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Ensure Sustainable Consumption and Production Pattern

PG Department of Commerce & Research
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Welcome to our Department newsletter, your gateway to staying informed, inspired, and connected with our vibrant commerce community!

As we navigate the ups and downs of academic life, it's easy to get caught up in our individual pursuits. But the truth is, our experience is so much richer when we engage with one another, share our stories, and support each other's passions.

That's what this newsletter is all about: fostering connection, sparking conversation, and celebrating the diversevoices and experiences that make our Department so special.

In the following pages, you'll find a wealth of news, features, and insights that showcase the best of our department. From academic achievements to extracurricular adventures, we're proud to share the stories that make our community thrive.

As we strive for a more sustainable future, it's crucial to adopt consumption and production patterns that prioritize the planet's well-being. By embracing circular economy models and eco-friendly practices, we can reduce waste and pollution. Let's work together to create a more equitable and environmentally conscious world. Together,we can make a difference and ensure a prosperous future for all.

So take a moment to read, reflect, and connect with the faces and voices that make our department so extraordinary. Let's build bridges, spark ideas, and create memories that will last a lifetime.

Happy reading!

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INTRODUCTION

Sustainable Consumption and Production (known as SCP) is about doing more and better with less. It is also about decoupling economic growth from environmental degradation, increasing resource efficiency and promoting sustainable lifestyles.

We are currently consuming more resources than ever, exceeding the planet's capacity for generation. In the meantime, waste and pollution grows, and the gap between rich and poor is widening. Health, education, equity and empowerment are all adversely affected.

Crucially, SCP can contribute substantially to poverty alleviation and the transition towards low-carbon and green economies. To do this, SCP requires building cooperation among many different stakeholders as well as across sectors in all countries.

Sustainable consumption and production refers to "the use of services and related products, which respond to basic needs and bring a better quality of life while minimizing the use of natural resources and toxic materials as well as the emissions of waste and pollutants over the life cycle of the service or product so as not to jeopardize the needs of future generations".

Electric Vehicles at the Forefront of Sustainability

As the world grapples with the challenges of climate change, environmental degradation, and energy security, the transportation sector has emerged as a critical area of focus. With transportation accounting for nearly a quarter of global greenhouse gas emissions, the need for sustainable solutions has never been more pressing. Electric vehicles (EVs) have emerged as a beacon of hope, offering a cleaner, greener, and more efficient alternative to traditional fossil fuel-powered vehicles. With their zero-tailpipe emissions, reduced operating costs, and improving infrastructure, EVs are poised to revolutionize the way we travel, making them a key player in the quest for a more sustainable future.

The environmental benefits of EVs are undeniable. With zero-tailpipe emissions, they produce no direct pollution, reducing greenhouse gas emissions and air pollution that contribute to climate change. In contrast, traditional gasoline-powered vehicles emit harmful pollutants, exacerbating environmental degradation. By switching to EVs, we can significantly decrease our carbon footprint, creating a healthier environment for future generations.
EVs also offer exceptional energy efficiency, converting about 60-70% of the electrical energy from the grid to power the wheels, while gasoline-powered vehicles only convert about 20% of the energy in gasoline to power the wheels. This increased efficiency translates to reduced energy consumption, decreased reliance on fossil fuels, and lower operating costs for consumers.

Petrol and diesel use is destroying our planet

The availability of fossil fuels is limited, and their use is destroying our planet. Toxic emissions from petrol and diesel vehicles lead to long-term, adverse effects on public health. The emissions impact of electric vehicles is much lower than petrol or diesel vehicles. From an efficiency perspective, electric vehicles can covert around 60% of the electrical energy from the grid to power the wheels, but petrol or diesel cars can only convert 17%-21% of the energy stored in the fuel to the wheels. That is a waste of around 80%. Fully electric vehicles have zero tailpipe emissions, but even when electricity production is taken into account, petrol or diesel vehicles emit almost 3 times more carbon dioxide than the average EV. To reduce the impact of charging electric vehicles, India is ambitious to achieve about 40 percent cumulative electric power installed capacity from non-fossil fuel-based energy resources by the year 2030. Therefore, electric vehicles are the way forward for Indian transport,and we ust switch to them now.

Tax and financial Benefit-Registration fees and road tax on purchasing electric vehicles are lesser than petrol or diesel vehicles. There are multiple policies and incentives offered by the government depending on which state you are in.

Lower running costs - The running cost of an electric vehicle is much lower than an equivalent petrol or diesel vehicle. Electric vehicles use electricity to charge their batteries instead of using fossil fuels like petrol or diesel. Electric vehicles are more efficient, and that combined with the electricity cost means that charging an electric vehicle is cheaper than filling petrol or diesel for your travel requirements. Using renewable energy sources can make the use of electric vehicles more eco-friendly. The electricity cost can be reduced further if charging is done with the help of renewable energy sources installed at home, such as solar panels.

Low maintenance cost-Electric vehicles have very low maintenance costs because they don't have as many moving parts as an internal combustion vehicle. The servicing requirements for electric vehicles are lesser than the conventional petrol or diesel vehicles. Therefore, the yearly cost of running an electric vehicle is significantly low.

In conclusion, electric vehicles are at the forefront of sustainability, offering a cleaner, more efficient, and cost-effective alternative to traditional gasoline-powered vehicles. As we navigate the complexities of environmental degradation, energy insecurity, and climate change, EVs provide a beacon of hope. Let us embrace this technology, invest in its development, and create a sustainable transportation sector for future generations.

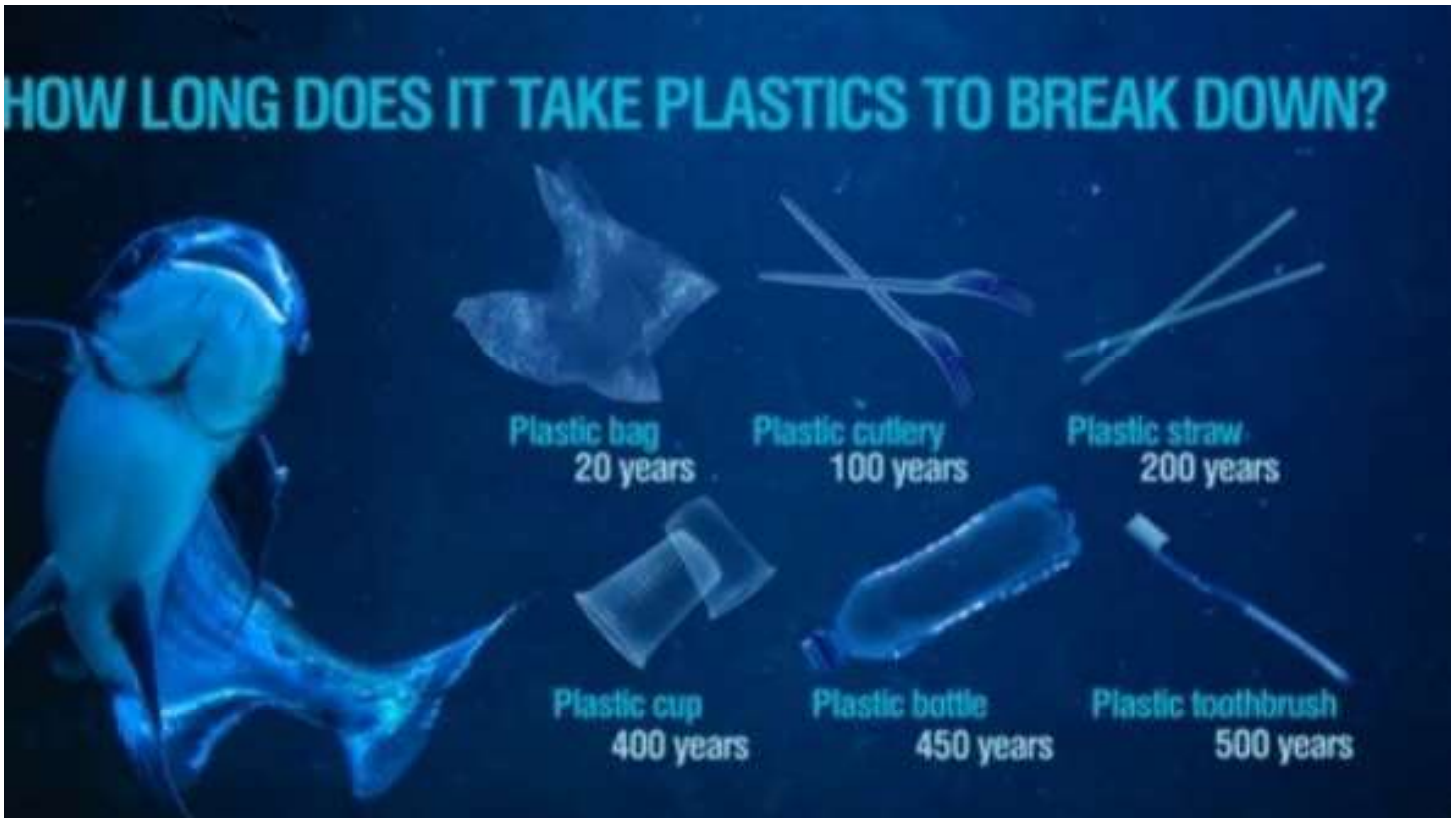
STRAW SOME RECYCLING

Moving from plastic straws to paper straws

Transitioning from plastic straws to paper straws is a crucial step in promoting sustainability and reducing environmental impact. Plastic straws, often used for just minutes, can take hundreds of years to decompose, contributing significantly to ocean pollution and harming marine life. By switching to paper straws, which are biodegradable and made from renewable resources, we can greatly reduce this pollution and foster a more eco-friendly environment. This move not only reflects a commitment to environmental responsibility but also encourages others to consider the broader impacts of their everyday choices, making a positive difference in our world.

Forward-thinking businesses are recognizing the importance of sustainable practices not clear only for environmental stewardship but also as a response to consumer demand. By making the switch to paper straws, companies are not only reducing their plastic footprint but also sending a powerful message about their commitment to a greener future. Moreover, this shift often sparks innovation, leading to the development of even more eco-friendly options.In recent years, there has been a growing global concern about the environmental impact of single-use plastics. Among them, plastic straws have gained particular attention due to their ubiquitous presence in our daily lives. From cafes to restaurants, and even at our own homes, these little plastic tubes have become a symbol of our throwaway culture. However, the tide is turning as consumers, governments, and businesses alike are taking action to reduce our reliance on plastic straws.

Perhaps the biggest driver in the popularity of paper straws as a business supply is that they are environmentally friendly. They are biodegradable and compostable, only taking a few weeks to break down. This is compared to plastic straws which take more than 200 years. Thus, paper straws will vastly help the environment.Switching from plastic to paper straws in a business setting is not only an environmentally responsible decision but also a strategic one. As consumers become increasingly conscious of their environmental footprint, businesses that adopt sustainable practices, such as using biodegradable paper straws, can enhance their brand image and appeal to eco-conscious customers. This shift demonstrates a company's commitment to reducing plastic waste and can differentiate the business in a competitive market. Moreover, embracing sustainable alternatives can lead to cost savings in the long term, especially as regulations on single-use plastics become more stringent. Ultimately, this change can boost customer loyalty, attract new clientele, and align the business with growing global trends towards sustainability.



Green marketing is the marketing of products that are presumed to be environmentally safe. It incorporates a broad range of activities, including product modification, changes to the production process, sustainable packaging, as well as modifying advertising. Yet defining *green marketing* is not a simple task. Other similar terms used are *environmental marketing* and *ecological marketing*.It involves incorporating sustainability principles into various aspects of marketing, such as product design, packaging, messaging, and promotion. Some green marketing strategies include: Creating eco-friendly products. Using eco-friendly product packaging made from recycled materials.

Green, environmental and eco-marketing are part of the new marketing approaches which do not just refocus, adjust or enhance existing marketing thinking and practice, but also seek to challenge those approaches and provide a substantially different perspective. In more detail green, environmental and eco-marketing belong to the group of approaches which seek to address the lack of fit between marketing as it is currently practiced and the ecological and social realities of the wider marketing environment. The main Purpose of Green marketing aims to educate and inform consumers about the environmental benefits, eco-friendly features, or sustainability initiatives, providing accurate and substantiated information.

The legal implications of marketing claims all for caution or overstated claims can lead to regulatory or civil challenges. In the United States, the Federal Trade Commission provides some guidance on environmental marketing claims. The commission is expected to do an overall review of this guidance, and the legal standards it contains, in 2011.

GREEN MARKETING IMPLEMENTED COMPANIES

NIKE

Nike's green marketing initiatives include the "Move to Zero" campaign, which promotes sustainability and aims to reduce the company's environmental impact. The campaign highlights seven key steps, such as using renewable energy, reducing carbon emissions, and achieving zero carbon and waste across the supply chain. Nike also uses recycled, repurposed, or biodegradable materials to create packaging, such as the Air Max shoe box, which is made from recycled containers and coffee cups.

STARBUCKS

When it comes to environmentally-friendly business practices, Starbucks is one of the few corporations that has not only embraced but has also remained dedicated. The usage of power by Starbucks is minimized with solar energy. Throughout the world, this green marketing example was hailed as a success. They're now attempting to make use of recyclable cups in order to cut down on the amount of garbage they generate.

TESLA

Tesla's products and services are focused on a healthier environment. The company is a leader in the sustainability industry and aims to build a sustainable community in the future. Tesla's green marketing strategy focuses on the environmental benefits of electric vehicles and its commitment to sustainability.

HINDUSTAN UNILEVER

Hindustan Unilever is a consumer goods company that has been focusing on sustainability through its "Sustainable Living Plan." The plan aims to reduce the environmental impact of its products and operations and promote sustainable sourcing.

From Bottle to Benefit

PLASTIC BOTTLES: FROM WASTE TO VALUABLE RESOURCE THROUGH RECYCLING

Marmax Recycled Products

Marmax

Marmax is a UK-based company specializing in plastic recycling. They produce high-quality recycled plastic products, reducing waste and promoting sustainability.

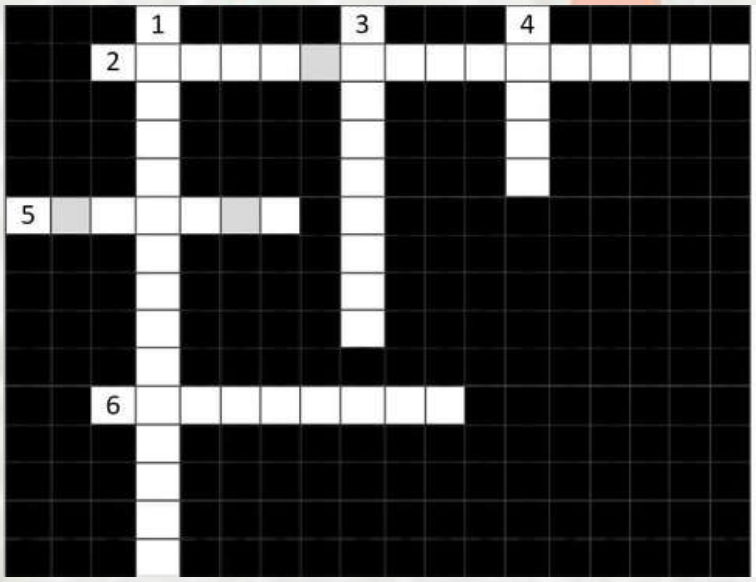
Adidas x Parley

Adidas partnered with Parley to create eco-friendly products from recycled ocean plastic. This collaboration showcases the potential for sustainable fashion.

TerraCycle

TerraCycle is a pioneer in recycling hard-to-recycle materials, including plastics. Their innovative approach has diverted millions of pounds of waste from landfills.

Try to do it



Across

2) What is the name of internationalagreement aimed at reducing waste and promoting sustainable consumption?

4) Which Indian company has developed a sustainable fashion line using recycled material ?

6) What is the term for the process of making products from recycled material?

Down

1) What is the term for the amount of green house gas emissions produces during the entire life cycle of a product?

3) What is the process of designing products with minimal environment impact?

5) Which country has implemented a nation wid on single use of plastics?

Answers

1) Carbon Footprint 2)Basel convention 3)Eco design
4)H and M 5)Kenya 6)Upcycling

Quiz Time

1)What is the primary goal of sustainable consumption ?

a)To increase economic growth

b)To reduce environmental impact

c)Promote social justice

2)Which of the following is the example ofsustainable production?

a)Manufacturing products with minimal waste and emission.

b)Using child labours in factories.

c)clear cutting forest for wood

3)What is circular economy?

a)A business strategy that prioritises profit over sustainability.

b)production and consumption model that promotes waste and pollution.

c)A model that aims to reduce waste and promote resource efficiency.

4)Which of the following is an example of sustainable consumption

a)Buying single use plastics

b)Using public transportation

c)Wasting food

Answers

1) b 2) a 3) c 4)b

THE VICTORY IGNITES IN FLAMES.

The ORMA International Speech Competition, hosted by the Orma talent Promotion Forum, Philadelphia, recently concluded with an impressive display of talent. Ardra K Baburaj, second year BCom (Aided) student, achieved 4th place in the Senior English category at the Grand Finale, with a Trophee, Certificate and Cash award of ₹10000. This prestigious event was held at St. Thomas College, Pala, on July 12th and 13th. She presented her speech on the topic - "Emotional Intelligence among new Gen youth". The competition progressed through multiple stages: from the initial pool of 1,468 participants, the competitors were narrowed down to the top 50, then to the top 25, and finally to the top 15 who competed in the Grand Finale.