



LMTSM PROJECTS

TRENDING TOPICS

GREEN STARTUPS

SUSTAINABILITY IN PRACTICE

We are the change

VOLUME-IX

SEPTEMBER-NOVEMBER | 2021

OUR MISSION



Global Sensitivity

It starts with an appreciation for the need for developing a deeper understanding of the world with respect to management and leadership practices, policies and societal outcome expectations. Finally, a deeper understanding of the culture, economy, geography, politics, demography and history of the various regions of the world.



Social Entrepreneurial Mindset

Starting point is developing a “how can we make it better” mindset. This should result in a willingness/passion to “do it better than before,” a continuous improvement mindset. Ultimately becoming a champion of excellence. Excellence becomes the part of the life journey of the professional.



Excellence Seeking

Being able to act based on the unconditional belief that what is good for the corporation should be good for the community, the country and the world at large.

DIRECTOR'S VISION

Dr. Padmakumar Nair



Dear Fellow Humans,

Business schools worldwide face the challenge of educating a new generation of managers and business professionals with a sustainable passion for sustainability. This challenge is accentuated by the fact that various subjects in a modern business curriculum see sustainability differently. For example, traditional business economics gives importance to sustainability only if it makes economic sense to enhance the business's profitability. Marketing and strategy disciplines may see it as an opportunity to signal a positive intention to the market and other stakeholders. There is no uniform approach to discussing sustainability in an MBA classroom. At LMTSM, we believe that what is suitable for the corporation should be good for society, the country, and ultimately the world. This view of sustainability is the foundation of our sustainability curriculum.

I want to take this opportunity to express my gratitude towards all our students and colleagues who are working passionately to make the learning experience at LMTSM one of the most memorable for all of us. This is in line with our motto: "we replace teaching with learning wherever possible."

SUSTAINABILITY IN PRACTICE COURSE COORDINATOR

Mr. Siddaq Singh

At LMTSM, we believe that Sustainability is the "ability of an organization to continuously create value without harming its stakeholders." The accelerated growth model that human civilization has been following has created complex environmental, social, and economic problems that affect all of us and the environment we thrive in. We aim to inculcate a sustainability mindset in future business leaders to tackle these complex problems and engage in creating a better world. In the spirit of this vision, we launched a Sustainability in Practice (SiP) course in 2015 to transform business education and influence how the world conducts business.



Sustainability in Practice (SiP) is a year-long experiential learning course in which students design and execute real-life projects guided by UN Sustainable Development Goals (SDGs) dedicated to resolving sustainability challenges faced by society and businesses.

This experience allows our students to work in a team, interact with the challenges of sustainable development, empathize with the stakeholders facing these challenges, think critically about how they can be part of the solution, and eventually overcome the resistance that is part of bringing a positive change. This wholesome journey helps students develop sensitivity towards the need for sustainable development while simultaneously polishing a multitude of skills to transform them into excellence-seeking business professionals.

Since the inception of this course, more than 900 MBA students have participated in this unique experience. They have worked with innumerable stakeholders from local schools, hospitals, businesses, villages, NGOs, and the government. Every year we have about 30-35 student-driven projects generating positive impact in various domains spanning education, health, creating economic opportunities, agriculture, food and nutrition, public infrastructure, gender equality, and even corruption. We are filled with gratitude when we receive positive feedback from the stakeholders of these projects about the passionate work of our students and faculty colleagues.

I believe this is one of the most exciting and valuable courses an MBA school can offer. I am grateful for the opportunity to facilitate this transformative experience.

WHY SUSTAINABILITY?



Sustainability simply means using the resources in such a way that the need for future generations is not compromised. Contemplating on this definition, we figured out five major reasons that answer the very question of 'why' sustainability.

Minimise resource exploitation:

We need to raise awareness about sustainability to minimise the resource exploitation by the present generation. Resources are not only exploited by industries but also by us, as the general public. Whether unknowingly or knowingly, we end up wasting resources in one way or the other every single day. We as students can hardly do anything about changing the resource consumption habits of the industries, but we can surely change our own consumption habits and practice sustainability.

Quality of surroundings:

We can not complain about the quality of our own surroundings since we are a part of it and it becomes our responsibility to keep them healthy in the first place. Improvement in the quality of our surroundings will come as a byproduct of raising awareness about sustainability.

Better economy:

When resources will be put to optimum use and their wastage will be minimised, the economy will itself come into a better graph. Sustainability promotes resource equity as well as resource conservation, leading to improvement in the economy. The scale of improvement may not be giant but it is anyways better than exploitation of resources that happen in the absence of knowledge of sustainability.

Concern for society:

Also, practicing sustainability will lead to more equal distribution of resources rather than concentrated use of resources by a single section of society (usually the more powerful or with higher levels of income).

Coexistence of all species:

We humans must never forget that the earth and its resources do not belong exclusively to us and there are thousands of other species that breathe the same air, drink the same water, and feed on the same herbs as we do. So, we can not claim all the resources as they were solely ours without considering the survival of other species. Sustainability is a concept that not only considers the need about future generations of human beings but also future generations of other species.

Contents

06

PRME PRINCIPLES



09

LMTSM PROJECTS



20

GREEN STARTUPS



24

BLOGS, ART & MORE



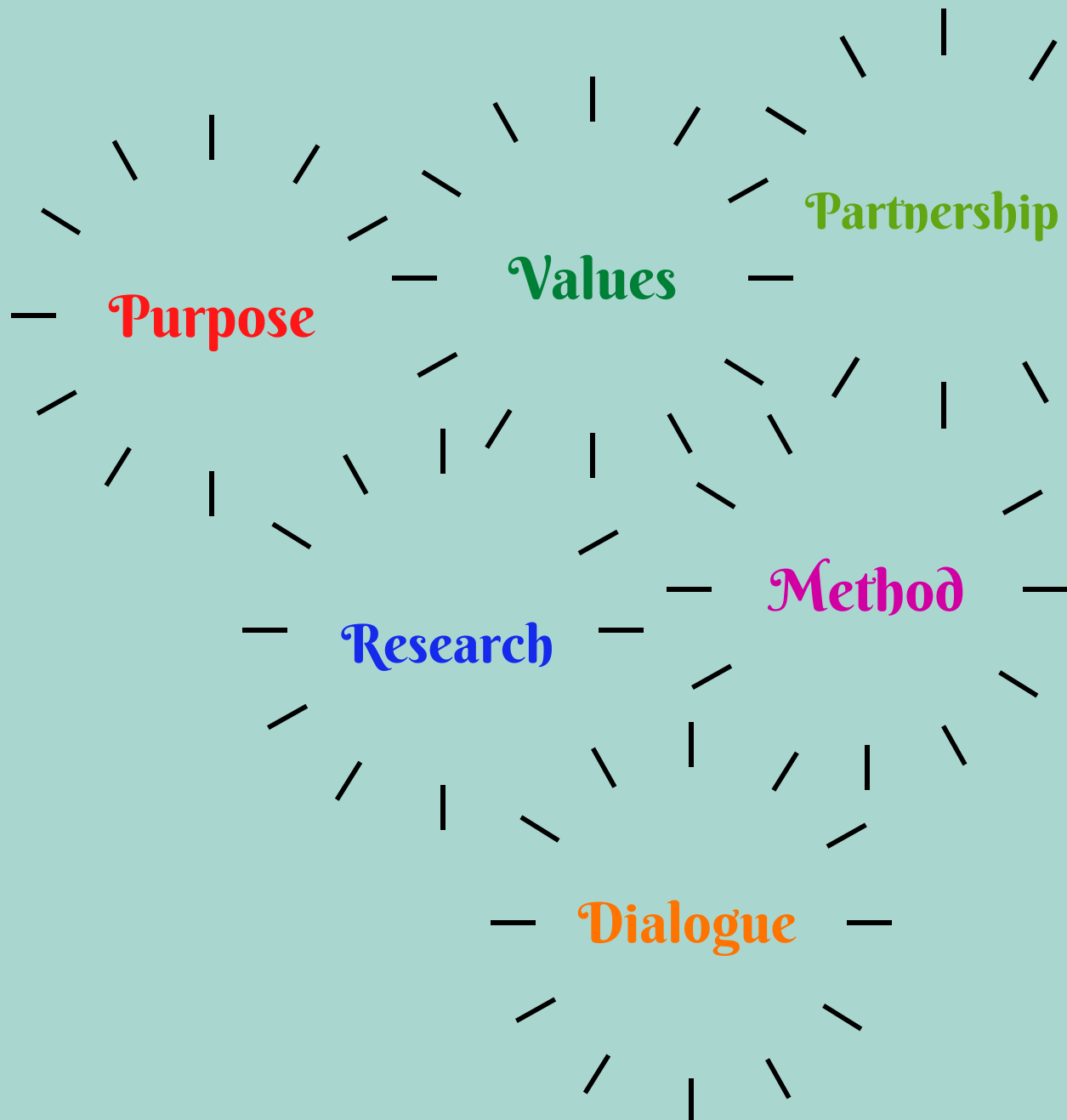
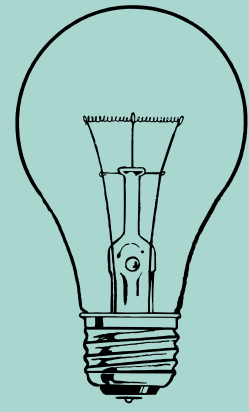
33

TRENDING TOPICS



PRME

6 Principles



A global movement transforming business and management education through research and leadership.

Purpose



We will develop the capabilities of students to be future generators of sustainable value for business and society at large and to work for an inclusive and sustainable global economy.

Values



We will incorporate into our academic activities, curricula, and organisational practices the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.

Method



We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.

Research



We will engage in conceptual and empirical research that advances our understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic value.

Partnership



We will interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges.

Dialogue



We will facilitate and support dialog and debate among educators, students, business, government, consumers, media, civil society organisations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.

8 DECENT WORK AND ECONOMIC GROWTH



9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



15 LIFE ON LAND



17 PARTNERSHIPS FOR THE GOALS



10 REDUCED INEQUALITIES



3 GOOD HEALTH AND WELL-BEING



OUR PROJECTS ARE BASED ON THESE GLOBAL GOALS

1 NO POVERTY



13 CLIMATE ACTION



5 GENDER EQUALITY



16 PEACE, JUSTICE AND STRONG INSTITUTIONS



6 CLEAN WATER AND SANITATION



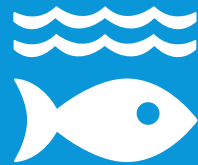
7 AFFORDABLE AND CLEAN ENERGY



11 SUSTAINABLE CITIES AND COMMUNITIES



14 LIFE BELOW WATER



4 QUALITY EDUCATION





10 Projects

*aligned
with
sustainable
development
goals*



Our Team PRAYAAS aim to encourage our stakeholders to choose healthy behaviour and make changes that reduce the risk of developing chronic diseases. We are also striving to empower individuals to take action for their health and promote and adopt sustainable health systems.

Objectives of our group project include ensuring good health and well-being for all at all ages. Secondly, we aim to spread awareness of the consequences of unhealthy living. Thirdly, to adopt a healthy lifestyle and use more nutritious alternatives in your diets.



NORMAL TO NEW NORMAL: RELEVANCE OF SUSTAINABILITY EDUCATION

4 QUALITY
EDUCATION



Our project's major goal is to learn about the changes students went through in their academics as a result of the pandemic.



We have also prepared our social media to handle named "ELEANOR," which means learning online, and we are currently working on the content that we will post and are promoting the page to increase its followers. We expect to develop students' capabilities in dealing with sustainability issues in the new normal era and influence them to take this subject seriously and develop an interest in it.

Furthermore, we'd want to know if students prefer to continue their education online or not. We have conducted a survey of LM Thapar School of Management students so far. Further, we plan to conduct surveys of other college students and school students and communicate with them face-to-face to understand their problems in this online mode of education.

What challenges did we experience in this e-learning era, and how might we address them?

Students will also be educated on the necessity of sustainable development.



FINANCIAL INCLUSION AMONG WOMEN THROUGH FINANCIAL LITERACY

10 REDUCED
INEQUALITIES



Like all learning, financial education is a process that should begin at an early age and continue throughout life.



This cumulative process builds the skills necessary for making critical financial decisions that affect one's ability to attain the assets, such as education, property, and savings, that improve economic well-being."

We as a group wish to promote women financial literacy among rural women, as through this they will get know about different financial products such as opening a bank account, depositing money in the report, how to withdraw, how to apply for the scheme by the government, etc., and ensure to promote the security of financial products that they are using by not telling anybody the one-time password, PIN of the debit card, card verification value of a card, balance in the account.

Our objective is to spread awareness among rural women about how Financial literacy can help them manage their funds and avail the benefit of the government scheme or take loans from the government for their small business, how to use financial services with complete security and maintain economic sustainability.



HEALTH TABOOS THAT SHACKLE BLUE-COLLAR WORKERS AND RURAL WOMEN

6 CLEAN WATER
AND SANITATION



Our goal is to provide enough health and wellness knowledge to blue-collar employees and rural women. It is centred on two primary societal taboos: smoking and menstrual hygiene.

We want to make a difference in their lives by educating them about smoking alternatives, economical sanitary napkins, and required information through seminars.



UJALA

4 QUALITY EDUCATION



Ujala focuses on providing an education that not only helps us move forward with knowledge about subjects that are taught in school but will also help us how to receive an education that teaches practices that are sustainable in times like the COVID-19 pandemic.

We, the team members of Vision Ujala will go to the root cause of what problems were faced by our stakeholders when transitioning into this new side of education. By researching, surveying, and analyzing data we will find feasible and sustainable solutions to this problem if and when it arises in the future, so the next time we are ready for this and will not be shaken down by a complication that will be of a similar nature.



SUSTAINABLE MENSTRUAL

HYGIENE

We are “NARI” who wishes to promote sustainable menstrual hygiene among women.

Our objective is to spread awareness among women about how sustainable menstrual practices are better for the environment and themselves in terms of their health and hygiene.

What results do we expect at the end of the project?

- Improved knowledge of sustainable menstruation.
- At least one vending box which provides sanitary products.
- Online campaigns on Instagram, spreading knowledge and awareness of the problem.
- Discussion groups with LMTSM students
- Increased usage and awareness of bio-degradable and sustainable menstrual products

We are including men along with women because men play an essential role in the lives of women. They should also be aware that they can play a helping hand for women in their families.

3 GOOD HEALTH AND WELL-BEING



| TRASH FREE & RASH FREE |



The path to making sustainable menstruation a reality is slow but not impossible.

We as a group wish to promote Sustainable Menstruation, which uses environment-friendly and bio-degradable menstrual products such as tampons, menstrual cups, reusable pads, period underwear, etc., and ensure safe disposal of Sanitary products in an environmentally friendly manner. Also, we wish to initiate spreading awareness among men & women about sustainable menstrual hygiene.

NARI KALA

5 GENDER EQUALITY



The Vision of Naari Kaala is to provide a breathing space for Indian rural women artisans to grow, nourish and create an identity of their skills and products at the global level where customers can find them and experience the rich taste of their exotic handicrafts.



Naari Kaala carries out its mission with 3P's that are integral components of our programs: Power, Purpose, and Platform. By the term Power, it focuses on Self-esteem and self-efficacy development. The second 'P' implies Purpose which enhances Craft Training and Mentorship. Naari kaala helps in the development of skills and act as mentors through whom girls gain the ability and conviction to become principled leaders. Developing this skill set and providing opportunities to practice leading, girls grow to become women who lead in school, work, and their community. The third 'P' focuses on Platforms like Webinars and Digital Exposure. Through self-esteem development, young women build this foundational factor that impacts their drive and persistence of behavior. In growing to love and believe in themselves they are more inclined to be confident and receptive to leadership opportunities.

Naari Kaala is a group of volunteers that provides exposure, development, and mentorship to women in underprivileged communities to grow as artisans and to accelerate their path towards leadership and independence.



SUSTAINABLE STUBBLE MANAGEMENT

15 LIFE
ON LAND



Vision of the team is to publish a case study on stubble management in Punjab

Our team met the farmers and collected the valuable information about paddy practices, stubble generation, reasons behind burning the stubble, cost incurred in plucking the stubble both manually and with machinery.



Our Mission is to identify the paddy agricultural practices and assessing the quality of generated stubble. We also aim to spread awareness among the farmers through our field work.



MARKET ACCESS TO CULTURAL ARTISANS

8 DECENT WORK AND ECONOMIC GROWTH



The vision of the project is to make the artisans take pride in their work rather than just taking it as a means of livelihood.



Despite being an integral part of our culture, the beautiful colours of rural artistry have started to fade away due to a lack of market access to the artisans. Our craftsmen are left at the mercy of middlemen to sell their products in the market, which compels them to sell their work of art at a significantly lower profit margin.

India's rich cultural diversity and heritage have given birth to a wide range of local handicrafts. Madhubani paintings of Bihar, Banarasi sarees of Banaras, Phulkari of Punjab and Kolhapuri chappals of Maharashtra are some examples that have become an identity of their respective states.

Kala-Hub is a platform that aims to bridge the gap between artisans and consumers by providing them with an easily accessible market, both online and offline.



AAROGYTA

3 GOOD HEALTH AND WELL-BEING



The vision of the project is to ensure healthy lives and promote well being of everyone at all ages.

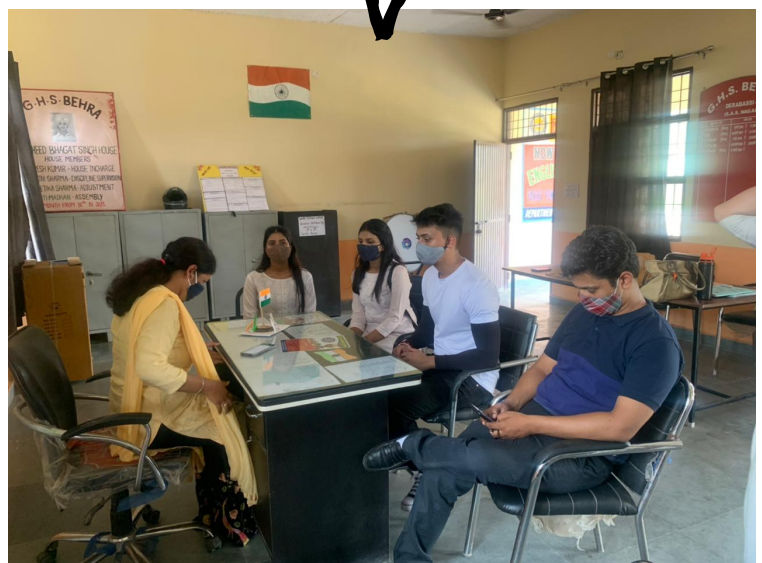


Intended Objectives

- To study health situation of women in region of Punjab and identify how many women are affected by it.
- Actively spread awareness about preventive screening and precautionary immunization for breast and cervical cancer respectively.



Mission of the project is to achieve health justice for women at risk of breast and cervical cancer.





Green startups



All of their products are handmade from the flowercyclers. Moreover, the organisation promotes the idea of working women by employing all women for the handcrafting and giving them healthy livelihoods. The success of Phool has even changed the mindsets of orthodox temples and religious organisations, which now want to support Phool and transform the harmful age-old practice of pouring the temple wastes into the Indian rivers.

PHOOL

MADE FROM TEMPLE FLOWERS

Their official website reads-

“Phool is the world’s first profitable and lean solution to the monumental ‘temple-waste’ problem. The sacred flowers are handcrafted into charcoal-free incense, organic and biodegradable packaging material through our ‘Flowercycling’ technology.”

We as pilgrims feel that using flowers in our worship sessions is a beautiful gesture but we hardly bother about where these flowers would go after they are used once. In India, talking about temple waste may trigger the sentiments of religious people but it can not deny the reality that 8.4 tons of flower waste is collected every single day from temples of Uttar Pradesh. This is certainly not a small amount and the founders of Phool realised the huge magnitude of this floral waste and how it can be optimally used.



So far, they have successfully recycled more than 11,000 tons of flowers and provided employment to more than 70 women on a full-time basis. They have also contributed their profits to the education of around 19 children. Each pack of incense sticks of Phool prevents 1.25 kgs of floral waste from getting dumped in the holy river.

Image source: <https://phool.co>



Laundry detergents harm the environment not only during their process of manufacturing but also pollute the water after they are used and drained.

The venture was started by IIM graduates by beginning to manufacture organic laundry detergent. So, the founders of Krya Sustainable goodies thought of producing a laundry detergent with zero chemicals and later they extended their product line to skincare, haircare, baby care products and more.

The factories of Krya claim to be hundred percent environment friendly since no chemical is used or disposed of from the factory. All the products are prepared using Ayurvedic herbs, grains, clays, oils, fruits and vegetables. The plant-based detergent saves the resources in another way as we need to use it in much lesser quantities than normal chemical detergents.



Also, the founder couple did not like the fact that biscuit wrappers or any other plastic wrappers refuse to be recycled. So, they came up with eco-friendly packaging for the Krya products instead of giving them a plastic packaging which later becomes harmful scrap for the environment.

Though this packaging brought criticism to the startup since the brown coloured packages seem dull and unattractive but they stuck to it, only because it can easily be recycled unlike the other attractive colourful plastic packages. The organisation promotes women employment and employs around 15 women from underdeveloped areas.



“Chemical laundry detergent has been manufactured since 1916, first in Germany due to the lack of soap available as a result of World War I.”

Image source: <https://krya.in>

REFILLABLE.

All nations in the world are facing a threat due to plastic, and this startup has developed a solution for a plastic pile-up.- India's 1st e-refill truck Refillable is a platform that offers refill packs (bottles) on all home care liquids through an e-truck which has a mechanism to dispense liquids in the most hygienic method. It's like a portable convenience store that has various products from different brands of home care liquids provided in the most eco-friendly way possible.

Their major motive through this initiative is to offer the entire range of home care products cheaper than the market price at our customer's doorstep in the most sustainable manner possible.

By this productive initiative of reuse and refill, the plastic landfill of Earth will be reduced. We encourage our customers to **BYOB - Bring Your Bottles for Refill** at the e-truck. This will enable us to reuse the packaging in this mechanism, one pays for the product and not the packaging.



THE REFILL REVOLUTION

Good for your pocket, Great for the planet



As we all know, plastic is as mortal as any weapon, it can destroy nature and humanity, so it is time to take a step to avoid miserable consequences in the future. We wish all the best to the savior startup of the decades.

Image source: <https://refillable.store/>



BLOGS
Art & More

SOCIAL MEDIA TO MOBILIZE RESOURCES FOR SUSTAINABILITY

UDAY SALWAN
MBA(2021-22)

The social media has been booming since the past few years, and has become an integral part of our lives, however it is very subjective as we all have a different purpose for its usage, however mostly all of us use it to stay connected with our near and dear ones.

But In the recent times people have started using social media in order to push forward issues/causes that they support and using this medium helps them foster support for their cause, this wasn't possible a few years back but now people have started going beyond the "connect with friends" notion of social media. Since we all are well acquainted with the need for sustainability we need to push people ahead to be more sustainable in their ways and what better way to do it than using social media?



HOW TO GO ABOUT IT?

Campaigns- Social media campaigns gauge the attention of the mainstream in a very short span of time, starting campaigns with a simple hashtag would make people want to get in with the trend as a result they would follow the campaign and this can even be on a pan india basis- imagine the amount of difference we would be able to make. We all are well aware about the ALS Ice Bucket Challenge and how it was followed even by the millionaires, in a similar way

we can start a campaign of #PlantingTress or #SavingWater wherein the participants would be required to post a picture of their efforts towards these causes with the hashtags. **Regular events on local basis-** There can be local representatives from a large group who can use social media to plan out their meetings, address the prevailing challenges and give in their suggestions/solutions to these problems.



SOCIAL MEDIA TO MOBILIZE RESOURCES FOR SUSTAINIBILITY

UDAY SALWAN
MBA(2021-23)

Awareness clips-

Instagram reels and youtube shorts would offer a brilliant platform wherein we can make people aware about a cause in a video which would be less than 1 minute, adding in interesting facts would retain the attention and help us spread awareness about our cause. For eg- we can make a series of videos talking about what is sustainability, why we need sustainability and how can we be more sustainable etc.

Getting like minded

people together- Social media has made it very easy for us to get in touch with people who share the same interests as us, this way we can use social media to find like minded people with whom we can collaborate and give a boost to our cause, connecting with them would bring in people supporting the same cause together thereby facilitating our cause to a great extent.



Ensuring government

support- We all know how people use twitter to gather support from ministers for genuine causes by tagging them in their posts, similarly we can posts pictures of our work, tag the ministry of sustainable development and infrastructure- this can help us get funds or any other kind of help if our cause is genuine and workable in the long run.

CONCLUSION :

It is high time we get sustainable in our ways, this can be done on a personal basis and making more and more people aware about it. Social media would prove out to be very crucial in this campaign, if used in the ways mentioned above. Initially it would be a very slow process but over time it would start picking up pace!



SUSTAINABILITY IN EDUCATION

ANUSHKA SHARMA
MBA(2021-23)

"SUSTAINABILITY" is no longer "we should have.." but it is "we need.." of every human being living on this planet. Sustainable Development means developing the world in a manner that does not become a menace to the future generation. As we speak of the future generation, there is a requirement to bring up the topic 'sustainable education'. Primary education is a fundamental right for everyone. One must have education as one of the vital components of a possible future. In 2020, the world was hit by the vicious virus known as covid 19, which led almost 95% of the students to sit at home and adapt to the new educational environment. Most of the Schools and colleges were forced to follow the online method of teaching. It has its pros and cons.

"There were certain obstacles that students and teachers had to face. Almost everyone has heard, "there is a network connectivity issue from my side." The people who do not know much about the latest technologies face troubles. Using hi-tech applications and gadgets became so complex to use. Another factor that reduced the efficiency of providing education to one and all was the lack of hardware and software. Many families who were not financially sound could not afford all the expensive gadgets such as laptops and mobiles for their children. In many homes, there were more than two children who needed mobiles to study. Still, due to the availability of one gadget only, they had to compromise their education.

For this reason, bringing a balance in the education system is crucial. We have to come to an optimum solution for all the above stumbling blocks. If a situation like the 2020's pandemic ever happened again, we all must be prepared to provide quality and sustainable education to every student.



THE CIRCULAR ECONOMY

GAURAV GROVER
MBA (2021-23)

By 2030, Asia is projected to account for two-thirds of the 4.9 billion global middle-class population, who will have a more significant disposable income to drive consumption, with consumer spending predicted to reach USD 32 trillion.

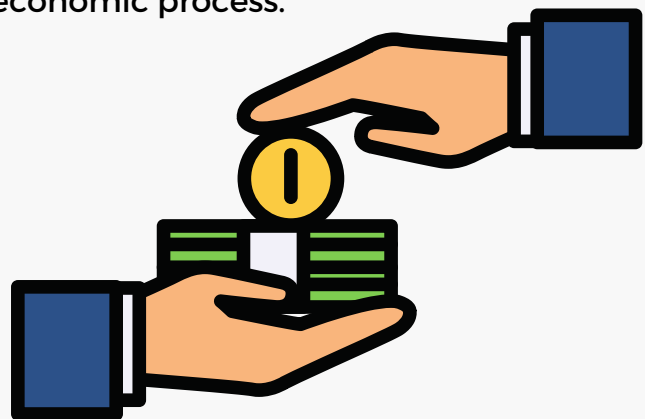
Increasing consumer demand and spending will further deplete the planet's resources, especially in light of rising populations, rising incomes, and an increasing number of consumers with unsustainable lifestyles based on a 'throwaway culture' or 'fast fashion,' for example.

The current linear economy leads to the waste of precious resources and overproduction of waste. It does not account for negative externalities exerted upon the environment. Hence, it has become clear that our current linear economic model of 'take-make-dispose' cannot be sustained.



We have no choice but to move towards a more circular economic model, under which the value of products and materials is maintained in the economy for as long as possible, and waste production is minimized.

A circular economy is designed to use fewer resources, generate less waste, increase value captured in supply chains, and make sure all 'waste' becomes a valuable resource within an economic process.



The circular economy complements and forms an integral part of existing thinking on uncovering pathways to an inclusive green economy, founded upon improving sustainable consumption and production patterns to transition towards sustainable development.

Achieving this switch requires changing parts of the overall socio-economic system: policies, production practices, and consumption habits, enabling a decision-maker - whether a policymaker, farmer, entrepreneur, or consumer - to think and act in a circular manner!



Figure: Circular Economy

Moving towards a circular economy is essential to meet the Sustainable Development Goals amid the growing scarcity of natural resources and growing populations, especially in India. However, the full potential value of the circular economy goes well beyond waste to resources or recycling efforts.

The circular economy also implies a radical rethinking of product design and lifespan extension activities along the value chain, such as repairing, reusing, refurbishing, reconditioning, and remanufacturing, and requires consumers' engagement as part of the value chain to enable such circularity of resources.

While the initial seeds are planted through India's traditions, policy advancements, and business cases, current consumer and producer behaviors and practices must shift through policy leadership and stronger political will for a circular economy.

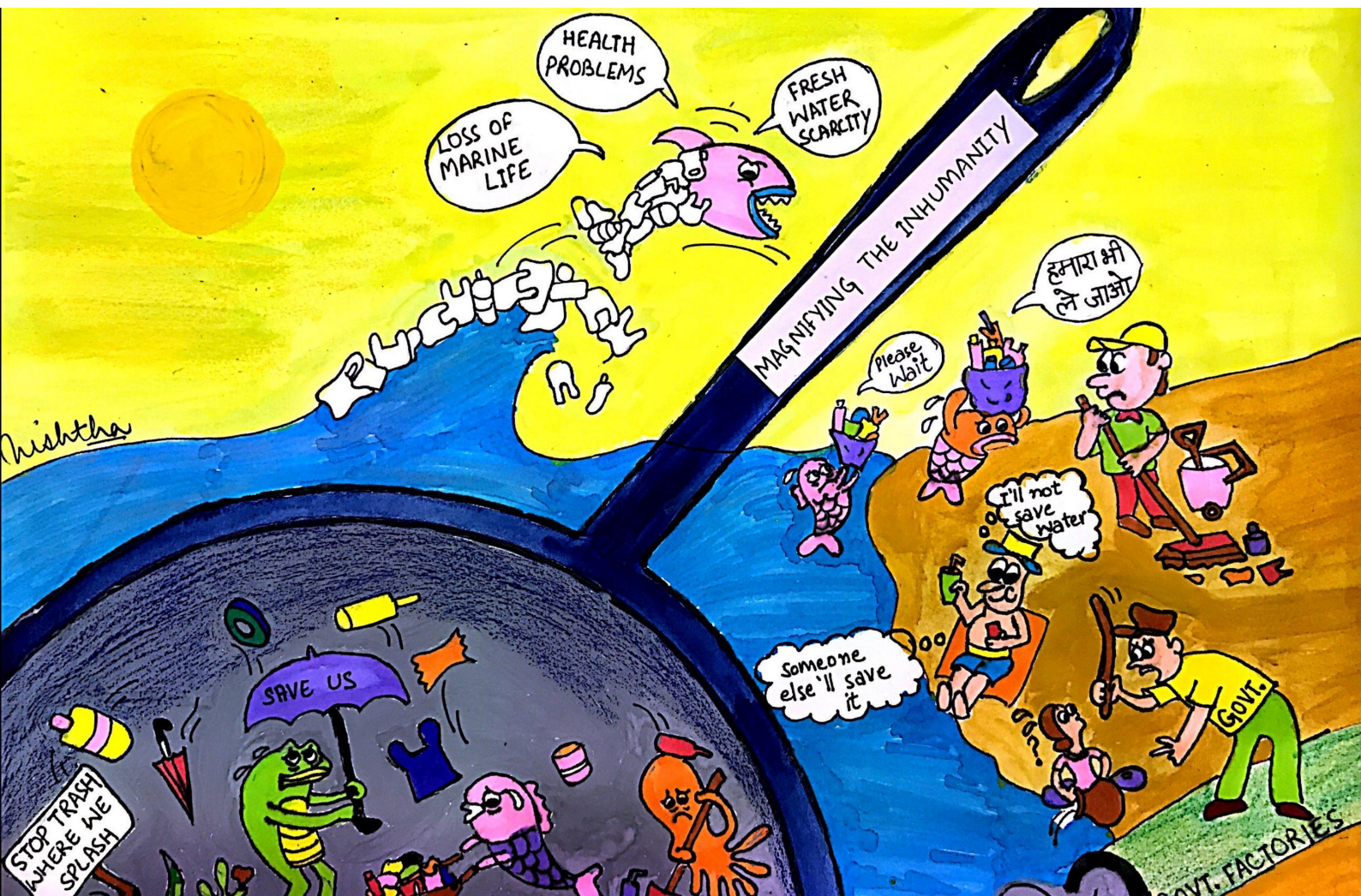
Lastly, education systems need to build knowledge and skills for a circular economy mindset, and consumer awareness should be prioritized to increase public understanding of the value of retaining some existing practices of sharing, repairing, and reusing and the need for mainstreaming circular economy in society.

Sustainability word search



See Page no. 40 for solution

SUSTAINABILITY MESSAGE THROUGH COLOURS



NISHTHA

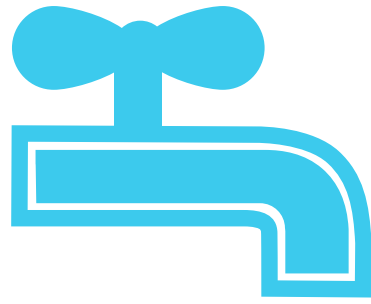
MBA 2021-23

I was always fascinated to fish and aquariums and the existence of aquatic life amazed me. But pollution of water bodies disturbing the aquatic life cycles raises a cause of concern and my poster tries to explain that problem.

SUSTAINABILITY MESSAGE THROUGH COLOURS



MEHAK
MBA 2021-23



Every Drop Counts

TRENDING TOPICS

A nation that can be water self-sufficient

WATER: INCREASINGLY RARE!

An illustration of a pink hand holding several blue water droplets of varying sizes. The hand is positioned at the bottom right, with fingers slightly curled as if holding something. The droplets are scattered above the hand, with one large droplet in the center and several smaller ones around it. The background is white.

Water stress presents severe threats to human lives, income, and business stability. It's poised to get worse unless the world acts: Population growth, socio-economic development, and urbanization are increasing water demands, while environmental change can make precipitation and demand more variable.

India is ranked 13th amongst the countries which have high water stress levels. Despite having high annual rainfall, many middle-eastern countries, which belong to the arid and semi-arid regions of Africa, West Asia, and South Asia, have fewer natural water sources. India is water-stressed despite widespread rainfall and many water sources because of overexploitation and mismanagement of water is the reason for these high-water stress levels.

Within India, all nine states and union territories that report unacceptable water stress levels lie in the Indo-Gangetic plain, which has a web of big and small rivers and lakes.

Chandigarh tops this list in this study, followed by Haryana, Rajasthan, Uttar Pradesh, Punjab, Gujarat, Uttarakhand, Madhya Pradesh, and Jammu and Kashmir.

Apart from the rivers, lakes, and streams, India's groundwater resources are severely overdrawn, primarily to provide water for irrigation. Incompetent agricultural practices that use up to 80% of all water resources are critical reasons for India's water stress.

WATER: INCREASINGLY RARE!



Water stress presents severe threats to human lives, income, and business stability. It's poised to get worse unless the world acts: Population growth, socio-economic development, and urbanization are increasing water demands, while environmental change can make precipitation and demand more variable.

India is ranked 13th amongst the countries which have high water stress levels. Despite having high annual rainfall, many middle-eastern countries, which belong to the arid and semi-arid regions of Africa, West Asia, and South Asia, have fewer natural water sources. India is water-stressed despite widespread rainfall and many water sources because of overexploitation and mismanagement of water is the reason for these high-water stress levels.

Within India, all nine states and union territories that report unacceptable water stress levels lie in the Indo-Gangetic plain, which has a web of big and small rivers and lakes.

Chandigarh tops this list in this study, followed by Haryana, Rajasthan, Uttar Pradesh, Punjab, Gujarat, Uttarakhand, Madhya Pradesh, and Jammu and Kashmir.

Apart from the rivers, lakes, and streams, India's groundwater resources are severely overdrawn, primarily to provide water for irrigation. Incompetent agricultural practices that use up to 80% of all water resources are critical reasons for India's water stress.

About 600 million Indians deal with high-to-extreme water stress wherein groundwater extraction provides 40% of the country's water needs - which is significantly more than recharge.

DID YOU KNOW?

Around 20 countries dealing with acute water stress levels have nearly 1.8 billion people, a quarter of the world's population.

About 200,000 people die every year owing to inadequate access to safe water. The condition is likely to deteriorate as the water demand surpasses supply by 2050, and India will face a 6% loss in its gross domestic product by 2050, according to the NITI Aayog study.

According to the World Resource Institute study, over a third of the world's population lives in 44 countries with high to extremely high-water stress. Qatar, Israel, and Lebanon are ranked first, second and third in the list of nations dealing with the worst water stress.

Haryana, Punjab, and West-Uttar Pradesh are the worst-affected Indo-Gangetic states in terms of the water crisis. This is mainly because of the 40-year-old cropping pattern in which sugarcane, paddy, and wheat are the dominant crops- all are water-guzzlers.

According to the study, India ranks 13th on the list. Still, at 1.4 billion, its population is more than triple that of the collective of the other 19 countries grappling with a water crisis.



Road ahead: India is starting to take critical steps to mitigate water stress, including setting up the Jal Shakti Ministry to prioritize all water issues—including supply, drinking water, and sanitation—under the national governance. Various other solutions the country could pursue: conserving and restoring lakes, more efficient irrigation, groundwater recharge areas, floodplains, and collecting and storing rainwater. Though the situation is undeniably worrying in terms of water trends in India, we can solve this water crisis for the good of people, economies, and the planet by taking collective action now and investing in better policies and management.

About 600 million Indians deal with high-to-extreme water stress wherein groundwater extraction provides 40% of the country's water needs – which is significantly more than recharge.

DO YOU KNOW?

Around 20 countries dealing with acute water stress levels have nearly 1.8 billion people, a quarter of the world's population.



About 200,000 people die every year owing to inadequate access to safe water. The condition is likely to deteriorate as the water demand surpasses supply by 2050, and India will face a 6% loss in its gross domestic product by 2050, according to the NITI Aayog study.

According to the World Resource Institute study, over a third of the world's population lives in 44 countries with high to extremely high-water stress. Qatar, Israel, and Lebanon are ranked first, second and third in the list of nations dealing with the worst water stress.

Haryana, Punjab, and West-Uttar Pradesh are the worst-affected Indo-Gangetic states in terms of the water crisis. This is mainly because of the 40-year-old cropping pattern in which sugarcane, paddy, and wheat are the dominant crops- all are water-guzzlers.

According to the study, India ranks 13th on the list. Still, at 1.4 billion, its population is more than triple that of the collective of the other 19 countries grappling with a water crisis.



Road ahead: India is starting to take critical steps to mitigate water stress, including setting up the Jal Shakti Ministry to prioritize all water issues— including supply, drinking water, and sanitation—under the national governance. Various other solutions the country could pursue: conserving and restoring lakes, more efficient irrigation, groundwater recharge areas, floodplains, and collecting and storing rainwater. Though the situation is undeniably worrying in terms of water trends in India, we can solve this water crisis for the good of people, economies, and the planet by taking collective action now and investing in better policies and management.



INDIA WATER VISION 2025

The water vision for the future crucially hinges on the lifestyle of the Indian people in the years to come.

Going by the present trends marked by increasing "consumerism" and imitation of the western lifestyle with its accent on material comfort. There will be growing pressure on natural resources, including water.

It was in the year 1999, in which the process of framing a vision was laid. Various stakeholders held several meetings, resulting in a 'vision' representing a 'desirable future'- something like a cherished dream. It was neither a forecast nor a projection.

Many significant water resource development projects have to be undertaken to meet the ever-increasing water requirements, taking a heavy toll on the environment. The mounting pressure of these developmental activities on the resource base, some feel, can lead to disaster. The alternative path is one of austerity, which will no doubt ensure both economic and environmental sustainability.

Given the current status of water supply and sanitation in India, the problems and inadequacies of the systems, and the efforts being made to remove them. Two possible scenarios may be conceived for 2025.

SCENARIO 1

Scenario 1 is the business-as-usual scenario whereby it is assumed that many of the current problems will continue.

SCENARIO 2

Scenario 2 is the sustainable water world scenario. It is believed that most of the issues will be tackled satisfactorily, and sustainable water supply and sanitation systems will be established.

Under both scenario 1 and scenario 2, complete coverage of the urban and rural population with a safe water supply is envisaged.

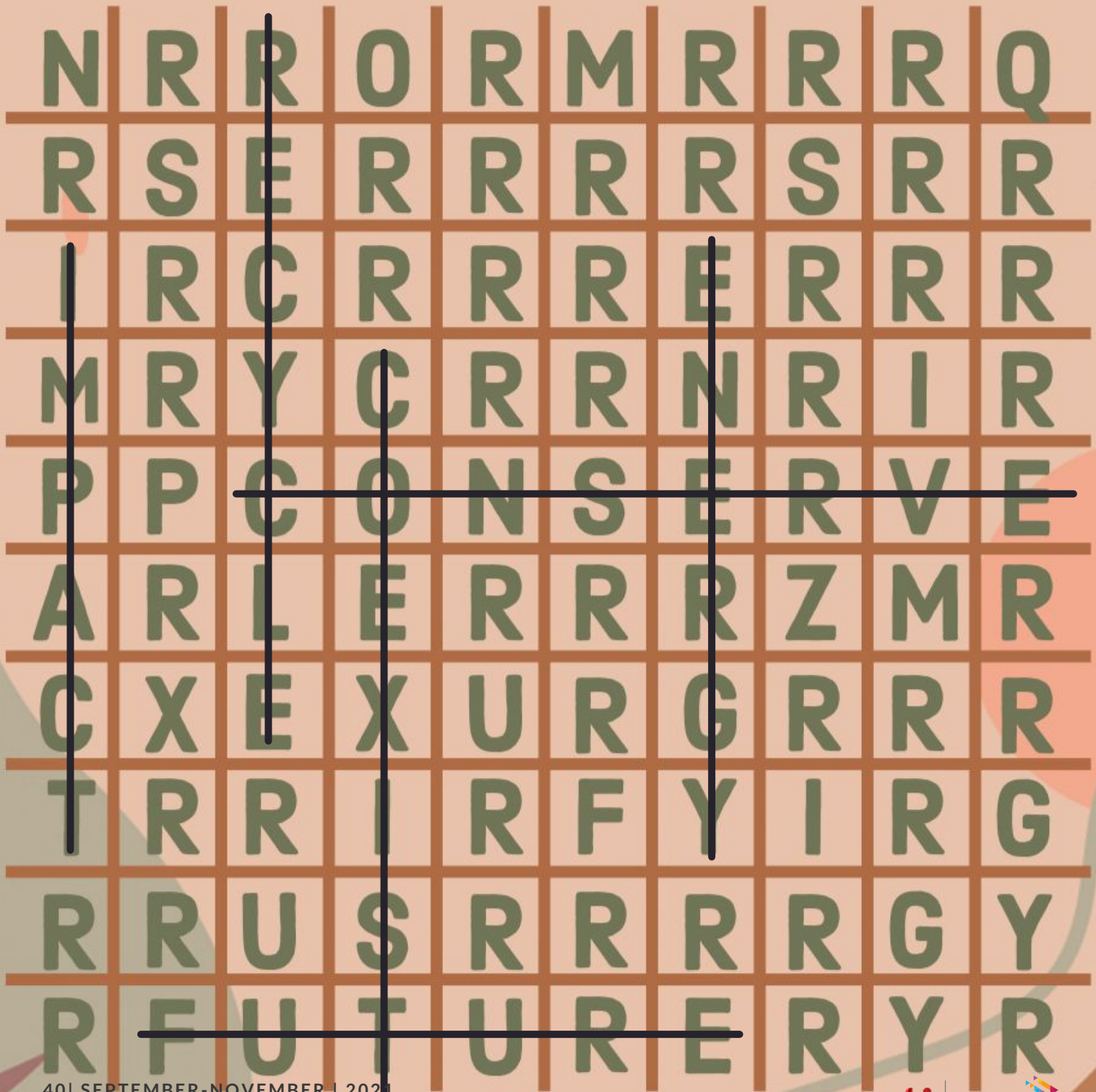
The Vision aims at providing water supplies to meet the water demands in the short term, medium-term, and long term. It requires efforts in various directions: demand management to reduce need; conservation of water by efficient use and adopting water-saving technologies and measures; augmentation of supplies by all means, i.e., creation of storage reservoirs – large, medium, and small.

Difficult choices and trade-offs will have to be made between economic and social development needs and environmental and social costs of development.

The sustainable water world scenario is attainable, but it requires sound policies, adequate resource mobilization, considerable efforts towards water resource development and management, decentralization, and people's participation.

Policy reforms would be necessary to ensure higher cost recovery and facilitate private sector participation. The elements of the water supply and sanitation strategy outlined in the India water vision 2025 should not remain in the paper but become a reality if a sustainable water supply and sanitation system are established.

Sustainability word search



TEAM
SUSTAINABILITY
COMMUNICATION

EDITORS



Ashmeet Kaur

Sustainable development requires a holistic approach that integrates environmental concerns with economic progress. We will not address ecological degradation and growing inequality until we take an inclusive approach to a growing population and rising resource demand.

Meghavali Singh

Sustainability is more than an idea. It is a vision of humanity's salvation that is based on commitment and passion.



Nishtha Vij



Sustainability in LMTSM has not only made me learn about sustainability theoretically but also improved my content creation and designing skills through this e-magazine.

TEAM
SUSTAINABILITY
COMMUNICATION

EDITORS



Gaurav Grover

We need a new approach, a new paradigm that puts human being at the centre of development therefore sustainability becomes the prime agenda not just for a state, country or region but as humans it is our responsibility to look after our environment.

Akshya Gera

In our culture, we have wicked problems, and solving them is not simple. It will take time and effort to make a difference. I believe that educating and raising awareness about sustainability issues through communication will improve the situation, and I will do all in my ability to be a part of this "changing" journey.



Sakshi Ratra



The future depends on the sustainable work we do today. As a part of sustainable communication team I have learnt that sustainability communication strategy is mandatory to have the desired benefits both (material and non-material) also by communicating the significance of sustainability we can contribute positively to organizational success.



“Sustainability is no longer about doing less harm. It’s about doing more good.”

-JOCHEN ZEITZ



Write to us at sustainability@thapar.edu for collaborations