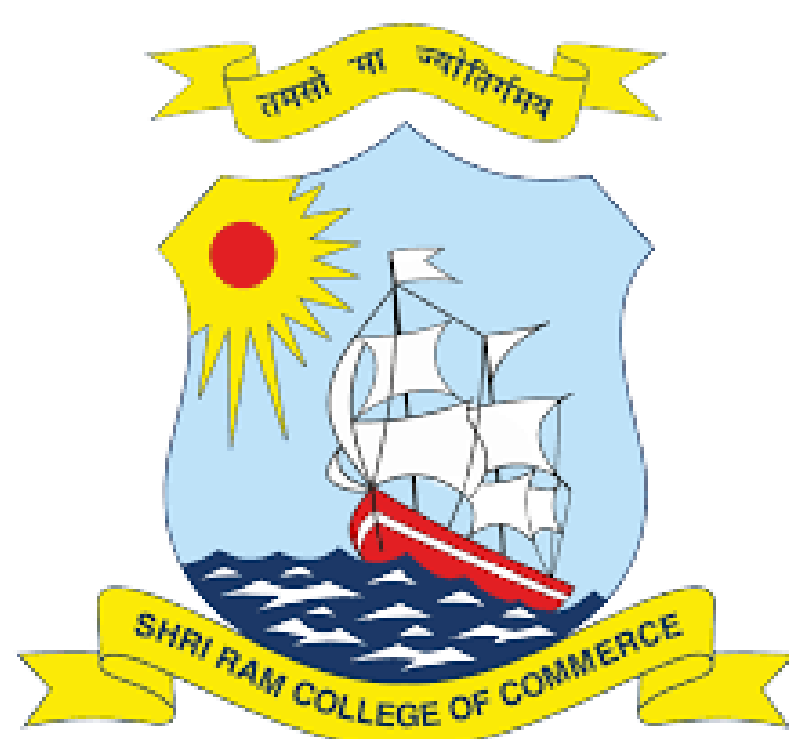


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Principal's Message



'The only way forward, if we are going to improve the quality of the environment, is to get everybody involved'

– Richard Rogers

It's a matter of great pleasure that the Centre for Green Initiatives has released yet another edition of its annual magazine 'Avni'. The initiative will contribute towards establishing greater awareness regarding a greener environment.

We are a part of a larger environment and we need to take its utmost care for our own well-being and the well-being of all other creatures on this planet. CGI is consistently working in this direction by addressing various environmental concerns, spreading awareness, and looking towards more sustainable and conscious decisions and actions.

The annual publication of this magazine gives strength to the cell's vision and mobilizes the efforts of various stakeholders towards building a better planet. I acknowledge their efforts and congratulate the entire CGI team for the successful completion of the magazine.

**Prof. Simirit Kaur
Principal
Shri Ram College Of Commerce**

Convenor's Message



'Environment is no one's property to destroy; it's everyone's responsibility to protect'

– Mohith Agadi

It fills my heart with immense pleasure to announce that the Centre for Green Initiatives is back with the latest edition of its annual magazine 'Avni'. As the world continues to battle the menace of an unprecedented pandemic, the need for following environmental ethics has become more important than ever. The Centre for Green Initiatives, through its activities, aims at encompassing a sense of responsibility towards the environment as a component of holistic growth of the students. This magazine aims to kindle the imagination of our students, bringing out the latent talent in them. This magazine puts forth the perfect amalgamation of creativity, research and environmental concerns, which I hope will help the readers develop empathy towards the environment.

The time and effort that has gone into the creation of this magazine is bearing fruit in the form of growing recognition and awareness about environmental issues. I am glad to see that CGI is able to create a real difference through the voices presented in 'Avni'. I congratulate the entire CGI team on the publication of this magazine and look forward to taking CGI to new heights in the coming years!

Dr. Rachna Jawa

Convenor

Centre For Green Initiatives

ABOUT CGI

About CGI

The Centre for Green Initiatives is a proactive institution concerned with the conservation of the environment. It functions with a noble aim of creating awareness and taking tangible steps towards preserving nature. Since its formation, the Centre has been working tirelessly to promote environmental responsibility at an individual as well as a community level.

Aims and Objectives

- ★ Undertaking extensive research and conducting surveys on various environmental related issues prevalent in the society, understanding their causes, their possible impacts and remedial measures.
- ★ Conducting seminars, workshops, and campaigns to sensitize people about environmental issues pertaining in the society.
- ★ Spreading awareness and sensitizing people about the need for protection of the environment to create a sustainable and healthy future.
- ★ Undertaking technological set-ups aimed to create an environmentally and economically strong impact.
- ★ Reaching out to various organizations to create long-term partnerships and amplify singular voices in order to increase reach and have a wider and deeper impact.
- ★ Initiating and facilitating collaboration with various organizations working extensively in various environment-friendly fields such as waste management, water conservation, energy practices etc.

About CGI

- ★ **Setting up the latest technology (example: Solar panels, water harvesting plants, composting pits, etc.) meant for maximizing environmental impact.**

The Centre for Green Initiatives has been working tirelessly for many years to create a real impact and preserve the environment. All the students, teachers, and non-teaching staff associated with the institution are passionate thinkers who have a real interest in making the world a better place. The Centre for Green Initiatives hopes to continue its noble work and amass more Green Warriors to carry on its work and legacy.

OUR INITIATIVES

SOLID WASTE MANAGEMENT

The Centre for Green Initiatives is committed to make SRCC a 'No Open Waste' (NOW) campus. The cell has been very active in establishing an efficient solid waste management system wherein the waste is easily collected, segregated, composted, and recycled.



The biodegradable waste is converted into manure to be used in college to maintain its green environment. The non-biodegradable waste is sent for recycling or handed over to proper agencies for its proper use and disposal. Color coded dustbins are put across the campus to ensure proper segregation of waste at the source itself. The cell has an ongoing collaboration with an NGO named 'Greenobin', to which all the paper collected within the college campus is sold.

WATER CONSERVATION

The Centre for Green Initiatives has been creating awareness for water conservation in the campus and has taken various initiatives to save and reuse water.

The college has a rainwater harvesting system in place within the college premises.

The drinking water that is used undergoes RO cleaning before it is used, and the water that is unfit for consumption is used in the college washrooms to prevent wastage.

RO systems are installed in all the kitchens to treat hard water. The wastewater from RO is used in college gardens and lawns.

The wastewater from ACs is collected and channelized to rain water harvesting pits. RO plants have also been installed in nearby vicinity to ensure clean drinking water to people at large.

CGI has been working consistently in this direction to ensure that the water is conserved and reused for various purposes like maintaining college greenery.

ENERGY CONSERVATION

SRCC is the only campus in Delhi University to have the largest in-house solar plant system set up on the roof of the building itself. This entire project is fully funded by Tata Power Delhi Distribution Ltd. under a 25 year agreement.



The implementation of this project started in 2019, and at present, 60% of electricity is powered by solar panels and we are trying to reach a cent per cent green energy compliant zone. In the future, we hope to increase this number, and also

add a commercial dimension to the solar power project. All the buildings at SRCC are powered by solar energy ensuring less pollution in the environment and less electricity bills. The lights across the campus are timed which automatically switches off after 6 pm to ensure that the energy is not wasted.



BOTANICAL AND HERBAL GARDENS

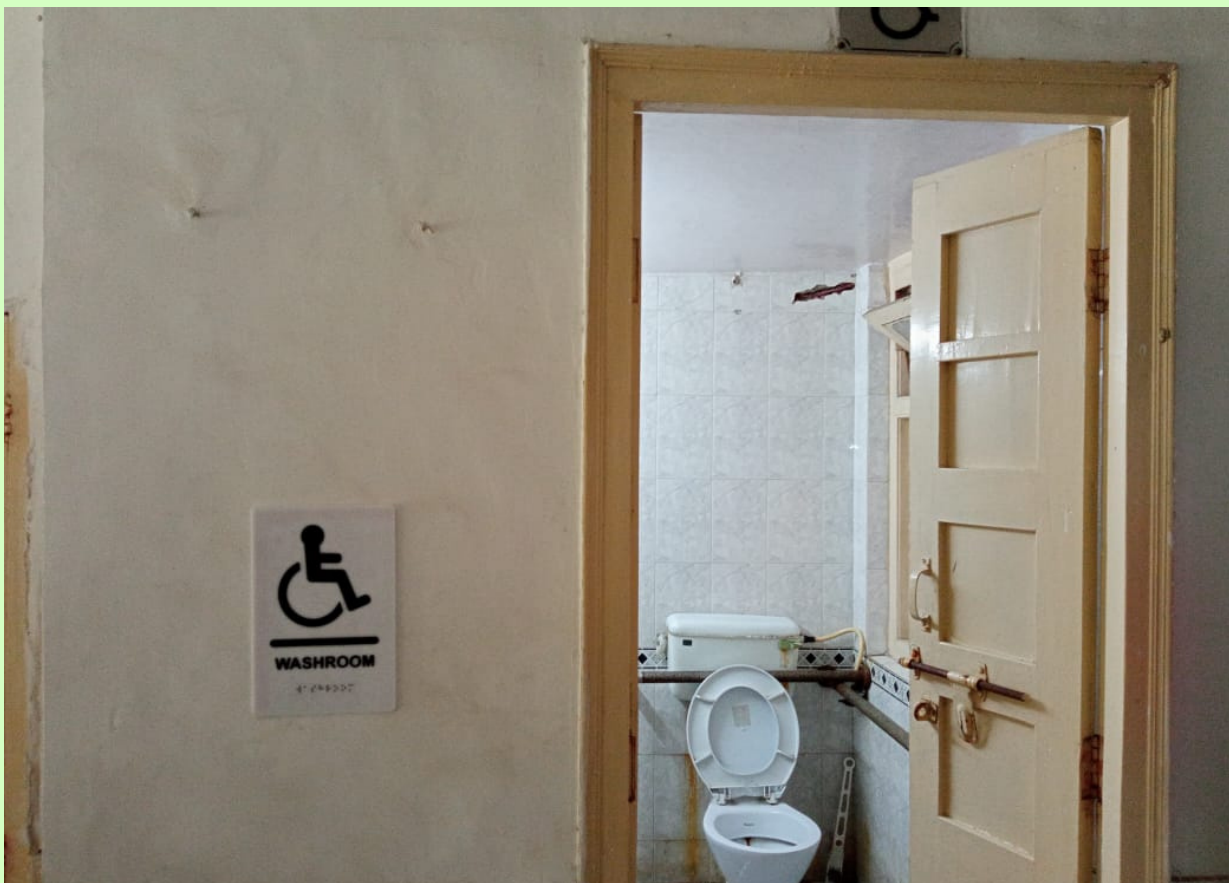
The Centre for Green Initiatives has been playing an active role in maintaining the greenery and flora in the campus. The gardens and lawns in the college premises have a vivid variety of flowers, providing enthusiastic and aesthetic vibes across the campus. The flora and green cover are regularly looked after to ensure fresh oxygen in the campus. Additionally,



The plants are labelled to ensure that the students can recognize the flowers and learn about them which helps to bring them closer to nature. The plants across the campus have been carefully selected keeping in mind medicinal properties as well as aesthetics. The plants planted include Paan, Moringa, Basil, Llong tulsi, Adusa, Tulsi, Aloe Vera, Curry Leaf, Kapoor Tulsi, Stevia, Harsingar, Miswak, Lemon grass, Ajjwain, Rosematy, Geloi, Elaichi, Dal cheeni and other spices too.

Our Initiatives

MAKING OUR CAMPUS DISABLED FRIENDLY



The Centre for Green Initiatives has done its best to ensure that the campus is disabled-friendly to provide equal access to education and opportunities to all students.

The campus has separate learning resources in the library for specially-abled students. There are a sufficient number of ramps across the campus to facilitate movement through battery operated wheelchairs by these students. There is separate parking for disabled people, along with a saperate washroom and a canteen.

The college has done its best to ensure that every student, regardless of physical or mental handicaps is able to receive world-class education.



ENCOURAGING GREEN PRACTICES

The Centre for Green Initiatives encourages various green practices among faculty, staff, and students in college premises. CGI has been taking an initiative in providing free of cost cycling services to students



and staff for commuting to nearby places. Under the Green Ride Bicycle Sharing Service, a bicycle stand has been constructed in the college campus. The system works on a 4-step approach, and has an app for convenience. It is a simple process, ensuring less pollution in the environment and at the same time, encouraging people to adapt to healthier alternatives. The Centre for Green Initiatives has also established a practice of gifting



small plants to guests invited to the campus. Carpooling is encouraged among students and faculty, to reduce the negative impact of pollution on the environment. CGI is also very

active in conducting plantation drives from time to time, contributing towards a greener and healthier environment.

TATVA 2021

Tatva 2021

The annual fest of Centre for Green initiatives, "**TATVA**", was a commendable event that took place on April 30, 2021. This green fest is a one-of-its-kind initiative to help spread awareness regarding environmental issues.

If all mankind were to disappear, the world would regenerate back to the rich state of equilibrium that existed ten thousand years ago. If insects and animals were to vanish, the environment would collapse into chaos. This festival also celebrates the vivid diversity of environmental efforts and showcases the efforts made by various individuals in the field of environmental care and sustainable development. This year, CGI conducted virtual speaker sessions and various competitions to educate people about the need for environmental conservation.

The speaker session under Tatva 2021 witnessed talks from inspirational speakers who captivated the audience with their anecdotes and experiences. The speakers were Mr. Sanchayan Banarjee, Ms. Sumaira Abdulali, Ms. Sharmila Oswal, Shreegumi Dharman Vijeyen, and Mr. Rakeysh Omprakash Mehra. All experts in their own fields, they related their personal experiences to the general environmental problems and urged all students to take steps at both the individual and the community level, to preserve the environment.

The competitions conducted under Tatva 2021 were 'Leher', 'Urvi', and 'Envio'. "**LEHER**" was a handmade and digital poster making competition, "**ENVIO'21**" was a quiz competition designed to test participants' knowledge of the environment, and "**URVI**" was a treasure hunt competition. The three competitions as well as all the speaker sessions saw great participation and attendance from students, and all in all, Tatva 2021 was a great success.

The team at the Centre for Green Initiatives hopes to continue organising more large-scale events and taking CGI to new heights!

ARTICLES

A SHIELD OVER ECOSYSTEMS

The compound of living creatures, their natural environment, and all of their interrelations in a certain unit of space is referred to as an ecosystem. The ecosystem is a “Bubble of life”. A fresh ecosystem and preventing biotic and abiotic components bring about a healthier globe and people. The ecosystem plays a prime role in the interconnecting food chain, food web, and building ecological pyramids which comprise producers, and primary, secondary, and tertiary consumers. However, as the human population has risen, many ecosystems have been overrun.

The ongoing COVID-19 pandemic resulted in propinquity between humans and animals. This causes deforestation, exploitation, growth in population, change in the habitat of humans, etc. Zoonotic Pathogens can be communicated easily from wildlife to human beings, creating public emergencies. Therefore, it is very important to reinstate the destructed ecosystem. While there is considerable progress in terms of universal response to climate change risks, human behavior must be modified to repair the world's damaged and devastated ecosystems. The room for action in preventing and turning the trends of biodiversity loss and environmental degradation is shrinking by the day. That is why on June 5, the United Nations Decade on Ecosystem Restoration (2021-2030) will be officially

initiated, a decade in which attempts to substantially ramp up the restoration of damaged and devastated ecosystems will be undertaken. It is not possible to renovate the ecosystem overnight but it is necessary to take steps to change our daily practices and measures to put a stop to damaging practices. India is known for its alluring ecosystems, but it must opt for an optimistic path for the next ten years to restore its ecosystem, by paying attention to urbanization, protecting forests, agriculture, and reducing air and water pollution drastically. This benefits both Mother Nature and her people. Efforts to reduce carbon dioxide emissions should be made. Individuals also play an important role and have a responsibility of adopting the following practices: prudent use of water, tree planting, building and implementing greenery, and adapting themselves to the circumstances. Restoration goals should be met by the budding youth, individuals, women workers, and farmers. Let India make peace with Nature.

KARMUKI E

B.Com(Hons)

II Year

SHRI RAM COLLEGE OF COMMERCE

GREEN MARKETING

Green Marketing is the marketing of items that are considered to be environmentally friendly. It covers a wide variety of practices, including product modification, improvements to the manufacturing process, sustainable packaging, and advertisement modification. Examples of green marketing involve promoting the decreased pollution related to the manufacturing process of the product or the use of recycled items for the packaging of the products.

Green marketing includes businesses marketing their goods or services in a way that shows their eco-friendliness. It has become one of the most commonly used marketing strategies due to the deteriorating situation of the environment and the dangerous effects of climate change.

Green marketing is carried out by a mixture of social activities. It starts with an organization that actually implements and practices sustainable business strategies. A company or business organization must confirm that they practice what they are advertising. Authenticity is crucial to green marketing. A company may choose to show how their products are all manufactured from recycled material, or their use of biodegradable packaging. It is also popular to recognize companies that engage in numerous programmes aimed at increasing company-wide recycling, reducing waste management, and promoting community initiatives.

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Green marketing has a lot of benefits. It benefits public health. Consumption of specific green products contributes to the enhancement of public health and hence results in increased societal life expectancy. It is an effort to protect consumer health and the environment through the production, use, and disposal of environment-friendly goods. It enhances society's environmental awareness. Green marketing is viewed as a way of establishing better consumer relations.

Green medicine is an emerging approach. When companies go green, they should also inspire their customers to go green. In addition, companies can interact with their customers through green marketers. It also helps in increasing awareness of environmental and social issues. When any organization participates in a cause, it offers a bigger momentum to a campaign.

Articles

For example, Patagonia donates a portion of its profits to environmental charities and is known to be one of the most reputed outdoor clothing liners in the world. They have a whole section on their website dedicated to environmental and social responsibility.

There are numerous real-life examples of companies practicing green marketing. Unilever, one of the largest global businesses, has various green initiatives and has made a sustainable living strategy an important product to its customers as part of its programmes. The organization is making improvements in order to conserve electricity and water, and reduce waste. Another example is Starbucks, which is working hard to involve its audience on environmental topics.

It uses green materials for the processing, packaging, and distribution of its product to its customers. As a part of its Green Store campaign, the company also aims to minimize waste and use 30% less water and 25% less electricity during its manufacturing processes.

Hence, Green marketing has become an important agenda for many organizations and they are striving towards accepting their environmental and social responsibility in the society. As a result, the causes of sustainable development and environmental protection are garnering more support from the general population, which is a huge step forward in this fight.

-Kasturi Drolia

CLIMATE CHANGE

One of the major fallouts of the coronavirus pandemic is the way the world has sidelined climate change in 2020, a year that recorded several extreme events. When the nationwide lockdown was announced many believed the shutting down of economic activities would bring down the greenhouse gas (GHG) emission. According to the Emission Gap Report 2020 by the United Nations Environment Program, there was a dip in GHG emissions.

The report stated that the pandemic could have resulted in a 7% reduction in carbon dioxide emission in 2020. This amounts to just 0.01°C in global warming by 2050.

Further, according to the State of Global Climate Provisional Report by the World Meteorological Observation (WMO), there were increased levels of carbon dioxide (CO₂), methane (CH₄), and nitrous oxide (N₂O) in 2020.

These are the prime GHGs that cause global warming. N₂O also seems to be becoming the next big concern in terms of increasing concentration in the atmosphere and global warming potential. Human emission of N₂O is 300 times more potent than carbon dioxide (which has increased by 30% between 1980 and 2016), according to the research paper published in Nature on October 7, 2020.

N₂O is a dangerous gas for the sustainable existence of humans on Earth. It has the third-highest concentration after carbon dioxide and methane in our atmosphere among GHGs responsible for global warming. It can live in the atmosphere for up to 125 years. The growth has increased in the past five decades because of human emissions.

As greenhouse gas emissions continue to be on the rise, Earth is getting warmer. This development has spiraled into motion several catastrophic events this year alone.

Global temperature rise

The planet was warmer by 1.2° Celsius from January to October in 2020 than the pre-industrial average measured between 1850 and 1990 according to the Nature report. This is the second warmest temperature recorded when compared to a similar period in historical data. 2020 was the hottest year on record, at par with 2016. The heat recorded in 2020 has been despite the La Nina conditions prevailing in the equatorial Pacific Ocean since August. La Nina is the phase of the El Nino Southern Oscillation (ENSO) which has a cooling effect on many parts of the world.

A WMO report in July stated that one of the next five years may witness global average temperatures of 1.5° Celsius above pre-industrial levels. According to the Global Annual to Decadal Climate Update, the global average temperature is likely to rise by more than 1°C in the next five years.

The range of temperature is likely to be between 0.91°C to 1.59°C. There is also a 70% chance at a 1.5 °C rise in temperature above the pre-industrial level barrier in one or more months at this time. This is when countries under the 2015 Paris agreement of the United Framework Convention for Climate Change (UNFCCC) have agreed to limit the planet's warming to 2 °C by the end of the century. The extended warming makes the goal challenging and brings a lot of consequences in its wake. These include an increase in the sea level, melting ice in the Arctic and Antarctica, and extreme weather conditions such as heatwaves, tropical storms, heavy rains, floods, drought, and wildfires.

Heat accumulation

Ocean heat content (OHC) is one of the most crucial indicators of global warming and 90% of excess heat in the atmosphere is taken up by the seas and oceans. The heat content of oceans in the depth from 0 to 20,000 metres was at a peak in 2019 and the trend is expected to continue in 2020 and the coming years as well. The temperature over the ocean surfaces was so high in 2020 that 80% of the ocean area experienced at least one marine heatwave to date.

During such time, the average temperature of the ocean surface rises by 5 to 7°C above normal. Marine heatwaves can be caused by locally formed heat fluxes between the atmosphere and the ocean or due to large-scale drivers of the Earth's climate like the ENSO. Sea level rise in 2020 was also similar to 2019 and the general trend has continued. This is mainly due to the increased melting of ice sheets in Greenland and Antarctica.

In Greenland alone, ice weighing 125 gigatonnes melted between September 2019 and August 2020, which was on the high end of 40 years of satellite records.

Melting ice sheets

Record temperatures in the Polar Regions triggered the melting of ice sheets. When mercury rose to 38° C in Verkhoyansk in Siberia on June 20, 2020, it was reported as the highest temperature ever recorded in the Arctic Circle region. This was about 18 degrees higher than the normal temperature for that time of the year for the place. WMO officials at the time were certain about the observational accuracy of the data.

This event was also symptomatic of a much greater problem as the Arctic region is the climate capital of the world. It controls and influences the climate in most other regions and has been warming at twice the rate as compared to the rest of the planet as a result of Arctic amplification, wherein the melting of ice hastens and exposes areas that are not going to reflect heat into the atmosphere.

This creates a feedback loop between melting ice and rising temperature, thereby amplifying the impact of global warming. The climate in the Arctic region impacts the weather system further south through the changing nature of Arctic jet streams, which is a band of winds over the region that keeps the region insulated from winds in the lower latitudes.

This jet stream as a result of warming is becoming wavy and allowing cold winds to get out and warm winds from outside to get in, thereby disrupting long-term weather conditions everywhere.

Conclusion

Climate change is happening and it is being caused largely by human activity. Its impacts are beginning to be felt and will worsen in the decades ahead unless we take action. The increasing rate of global warming—courtesy of carbon dioxide and other greenhouse gas emissions from human activities—has led to climatic changes and environmental degradation, which in turn have resulted in great challenges in relation to diseases and human health.

Many diseases which were previously unknown in certain climatic zones are now finding their way to such areas, due to changes in the weather conditions. Further, many diseases that had been thought extinct are re-emerging in areas with altered climatic conditions that favor their comeback. It is therefore important that stakeholders and decision-makers at industrial, government, and international policy levels come up with stringent and workable means of cutting down on greenhouse gas emissions to combat the spread of global warming effects, and the resultant climate change, which has produced devastating impacts, especially among poorer nations.

Further, there should be increased funding of adaptation and coping programs and projects in affected areas to minimize the impacts on human health and curtail the spread of diseases.

-Bhhanvi Madan

Natural Capital Accounting and Valuation of the Ecosystem Services (NCAVES)

Natural Capital Accounting and Valuation of the Ecosystem Services (NCAVES) is a European Union (EU) funded project launched in 2017 by a number of collaborating organizations, namely, the United Nations Environment Programme (UNEP), the United Nations Statistics Division (UNSD), the EU, and the Secretariat of the Convention on Biological Diversity (CBD). The objective of the project is to help the five participating partner countries, namely China, Brazil, South Africa, India, and Mexico in promoting their advanced knowledge on environmental economic accounting and ecosystem accounting.

In close collaboration with the National Remote Sensing Centre (NRSC) and the Ministry of Environment, Forest and Climate Change (MoEF&CC), the NCAVES project is being implemented by the MoSPI (Ministry of Statistics and Programme Implementation) in India. The NCAVES India National Forum 2021 was organized on the 14th, 21st, and 28th of January, 2021 by MoSPI in collaboration with the United Nations Statistics Division (UNSD), the European Union and UN Environment Assembly. The online exhibition and the Twitter session was posted on various platforms with an aim to achieve “better environment, better tomorrow”.

Articles

MoSPI also released a report titled ‘Ecosystem Accounts for India - Report of the NCAVES Project’, which provided a brief overview of the work undertaken by India as part of the NCAVES project.

The objectives of the National Forum were:

- To give an overview of the work undertaken by the different international agencies in Natural Capital Accounting (NCA) to stakeholders**
- Present the achievements of India in NCA**
- Showcase the research conducted by selected Research Institutions, focusing on the valuation of ecosystem services**
- Prioritize and plan the emerging chances and opportunities for NCA in India.**
- Natural Capital Accounting (NCA) is a tool for measuring and reporting the full natural capital of a country, which includes individual environmental assets, ecosystem assets, and biodiversity and ecosystem services, through an accounting framework. It links the economy, environment, and ecology through various accounts, such as the Ecosystem services account, Ecosystem extent account, Thematic accounts, Ecosystem condition account, and the Monetary asset account.**

NCA plays a significant role in the following manner:

- overcoming limitations of GDP (about \$72tn a year of “free” support is given to the global economy by the environment)**
- effective management of natural resources**
- mitigating climate change**

Articles

- promoting the natural capital business model
- poverty reduction (nearly 3/4 of the world's poorest people are directly dependent on natural capital.
- monitoring the progress of global initiatives such as the Sustainable Development Goals and the Paris Agreement to the United Nations Framework Convention on Climate Change (UNFCCC)
- facilitating a better and informed decision-making process by checking environmental degradation, estimating financial needs, identifying policy priorities, and formulating policies that have an impact on natural capital
- developing future strategies such as the Post-2020 Global Biodiversity Framework for the Convention on Biological Diversity
- generating awareness about environmental preservation as one of the main drivers of nature-based tourism and promoting sustainable tourism development by accounting for its economic value

The System of Environmental-Economic Accounting (SEEA), consisting of the SEEA Central Framework was adopted as the first international standard for environmental economic accounting by the UN Statistical Commission in 2012.

Articles

It is a system that consolidates economic and environmental information statistically into a common framework for measuring the environment condition, its contribution to the economy and its impact on the environment.

Achievements of the Ministry of Statistics and Project Implementation (MoSPI) under the project:

- EnviStats India: The compilation of the Environment Accounts as per the UN-SEEA “EnviStats India” has been published on an annual basis since 2018.**
- Development of India: EVL Tool is a look-up tool, based on about 80 studies conducted across the country. It gives a snapshot of the different states of the values of various ecosystem services and provides a critical analysis on the available literature. It also estimates spatial applicability according to bio-geographical areas across India.**

As part of the NCAVES project, India seeks to biodiversity and ecosystem policies into the mainstream and create awareness about their importance. Let's hope that India continues to pay attention to environmental issues, and builds a green and sustainable future for the coming generations.

-Abhishek Choudhary

GREEN ENTREPRENEURSHIP

An Aid to Sustainable Development

By 2025, two-thirds of the world's population may face water shortage. More than 1 million species are at a risk of extinction due to climate change and it is detrimental to human life too. The 20 warmest years on record have been in the past 22 years.

Aren't these environmental predictions and facts gut wrenching and alarming? The mere thought of being deprived of water or of not having enough water to drink and bathe is insanely unpleasant, considering we, the current inhabitants of this ever-giving planet Earth, have never experienced such a situation.

However, from what it looks like, human beings were, are and continue to be completely unbothered and continue to brutally exploit the natural resources for their own good and growth. All these headlines and predictions aren't sufficient enough to scare us into action. There is a popular saying which goes, "We have not inherited this earth from our forefathers, we have borrowed it from our children". This often-read saying by Lester Brown is underrated yet powerful.

Today the world is standing at a juncture, where irreparable damage has been done to our ever nourishing mother Earth. Our greed to achieve and evolve has superseded nature's pace of restoration.

However, the matter of concern is that despite all this being hard hitting and disillusioning, human beings don't show any signs of slowing down or stopping this cycle. We need to walk the extra mile and devise means and ways which will help us repair and restore our planet. Sustainable development is the need of the hour.

Now what does sustainable development mean? Sustainable development can be defined as a development where in the current generation fulfills their need while simultaneously sustaining the ability of natural systems to provide the natural resources and ecosystem services to the future generations, on which the economy and society depend.

Human beings began over-exploiting natural resources for catering to the demands of the ever growing population. Industries were set in place and all those industries helped businesses flourish! Today sustainable development is of great importance, and what better place to start than the world of business. After all, most of the changes that affected the environment happened to facilitate industries. What we are talking about here is Green Entrepreneurship.

Usually when people hear about green entrepreneurship, they begin to imagine a business that uses only recycled materials and that is into creating the best out of waste. However GREEN ENTREPRENEURSHIP is much more than that.

Let us begin with knowing the meaning of green entrepreneurship.

What is Green Entrepreneurship?

Green entrepreneurship is the activity of consciously addressing environmental and social problems and needs, and coming up with brilliant innovative entrepreneurial ideas that will bring a solution to them. Green entrepreneurs are dedicated and passionate individuals who identify, construct and seize chances to capitalize the market through their innovative business vision and ideas.

Hence, green entrepreneurship results in innovation along with social and sustained economic development. Green entrepreneurs deliver the source for beginning and sustaining a green economy by serving green products and services, presenting greener production techniques, enhancing demand for them, and building green jobs businesses with the help of green practices. A green entrepreneur consciously addresses an environmental or social problem/need through the understanding of entrepreneurial ideas.

They penetrate the market by swapping conventional or traditional products with healthier and environment friendly options. The objective of the green entrepreneur is not only serving the customer with their green products or services but also making people aware of the importance of green ecosystems.

The concept of green entrepreneurship rises from environmental concerns such as global warming, pollution, scarcity of natural resources, ozone layer depletion, climate change and other disasters caused by the disruption in the ecosystem. Due to this growing awareness of environmental knowledge, consumers are becoming more receptive towards eco-friendly or green products.

As a result of the growing base of eco-consumers, several individuals and organizations are taking advantage of the contemporary market scenario by innovating and redesigning their products with a green perspective. This inclination of the consumers leads towards the development of the green market.

The customers' needs, wants, demands, tastes and preferences are also varying and ever changing. This change in consumer behavior also generates a new market opportunity. Change is the only constant and the business environment is dynamic and ever-changing. Even though changes are resisted because they bring with them their share of challenges and issues, the essence lies in leveling up and looking for opportunities of growth without harming the environment and with the aim of providing nature friendly solutions.

The coming generations deserve to breathe clean air, they deserve to swim in clean and clear waters, they deserve to have ample water to drink, bathe and enjoy, they deserve to eat healthy and nourishing food. What they don't deserve is a dilapidated planet. They don't deserve to breathe air which is polluted, they don't deserve to have water which is full of toxins, they don't deserve to suffer from dearth of water, and they don't deserve to consume fertilizer-filled food.

"The earth will not continue to offer its harvest, except with faithful stewardship. We cannot say we love the land and then take steps to destroy it for use by future generations."

So it is time for us to step up to the plate and make efforts to not only save the planet but also restore and repair the damage that we've done. The planet has given us myriad signals to stop and start acting in the right direction. It is time for us to be wise and judicious in our approach. Our ancestors lived their lives and fulfilled their needs without hampering the environment and without compromising on the quality of nature. We received a well-stocked and providing planet from our forefathers and the generations to come deserve nothing less than what we received. So it's time we learn the basic principle of co-existing.

-Snigdha Rana

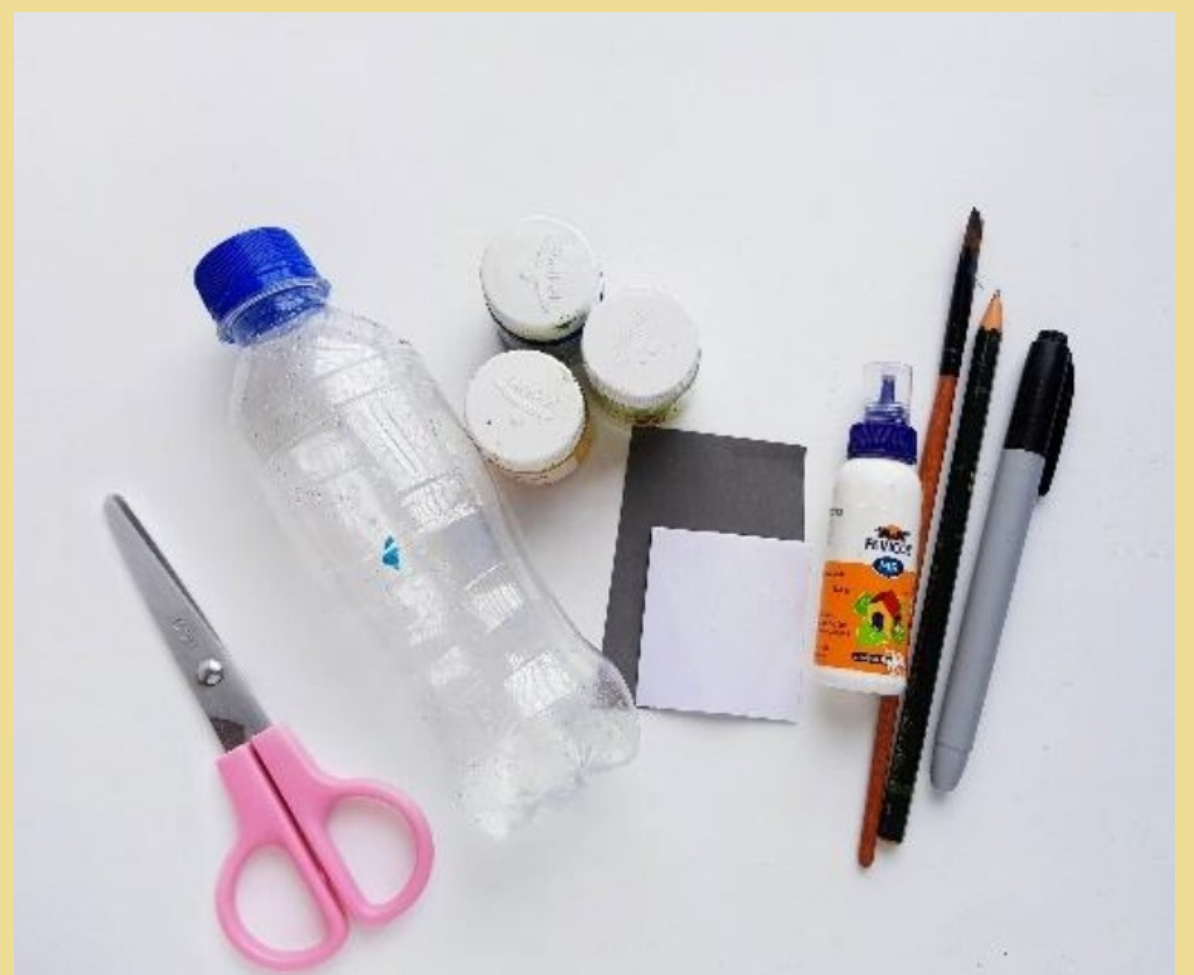
DIY SECTION



DIY Minion Planters

MATERIALS REQUIRED:

- Plastic soda bottle
- Coloured craft paper
- Sharpie
- Scissors
- Pencil
- Acrylic paint
- Paintbrush



INSTRUCTIONS:



1. Determine the height you want for the minion planters and cut the plastic bottle to that height (measuring from the bottom side). Paint the outer surface of the cutout bottle with white acrylic paint. Allow the white paint coat to dry entirely.

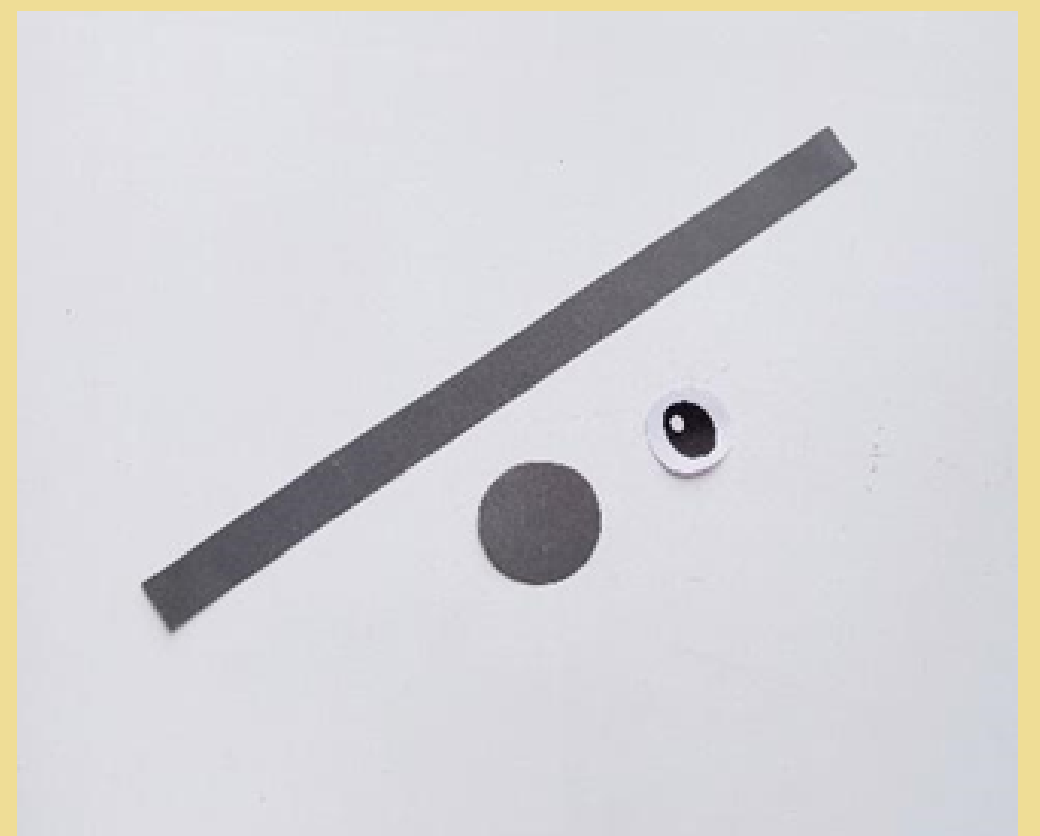
DIY Section

2. Paint the top part of the bottle yellow.



3. Paint the rest of the cut-out plastic bottle using blue acrylic paint. Allow the paint to dry completely.

4. You can use paint to create the spectacles and eyes of the minions but I find it easier to use paper cut patterns. Cut out a strip and a circle from a grey-coloured craft paper. Cut out another smaller circle from a white paper and use a black sharpie to draw the eye on it.



DIY Section



5. Glue and wrap the grey strip around the middle part of the yellow-painted area of the bottle.

6. Glue the grey circle to the middle of the strip and then glue the paper eye to the center of the grey circle. Use a black sharpie to draw the mouth and hair of the minion.



7. Add more details if you want to. Your Minion Planter is ready!

DIY Section



DIY PANDA CANS

MATERIALS REQUIRED:

- Cans
- Sharpie
- Pencil
- Acrylic paint
- Paintbrush

INSTRUCTIONS:



1. Clean out and dry the desired cans. You can use cans from milkmaid, oil containers, packed sweets, pickles, etc.

2. Paint the cans with a white acrylic primer. Use three coats to get the perfect opaque coverage.



DIY Section



3. After drying, you can add any design you want. Here, we are making panda cans. Use black paint to make the eyes, hands, and other details.

4. Finally, your cans are ready! You can use them as adorable pencil holders and planters!



TIP: For a simpler design you can always opt for some polka dots and stripes. Use your creativity and play around with your choice of colours!



MEET THE TEAM



Centre for Green Initiatives

2020-21

Chairperson
Prof. Simrit Kaur
Principal

Convenor
Dr. Rachna Jawa
Associate Professor

Faculty Members

Mr. Gaurav Sharma, Mr. Sudhanshu Yadav, Mr. Harvindhar Singh,
Ms. Priyanka Agarwal

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Mr. Shiv Nandan, Mr. Sanjay Dhoval, Mr. Satyakant Gupta

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Rupali M (*Chief Coordinator*), Akshay Mulka (*Chief Coordinator*),
Smiriti Jindal (*Senior Executive Member*), Sakshi Singh (*Senior Executive Member*),
Devanshi Sharma (*Senior Executive Member*)
Stuti Bhanoot (*Research and Editorial Head*), Abhishek Chowdary (*Technical Head*)

AVNI 2021-22



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