

July - September 2009

# Green Voice

Quarterly Newsletter

# CMS ENVIS

## Newsletter on Environment & Media

**Theme: Biofuels**



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## CMS *environment*

### Promoting Environmental Responsibility

[www.cmsindia.org/cmsenvironment](http://www.cmsindia.org/cmsenvironment)

The CMS Environment Team is involved in policy research and programs evaluation aimed at creating sustainable solutions for environment protection and improving the quality of the environment. Creating capacities, undertaking outreach and advocacy and formulating strategies are its strengths.

#### Key Areas

- Urban and Rural Environment
- Climate Change
- Water Sector Reforms: Water Supply and Sanitation
- Natural Resource Management: Watershed, Forestry and Livelihoods
- Wildlife Conservation
- Environmental Education and Awareness

#### Services

- EVALUATION OF ENVIRONMENTAL PROGRAMMES
    - Water Sector Reforms; Drinking Water Supply and Sanitation
    - Natural Resource Management (Watershed, Forestry and Livelihood)
    - Environmental Education and Awareness
  - CAPACITY BUILDING
  - OUTREACH PROGRAMMES
    - Environmental Communication Strategies and Studies
    - Environmental Education and Advocacy
- (IV) ENVIRONMENT INFORMATION RESOURCE CENTRE

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Green Voice

July - September 2009

## In Black & White

### Magazine on 'green' issues

*Correspondent : Staff Correspondent*

HASSAN: "Dharani Mandala", edited and published by Yethiraju of Tumkur, is a Kannada magazine devoted to creating awareness on the environment. The first issue of the publication was released in Siddaganga College, Tumkur, on February 28, the second in Madhugiri in Tumkur district and the third in Hassan on Thursday.

#### Period

The magazine is published once in three months. Its honorary editor is the former Chief Conservator of Forests Yellappa Reddy and the editorial board comprises 35 experts in the field of environmental conservation.

The third issue contains an editorial on "Providing drinking water in parched districts" with reference to Kolar, Tumkur, Chitradurga, Davangere and Chickaballapur.

#### Readership target

While releasing the issue here, Mr. Yethiraju said their target readership was primarily students and the youth in general. Those interested in subscribing to the magazine may call 94486-59699 or 0916-2211455/436.

*Source : <http://www.hindu.com/2009/09/19/stories/2009091950320300.htm>*

### A cinematic treat for nature lovers

*Correspondent : Bindu Shajan Perappadan*

NEW DELHI: Delhi will present a visual treat for nature lovers this October as the country's premier environment and wildlife festival, Centre for Media Studies (CMS) Vatavaran, announced the much awaited nomination results on Monday.

As in previous years, this year too CMS Vatavaran-2009 received an overwhelming response from film-makers and nature lovers. The biennial competitive festival received 366 entries, including

276 (in 16 categories) from 20 different States. Also, 90 international entries (in nine categories) were received from 23 countries. Of the 366 films received, 106 (including 73 national and 33 international films) have been nominated for the prestigious CMS Vatavaran awards and screenings by the 31-member jury headed by M. Veda Kumar. The film festival will be organised from October 27 to 31 at Habitat Centre here under the theme "Climate change and sustainable technologies".

Nomination jury chairperson M. Veda Kumar said: "In a short span of time CMS Vatavaran has established itself as a popular and serious film festival on environment. The entire process of calling 31 experts from different parts of the country provides a great deal of credibility to the entire nomination process for the festival. During this nomination process we got to see some very good films made by both amateur as well as established film-makers."

CMS chairman N. Bhaskara Rao said: "Environment has become a nodal issue for everyone. Through CMS Vatavaran several burning issues in our contemporary world pertaining to environment, wildlife, natural resources and health are highlighted and widely disseminated."

There are attractive cash prizes to be won at the festival. The award will comprise cash entitlements between Rs.50,000 and Rs.1.50 lakh besides trophies and citations. The international winners will get trophies and a citation. The award winners will be announced on October 30.

*Source : <http://www.hindu.com/2009/08/18/stories/2009081850510200.htm>*

### 'The Age of Stupid': A wakeup call on climate

*Correspondent : AFP*

PARIS: Could we, the human race, really miss an ever-narrowing chance to save the planet from the ravages of global warming?

"The Age of Stupid," which will be screened in hundreds of venues around the world next week,

contemplates this grim scenario with the open aim of galvanizing a collective effort to prevent it.

Former UN chief Kofi Annan is expected to attend a special "green carpet" showing in New York Monday, on the eve of the world's first United Nation's climate summit.

The film is a serious documentary dressed up as a futuristic climate thriller, with a few bits of animation thrown in to help explain the underlying science.

The story is told in the voice of an ageing archivist -- played by A-list British actor Pete Postlethwaite -- looking back from the year 2055 on a world devastated by climate catastrophe.

Ensnared in a sea-bound tower harbouring a complete digital record of human history, the sadder and wiser archivist pulls up image files that tell the story of real, flesh-and-blood people profiled by the filmmaker, Franny Armstrong.

"We could have saved ourselves, but we didn't. It's amazing. What state of mind were we in, to face extinction and simply shrug it off?", Postlethwaite's character says with a flash of anger.

Gazing back to our time, he details the lives of six people whose stories intersect with global warming in different ways: a dirt-poor, aspiring medical student from Nigeria's oil rich Niger Delta; a young business scion starting up India's third "low cost" airline; a pair of child refugees from the war in Iraq.

We meet 37-year-old Piers Guy, struggling vainly against the opposition of his neighbors in the English countryside of Cornwall to a windfarm that could power several thousand households.

And then there is 82-year old Fernand Parau, a French mountain guide who has watched Alpine glaciers retreat dozens of metres over his long career.

The movie's title comes from a retired oil company scientist in New Orleans, thinking out loud as to

how future generations might look back our era if we fail to reign in global warming.

"The Age of Stupid" ([www.ageofstupid.com](http://www.ageofstupid.com)) will be broadcast on Monday in more than 400 US theaters.

And on Tuesday, the film -- translated by volunteers into 32 languages -- will be seen in over 60 countries in locations ranging from the futuristic Geode in Paris to an open-air screen in Vanatu, a South Pacific island nation at risk of being wiped off the map by rising sea levels.

Organisers say more than 200,000 people across the globe will watch the film, which premiered in Britain earlier this year.

The movie's modest 450,000-pound (500,000-euro, 735,000-dollar) budget was financed entirely through "crowd funding," explained Armstrong.

"It is a simple concept: basically, 228 people invested between 500 and 35,000 pounds, and they all own a percentage of the profit," she said in a phone interview. Armstrong's aims are clear: to help turn up the volume of public pressure ahead of a make-or-break UN conference in Copenhagen in December charged with delivering a planet-saving climate treaty.

Source : [http://www.energy-daily.com/reports/The\\_Age\\_of\\_Stupid\\_a\\_wakeup\\_call\\_on\\_climate\\_999.html](http://www.energy-daily.com/reports/The_Age_of_Stupid_a_wakeup_call_on_climate_999.html)

## Green View

Correspondent : Dipanita Nath

When The Climate Project (India), an independent chapter of Al Gore's non-profit body, the Climate Project, hosts the Green Job Fair next week, seminars and talks won't be the only mediums to spread the message. The organisation has roped in a new theatre company from Delhi, Pukar, to provide an essential prod to turn green. The 25 members of Pukar, mostly students and young professionals from the Capital, are looking towards Bollywood to drive home the message to the masses. "Because Hindi films are part of India's

mass psychology if you wrap a message in a Hindi film, you'll never miss. The audience will take something away with them," says Aditya Uppal, director of the play which draws upon scenes from Pati, Patni aur Woh, Sholay and Dak Bangla as well as an original skit called Mere Paas Kya Hai, which takes place in a world coloured black by emissions from industrial towers. The storylines twist the originals so that Gabbar in Sholay gets a positive shade as an environment-friendly rogue who cares for plants, and Dak Bangla is haunted by the ghost of an ancient tree. Palok Singh, who enacts the role of Amitabh Bachchan in Sholay, states, "Our stress is not on imitating the actor but to remind the audience about the film, and to show how the mere fact that Gabbar is a plant lover makes him more acceptable in our eyes." In Pati, Patni Aur Woh, the new bride is presented as being economical about using water unlike her husband who leaves the taps running.

"We're using the medium as a message, the stage will be full of trees and potted plants and the actors will wear costumes from the films, so that the audience can instantly equate the two," adds Uppal.

The Green Job Fair will be held at India Habitat Centre from September 24 to 26. Contact: 24682222.

Source : <http://www.indianexpress.com/news/green-view/518961/2>

## **M'Soft, Bill Clinton team up on GHG emissions**

Correspondent : Agencies

As US Secretary of State Hillary Clinton tries to rope in India in combating climate change, Microsoft has teamed up with her husband's NGO to create a free on-line tool for global cities, including Delhi and Mumbai, to monitor their greenhouse gases (GHG) emissions.

Microsoft, the global software firm, has created the online carbon accounting tool called 'Project 2 Degrees' for cities across the world to monitor their GHG emissions and open up an area for

enterprise software companies to provide the best tools for the job.

Cities account for only two per cent of the world's land mass but produce up to 75 per cent of worldwide greenhouse gas emissions, so they became the focus for 'Project 2 Degrees' that is a collaboration with software designers Autodesk and the Clinton Climate Initiative (CCI), a programme launched by former US President Bill Clinton.

"This is a long journey for our governments, be they local or national, but we could have the biggest impact by working with local governments as they have the ability to measure what's happening locally in terms of greenhouse gas emissions and to have an effect on the local economy and the local environment first," Matt Miszewski, Microsoft's general manager for Worldwide E-government, said.

"We want to show how software can help solve some very difficult issues. A great deal of the importance of this project is to be able to share this information from city to city, region to region," CNN quoted Miszewski as saying.

"A lot of companies are worried and interested in carbon accounting, but don't necessarily feel an urgency to adopt it.

But there is enough regulation in the pipeline, certainly in the US, that makes it look real and coming in a couple of years," said Scott Clavenna of Greentech Media.

"It will go from a niche of a couple of hundred companies using this kind of software right now to thousands." The first cities that will be comparing their CO2 high scores come from the 56 cities associated with the inaptly named C40 group that is in partnership with the Clinton Climate Initiative. Delhi and Mumbai are among the 40 cities.

Currently, the World Resources Institute's Greenhouse Gas Protocol is the most widely used international accounting tool for both governments and businesses, covering the six greenhouse gases covered by the Kyoto Protocol.

Over 200 companies are developing accounting software, according to research by Greentech Media, and over 3,000 businesses are using their products to track GHG emissions.

The US wants India to agree to limit its carbon emissions ahead of the signing of a new UN climate treaty in Copenhagen in December. During a meeting with Hillary Clinton yesterday, Minister of State for Environment Jairam Ramesh had asserted that New Delhi was "simply not in a position" to accept any legally binding emission reductions.

Source : Tuesday, July 21, 2009

### **"Go Green: Latest Corporate Buzzword" - 5 June 2009, TOI**

Meenakshi Sinha, 5 June 2009, TOI

NEW DELHI: Going green is the new corporate buzzword. In recent months, several companies have taken steps towards creating a more environment friendly business model and raising global awareness over ecological concerns. However, green activists are far from impressed.

As part of a mobile waste management drive, Nokia India has set up over 1,300 recycling bins across Bangalore, Delhi, Gurgaon and Ludhiana since January, 2009. The campaign collected over three tonnes of waste, including 10,000 handsets, within the first 45 days of its launch, says Ambrish Bakaya of Nokia India.

Similarly, Western Digital has designed an eco-friendly GreenPower hard drive. "The drive enables energy-conservative systems like PCs, server and consumer electronics with higher capacities," says Sharad Srivastava of Western Digital.

Reiterating the message that every small step makes a lot of difference in preserving earth's resources, a music channel this week released a two-minute video with a public message brought home by popular VJ Cyrus Sahukar. The video ends with Sahukar listing ways of making a difference such as taking shorter showers and planting trees. Philips Electronics India has called for a phasing-out of the incandescent light bulb as well as the introduction of a green logo on consumer electronic

products. "We are constantly taking concrete steps to become a greener company," says Rajiv Chopra, head of lighting for Philips. Green products form 15% of Philips' revenue stream.

Patni Computer Systems' centre in Noida has zero blinds and uses natural light and heat from fin shaped natural light reflectors. "The two upcoming facilities in Hyderabad and Pune will also be developed on green architecture," says Anirudh Patni.

However, award-winning wildlife filmmaker Mike Pandey says that corporate houses must take the blame for current ecological disorders and bemoans the lack of strong initiatives. "You are taking from earth and plundering its natural resources like oceans and rivers. The illusionary bubble of global economy has collapsed. Our future will come from the food and environment we live in. And that's where their money should be invested. Much more needs to be done," he says.

P N Vasanthi, director, Centre for Media Studies, asserts that unless corporates clean up their own act, most of their initiatives become notional. "Corporates play a big and direct role on environment-related issues. They need to show concrete results," she says. ■



## Abstracts

### Eco Green Fashion is Our Future

#### Eco Green Fashion: It's not always about Color

Cotton is one of the most significant fibers used by designers and tailors to make clothing. Are you familiar with Jute or what is also known as the "Golden Fiber"? This type of fiber is considered as the second chief fiber because the cost is economical and for its green fashion characteristic. The texture is somewhat textile fiber and a bit wood which is categorized as Ligno-cellulosic fiber.

In the 17th century where the origin of jute merchandise can be tracked, this fiber played a huge part in the trade industry in the time of British rule. Tatas, Birlas, Bajajs and Mittals are the renowned business magnates of the country India. They initially ventured on the eco green fashion using jute merchandises which they exported and imported.

India is the world's biggest manufacturer of jute. The features of jute are it has great level of moisture absorption, flexible, and has drainage attributes which makes this green fashion item an ecological, earth friendly and acknowledge by most environmentalists. Jute items are copious, accessible and have biodegradable characteristics.

Bengal is the term typically associated with these products. This is due to women folk of the Bengal area during the ancient period utilized jute goods. Normally they used this green fashion product for domestic storage. At present, the main producer of jute products in India is Bengal.

Throughout the years, jute products have been normally incorporated to bendable casings such as sacks, shopping bags as well as coarse door mats. There are also other items like jute jewelries, wall hangings, apparels. Today there are numerous and adaptable jute merchandises available worldwide. The product has made a huge come back after getting withdrawn due to the use of synthetic

casings in the year 1970. During its come back, the variety of the product has emerged big time, and it has shifted from the casing business to the fashion world. Fashionable salwar-kameezes, sarees, shoes, and jewelries were the latest embodiments of the ancient jute items. Carpets and rugs mixed with jute fibers, wall hanging embellishments, tapestries, hand bags, garden pot hangings, cushion covers, bed sheets, and other products. The possibility of new innovations seemed endless and is constantly rising.

Indian jute division holds controlled businesses, and a huge quantity of cottage entities which supplies service to thousands of individuals. These people generate countless practical merchandise made up of jute which exhibits the conventional distinction of Indian craftsmanship.

Continuously, these products has been appreciated and availed by many due to its cheap price and is very reachable for people in the low class. Even if the items cost inexpensively, you will still be assured that the quality and fashion characteristics is at its excellence. There are jute apparels which are beautifully embroidered and can somewhat replace the silk ones.

IJIRA or Indian Jute Industries Research Association in connection with the Indian jute business has freshly innovated food ranking jute bags as well as cloth known as Hydrocarbon free jute bags and flows the international standard requirements. These merchandises are always been demanded hugely in the export field and are used for packing coffee beans, cocoa beans, shelled nuts as well as other goods.

Today, we cannot create anything in a vacuum. Everything is interconnected and the work of (for example) a clothing designer does have an effect on the health of the world and the people in it. From the choice of fabric to the choice of where to manufacture, all actions have consequences beyond the bottom line.

Source: <http://hubpages.com/hub/eco-fashion>



# View Point

## Green is the new black in fashion: Ritu Kumar

*Fashion Designer*

Does fashion follow climate and economic changes? The obvious answer would be in the positive— but how and in which way does this cookie crumble is in the realm of fiction. The UN climate change conference 2009 in Copenhagen kick-started with a sustainable fashion show that was all about going green.

How has this been accepted? The trends in the industry, which has in the last year seen a recessionary reality, are equally hard to predict. So, in the realm of fiction one would first presume that the word fashion, as it applies to the rest of the world in general and to India in particular, needs redefining in the foreseeable future—moving onto 2010. Fashion like all other highly visible areas of consumption tends to be an 'over the top' business, both in its marketing and usage of resources. Other than the large output of fashion clothes, which end up at discounts at the end of the season, stuffing consumer wardrobes.

An inordinate amount of paper and printing is also used in the posting of fashion magazines, cards for launches, wines, liquor etc and fashion shows. These are impressively expensive missiles aimed to create a luxury market for fashion goods, which in turn create a world of extravagance, being exclusive, highly ticketed and rare. The world has in the last six decades seen a fashion boom especially in the luxury markets internationally, where the aspirational value of the by-products of fashion, viz perfumes, bags, scarves and shoes etc net more than the garments designed or sold by the dozen or so, of designer fashion houses.

These, at the turn of the last century, were created by individually talented designers and run on the lines of a mom and pop shop. These smaller ateliers have today been bought out by the multi national conglomerates, who can afford expensive retailing and manufacturing, due largely to the profitability

of selling the luxury image. A walk in Selfridges, London, Gallery Lafayette, Paris or Neiman Marcus, New York will expose you to the same merchandise, and throw up the same designer names regardless of the country you are in. Added to this uniformity, one is really struck by the inordinately large inventory of any type of fashion merchandise, clothes, bags, sunglasses, hair accessories. At some level, even home products, shampoos and soaps, etc today have a brand attached to them.

In the last year or so the stores lack traffic, and one wonders where the mountains of goods are going to be dumped when fresh merchandise hits the stores for the next season. The cycle cannot be stopped and with every churning there is going to be a fall out of design houses and throw away goods.

It is hard to believe that the affluent world is going to give up this honeymoon with quickly obsolete fashions and embrace the green movement and buy natural and eco-friendly products only. It is, and perhaps will remain a niche market, for people who are more conscious of their environment than others. Unfortunately, sustainable fashion shows, both in India and abroad, pay only lip service to the cause, and are in no way effective in their attempt to conquer consumption trends.

India, perhaps, is one of the few countries where fashion does not turn red, when like the rest of the world, it is announced as the colour of the season in Paris. We still have an indigenous and traditional understanding of nature and wear more society, regional and climatic specific fashions.

Very often not, even registering the dictates emanating from the west. India in that sense is likely to go with nature when it turns to indigenous fabrics in the heat of summer. Perhaps the ever resilient factor of never throwing anything away, and buying value for money clothing ingrained in the psyche of the Indian woman may yet be our best bet to declare that in India we, other than most of the world, think about consumption patterns — more in thrift than in sympathy with ecology, and may yet be the first country to declare 'green' as fashionable.

## On Air

### Climate Change Virals



British Council produced two virals on climate change. These were launched the same day as the MTV music video and have been as popular as the music video.

These are short, powerful, animated messages and are 'tongue-in-cheek' - making use of everyday events with a touch of humour. We are hoping that the messages will be seen as creative, funny and innovative to tempt the recipient to forward it to their peer group. As the virus spreads, so will the message. The British High Commission and the The Energy and Resources Institute (TERI) are also promoting these virals to spread the message amongst the staff members and their external audiences. These virals were also aired on India News (part of Dish TV network) all day on 5th June, World Environment Day. Given the success of the virals, we are looking at creating more of these one minute messages in the coming months.

Feel free to forward these simple but powerful messages to friends and family across the globe. Spread the good word around and be a part of the Green network of British Council.

Car Pool - <http://www.youtube.com/watch?v=6wygfNXQOpw>

Plant Trees - <http://www.youtube.com/watch?v=XFb9zipGwY>

Source: <http://www.britishcouncil.org.in/lcf/newsletter/index-july.htm>



## CMS ENVIS Centre on Media and Environment

Operational since 2000, CMS ENVIS Centre had initiated several activities towards making itself effectively functional. The area in which CMS has expertise is communication strategies specifically in the context of the electronic media. It has been working in developing itself as a resource centre, as a coordinating body and as a centre for dissemination of environmental related information. In the short span CMS ENVIS Centre has identified the database on different parameters. Also initiated innovative programmes to highlight the environmental concerns.

Among its various activities the centre has been indexing coverage of environmental issues from print media as well as electronic media, conducting small research studies to bridge the information gaps, the mailing list with addresses of agencies, individuals, institutions, departments NGOs, Radio and TV channels, advertisers along with computerized database of Audio-Visual resources has been updated regularly, media orientation programmes including screening of films, discussions and interactive sessions on different environmental topics are conducted. The main thrust is upon maintaining ENVIS CENTRE/ NODE websites.

[www.cmsindia.org/cmservis](http://www.cmsindia.org/cmservis)

## Talk Over

### Is it possible to transform Sunlight, Wind, Water and the Earth Into Rich, Textured Fabric that does not harm the environment?

By Linda Kaun

*Shailini Seth Amin of MORALFIBRE emphatically responds, 'Yes'.*

*The living energy and spirit of the artisans creating her hand made fabrics is spun into each thread and woven into every meter of cloth. The mere act of hand spinning and hand weaving creates a meditative, peaceful state of mind, which is transmitted into the fibres themselves. This in turn energizes whoever buys, sells or wears this cloth. MORALFIBRE products are not only 'organic' - they are alive.*

In addition to this unique quality, choosing these 'almost carbon-neutral' products takes a step toward creating both a pollution free environment and sustainable livelihoods for hundreds of skilled and unskilled workers.

Join me in this interview as Shailini graciously answered my questions about her passion and vision behind MORALFIBRE.

**L.K.:** Shailini, can you tell me more about the name MORALFIBRE? What does it signify?

**S.S.A.:** Our brand name stands for 'Clothing with a Conscience'. This stems from our threefold vision. First of all, we create superior quality fabrics that are all completely hand spun and hand woven, using natural dyes.

Second, because of our hand production processes, we've got probably the only 'almost carbon-neutral' fabrics and their products on the market today. Meaning we use almost no electricity for production, our dyes don't pollute the water, and we can source our raw materials locally here in Gujarat, India, which is one of the largest cotton

growing regions. So from farm to fashion, to marketing and selling through the Internet, our environmental impact is extremely light. This goes far deeper than simply using organic cotton in a product line.

Third, we practice social sustainability at all stages. This supports and enhances the lives of hundreds of workers in local villages where employment opportunities are few.

**L.K.:** So for you, it's not just producing goods to be sold, but each step on the way is equally important. Now, let's start with your fabrics. Actually I was surprised when I received your samples. In my mind I thought they might be a bit rough. In fact, you have a wide range of textures and weights, in whites and neutrals to soft natural colors on cotton, silk, wool and blends. And far from being rough, they have a lovely hand with many interesting patterns woven right in.

**S.S.A.:** Yes, people often tell me they're surprised at the range of different types of cloth we carry. All are subject to strict quality tests. An added bonus for customers is the flexibility to make smaller runs of fabric. They get to experiment with weaves and dyes to produce limited editions of custom designs. This is nearly impossible at a large factory.

**L.K.:** You also have your own product lines. Tell us about those.

**S.S.A.:** Our home furnishings line includes bed linens, pillow covers and gorgeous bedspreads with modern, stylized floral or abstract patterns. These are all hand appliquéd and embroidered by women living in the city slums. It's wonderful to offer these healthy, chemical free furnishings especially when you realize we spend nearly a third of our lives sleeping and relaxing. The Feel-Well Fashion Clothing range includes Sleep, Spa, and Yoga wear, a Natural Collection of classic styles for men and women and a new line of Kids wear is coming up soon. All are allergy free, made with natural dyes and no harmful chemicals. The clothes feel cool and comfortable as they absorb moisture and perspiration. They actually get softer with each washing.

**L.K.:** Please talk more now about the whole environmental issue. We all know this is of increasing concern globally, but in particular for the textile industry, which is known for its high-energy consumption and problems with polluting the environment. How does MORALFIBRE make a difference in this area?

**S.S.A.:** Yes, this is a major benefit of our fabric production. Because we rely on human energy instead of electricity or other power sources like coal, we contribute almost no pollution to the environment. Working with natural dyes also means we protect both workers and consumers from developing allergies.

And, since the fibres are not machine produced, we don't need to use petroleum scours, silicon wax, formaldehyde, anti-wrinkle agents or chlorine based bleaches. Our entire process is cleaner, simpler, using natural oils or starch from boiled rice. When we use natural dyes, we don't have to bleach the fabric first. Most of the time, the original sheen and softness of the fibres are maintained.

**L.K.:** You're also focused on the social sustainability aspect of producing your fabrics. We hear this phrase used a lot, but what does it mean in practical terms?

**S.S.A.:** To answer your question, I need to back up a bit first. Our Indian readers will be very familiar with the roots of MORALFIBRE's products, and that is the 'Khadi' cloth industry first started by Mahatma Gandhi in the 1920s, who encouraged us to hand spin and hand weave fabric for our own clothing. Khadi became a symbol of resistance, of self-reliance, of freedom, and independence for India.

MORALFIBRE took a look at the state of the Khadi cloth industry that had deteriorated over the years and decided to develop its full potential as a socially conscious product. We are moving it into the 21st century with better production, strict quality control, development of new designs, and new uses of this inherently environmentally safe product that also honors the workers who make

it. We are tackling this issue of creating a socially responsible and sustainable business on several fronts at once. First of all we work locally, which reduces our carbon footprint considerably.

Secondly, we support several existing Khadi workshops that produce high quality cloth and introduced improvements to overall working conditions.

Third, by supporting well-run Khadi units, more women can move out of poverty in rural villages where jobs are scarce. This maintains the vitality of village life and means they don't have to migrate to large overcrowded cities.

We hope to develop a prototype model for this segment of the manufacturing industry, eventually expanding it to other areas of the country.

The thing that makes all this possible at a very real level is the worldwide connection through the Internet. We can make a profound positive impact on local communities and have people all over the world benefit from these rich hand made fabrics.

**L.K.:** How are your fabrics different from other Khadi cloth being produced today?

**S.S.A.:** The fundamental difference is our commitment to strict quality control and a research and development program we're building up. This includes a wide range of issues from which types of organic cotton are most suitable for our products, and natural dyeing, to the hand spinning and weaving techniques and equipment.

**L.K.:** Shailini, are there any final thoughts you'd like to share?

I'd like to make it clear that the foundation of MORALFIBRE is based on an inherent value in creating with our hands and hearts, in honoring the skill involved in weaving cloth. It's not something we take lightly. It's the soul and foundation of our work. The art of spinning and weaving was seen as magical in times gone by. Then the industrial age of machines came in and, yes, made it faster and cheaper. But the cloth lost its voice, its heart.

We have an opportunity now to put the heart back into the cloth. So every time a person wears it, uses it or sells it, they are energized as well. It's like a chain reaction. A big part of this energy stems from the fact that this hand spun hand woven cloth not only frees the environment from pollution but helps move thousands of workers, mainly women, out of poverty by giving them a skill in a region where there are few jobs to be had. It's a win-win situation.

**L.K.:** Lastly, who are your main buyers? And how can people find out more?

**S.S.A.:** We sell wholesale to designers creating

their own lines, both for garments and home furnishings, fabric wholesalers, retailers, eco-friendly buyers and of course people in the various categories matching our clothing range, spas, yoga, sleepwear and children's wear. Another arena is environmental groups and different NGOs working with these issues.

People can go directly to our website at [www.moralfibre-fabrics.com](http://www.moralfibre-fabrics.com) to see our ranges and request samples. We're also a Premium Member of Fibre2fashion.

Source: [www.fibre2fashion.com/lindakauncopywriting/article.asp](http://www.fibre2fashion.com/lindakauncopywriting/article.asp)

## It's haute: organic fabrics make fashion 'green

New York, Sep11: Fashion trends come and go, but "green" is here to stay, say designers and sponsors at New York's fashion shows this week.

Scores of lines boasting biodegradable fabrics, recycled thread or organic materials are sashaying down the catwalks and, if sales of the often more-costly clothing meet expectations, designers and labels will have profitable new revenue streams.

But fashion is fickle, and any hot fad risks being pushed to the back of the closet like 1980s' shoulder pads. Still, companies such as cosmetics powerhouse Aveda and designers such as Abi Ferrin are banking that the sustainable approach to style has staying power. "To characterize the environment as a 'trend' is extremely shortsighted," said Aveda spokeswoman Ellen Maguire. "Going green is good business."

Backstage at the Rodarte, 3.1 Phillip Lim shows and others at the semi-annual Fashion Week sponsored by Mercedes Benz, Aveda stocked steel bottles filled with New York tap water.

The designers, in turn, agreed to avoid fur and use only post-consumer recycled paper for invitations. Aveda is one of the fastest growing brands in cosmetics giant Estee Lauder Companies Inc's portfolio, said Maguire

"Consumers are gravitating to companies that care for the environment," she said. "It's not a niche, it's not a trend." So-called green clothes are being stocked in top venues. Macy's high-end department chain Bloomingdale's carries organic cotton tops and jeans,

while Saks Fifth Avenue offers a \$2,815 Behnaz Sarafpour organic wool coat.

"Sales people today care about how your product is made," said designer Ferrin, whose flowing garments feature environmentally friendly thread and buttons carved by Nepalese women rescued from the sex trade.

Ferrin also uses recycled materials for her clothing tags and, while her recycled paper printing costs are 15 % higher, "you have more people buying your products so it evens out," she said.

Ferrin said she expects to double her sales this year to more than \$1 million.

Environmentally conscious fashion "is a megatrend," said Margaret Jacob, sustainability director at Invista, which owns Lycra, a synthetic fiber used in garments to increase wear and strength. "It's a mentality, a way of thinking about business."

The focus on green manufacturing and recycled materials is galvanizing the fashion trade but will not last unless the industry sets specific standards or until consumers believe green materials will noticeably improve their lives, said Susan Scafidi, a Fordham University fashion law professor. "The consumer needs to be convinced it's not only good for the environment but also for her," she said. "That's true of sustainability in architecture. No..."

Source: <http://www.financialexpress.com/news/its-haute-organic-fabrics-make-fashion-green/360237/>

## Lingerie fad: Green is the new black

*Eco-friendly lingerie might remind you of John Milton's epic Paradise Lost – Adam and Eve sporting fig leaves. But, little is known about eco-friendly fibres which are made of natural substances such as bamboo and soya that do not disturb the ecological balance.*

Many people are still not aware of the concept of organic fibres which are beneficial for both nature and our body. Eco-friendly lingerie has skin-softening and anti-bacterial properties, vitamin-rich powers and a sweet fragrance. The all-natural ingredients not only provide your skin with vitamins that are anti-inflammatory, but they reduce redness and brighten and soften the skin. And, you can rest easy that no toxic chemicals are present on your skin.

Though brands are promoting eco-friendly clothes, there is a very small market for these fabrics. Even some 'green' fashion designers have taken the initiative and launched eco-friendly lingerie lines, but this green fashion is confined to the rich and the elite or Hollywood celebrities. Hotel heiress Paris Hilton and actress Jessica Simpson are some well-known celebrities who love eco-friendly lingerie.

Ritu Kumar, fashion designer, says, "India is a hot country and here people usually wear cotton kurtis at night. Indians prefer cotton fabrics but organic cotton is not popular. Neither is it easily available in India." Eco-friendly innerwear helps the skin breathe, and also our skin doesn't react to these fabrics. However, it is comparatively expensive.

Rina Dhaka, Delhi-based fashion designer, says, "Nowadays, people want style. And, if style is combined with eco-friendly fashion, the outcome is not completely green. For instance, elastic is synthetic but it can't be done away with completely." Though the West is open to this concept and many universities are coming up with green fashion shows, there are few takers. Rina adds, "The concept is gradually spreading its

wings, but people are not ready to pay more for an eco-friendly fabric or outfit. Moreover, I've never seen brands selling lingerie with the eco-friendly tag on them, even in the West."

But, when it comes to comfort, some don't mind loosening their purse strings. Some NRIs and foreigners are convinced about green fashion and are getting their eco-friendly inner wear specially tailored by designers. Rebecca D'Souza, Ahmedabad-based fashion designer, says, "Organic cotton lingerie is more comfortable than that of synthetic. The concept has flowered in the West and a majority of people in India are not particular about natural fibre innerwear. But, I get orders from concerned NRIs and foreign clients for designer eco-friendly camisoles and undergarments."

There is lack of awareness among people about eco-friendly fashion. Even the elite and affluent class happen to pick organic clothes randomly and not by choice. Gautam Dave, store manager of an international apparel brand, says, "We have launched green fashion line under fair trade initiative, but there is no demand for these eco-friendly fabrics in the Indian domestic market." Even our Bollywood celebrities, who are supposed to be fashion conscious, do not prefer green fashion. Pooja Bedi says, "Lingerie is something very personal and the choice should depend on the comfort level. While shopping for lingerie, I always look for something very pretty and sexy. As such, I have never heard of eco-friendly lingerie in India or even abroad."

Commenting on the need for promotional activities, Rebecca opines, "Government bodies should take the initiative to spread awareness about and encourage people to purchase eco-friendly apparels." The younger generation should understand the need of making a positive contribution to the planet by reducing the amount of chemicals that go into the manufacturing of clothing. By using organic fibres and natural dyes, the use of harsh chemicals and pollutants can be avoided.

Source: <http://timesofindia.indiatimes.com/life/fashion/trends/Lingerie-fad-Green-is-the-new-black/articleshow/4621413.cms>

## Eco Friendly green Sustainable Fashion - Using Innovative 'DPOL' Technology

Its time when sustainability and eco friendliness is echoing everywhere. I would like to take this opportunity to introduce you to an innovation in the field of fashion industry and novel league of eco-friendly fashion apparels made from it under the label called 'August'.

The eco-friendly designer collection for women has been developed using a patented technology called DPOL. DPOL means 'Direct panel on loom'. The technology and collection is first of its kinds and patent has been acquired by its promoters and designer. DPOL is a signature technology which has been presented and acknowledged at national level conferences by stalwarts of fashion industry. Using DPOL one can produce ready to stitch shaped woven garment components. These components are finished at the edges by selvedge. This considerably increases fabric efficiency by approx 15%-22% and reduces lead time by approx 50%.

DPOL supports sustainability by reducing chemical and other wastages (energy, dyes, yarns, fibers ) by 17%-20%, thus imparting the eco-friendly nature to the apparels right from the inception of the process to develop the garments.

Apart from the eco-friendly aspect of the innovation, there are many notable uniqueness, some of these are: Continuity of design, proportionate design, non repeatable design and motifs etc. The label with its tool DPOL introduces world to a new fashion concept; in order to revolutionize the fashion industry at a larger scale and a fast pace we would like people to join the project 'August' and make it a grand Success!

For your quick reference, you may like to visit our website [www.august.synthasite.com](http://www.august.synthasite.com)

Subsequent to this, should you require any further details on this, please write to us.

Any kind of response from you on this, to take this further would be appreciable.

Source: <http://www.celsias.com/project/eco-friendly-green-sustainable-fashion-using-innov/> ■

## Events

### Workshop on Green Wardrobe, October 29, 2009

#### Background

Concern for the environment is now positively penetrating into every part of our lives and is not merely limited to research and actions against vehicular pollution, industrial contamination and climate change. The society is now talking about how much, we as responsible individuals care for our environment. The Indian fashion industry, which in the recent years has seen international recognition, too can contribute to building the environmental awareness amongst the people and offer solutions which can set a new trend for fashion conscious as well as the common man. The workshop was first such an attempt by CMS Environment to engage the

fashion icons of our country to promote Green Wardrobe - a lifestyle that takes into account the environment, the health of consumers while also being overwhelmingly affordable and extensively replicable.

#### Speakers

Green Wardrobe workshop's panelists includes Ms Jaya Jaitly, Fashion Designer and Political Leader; Ms Rita Banerji, Environment and Wildlife film maker and Mr Aniruddha Mookerjee, Senior Director, Wildlife Trust of India, and Ms P N Vasanti, Director, CMS.

#### The Participants

The workshop will attended by India's aspiring fashion designers, academicians, environmentalists and filmmakers.

Source: CMS VATAVARAN Film Festival 2009 ■

## India, Trinidad sign fashion technology agreement

Port-of-SPAIN - India and Trinidad and Tobago will share expertise in textiles with the signing of a pact on fashion technology.

Indian High Commissioner Malay Mishra said the agreement signals collaboration between India's Institute of Fashion Technology and the University of Trinidad and Tobago's Caribbean Academy of Fashion Designing to develop exchanges between the students, plan courses and provide faculty.

He said the Indian government has also received requests from Trinidad and Tobago in the areas of IT, healthcare, agriculture and security.

"There is also the possibility of bringing in experts in the field of renewable energy and ocean development in the future.

"Our developing a bilateral cooperation programme is based on several pillars - IT, culture, trade, education and training, agriculture, technical assistance, science and technology. These are our

strengths, which we are sharing with Trinidad and Tobago," Mishra said.

"To the people of Trinidad and Tobago, I say we all should set an example for the region by bringing greater unity and a stable society free from violence because we are in a world already tormented by so many other problems we don't want any other disturbance," Mishra said.

He said India and the Caribbean nation have built "very solid, positive relations in many areas".

"We want to further consolidate those relations and build from strength to strength for the betterment and development of our people."

India's independence day holds great reverence to the Indian diaspora here.

Trinidad and Tobago has a population of 1.3 million people and 44 percent of them constitute the Indian diaspora, whose forefathers came from India, principally Uttar Pradesh and Bihar. They came here to work on the sugar plantations and also to beef up failing agricultural production.

Source: <http://blog.taragana.com/e/2009/08/16/india-trinidad-sign-fashion-technology-agreement-25143/>

### About ENVIS Network

Working towards the conservation of environment, an environment information system (ENVIS) was established by the government in Dec 1982, with a view to provide information regarding environment to decision makers, policy planners, scientists and engineers, research workers etc all over the country. Environment being a broad ranged and multidisciplinary subject, requires an involvement of concerned institutes/organizations that are actively engaged in the different subject areas of environment, therefore a large number of nodes have been established to cover the broad subject areas of environment. ENVIS is a decentralized system, which ensures collection, collation, storage, retrieval and dissemination of environmental information to all concerned. These centers have been set up in the areas of pollution control, toxic chemicals, central and offshore ecology, environmentally sound and appropriate technology, bio-degradation of wastes and environmental management etc.

[www.envis.nic.in](http://www.envis.nic.in)



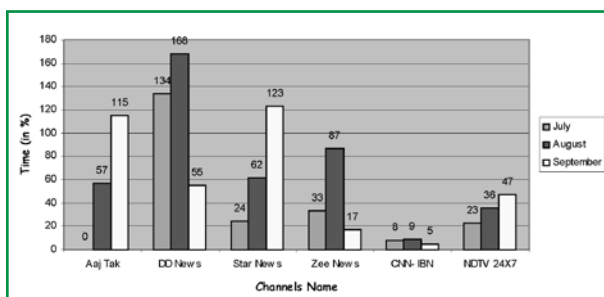


# Media Analysis

## Environment and Wildlife stories (July-September)

A total of 222 news stories on environment and wildlife were telecast in the month of July on six prominent news channels. DD News remained at the top with 134 stories, while Aaj Tak did not telecast even a single story in the entire month. However, the month of August saw a marked increase in the number of stories on all the six channels. In all there 419 stories were telecast. There were 168 stories on DD News, 87 on Zee News, 62 on Star News, 36 on NDTV 24X7 and 9 on CNN-IBN. No of stories on Aaj Tak jumped from zero in July to 57 in August. The overall number of stories came down to 362 in September. There was a sharp decline in the number of stories on DD News (55) and Zee News (17). In contrast to it there was a rise in the number of stories telecast on Aaj Tak (115), Star News (123) and NDTV 24X7 (47). During the period from July-September a total of 357 stories were telecast on DD News, 209 on Star News, 172 on Aaj Tak, 137 on Zee News, 106 on NDTV 24X7 and a minuscule 22 on CNN-IBN.

Graph 1: Environmental Stories (in %)



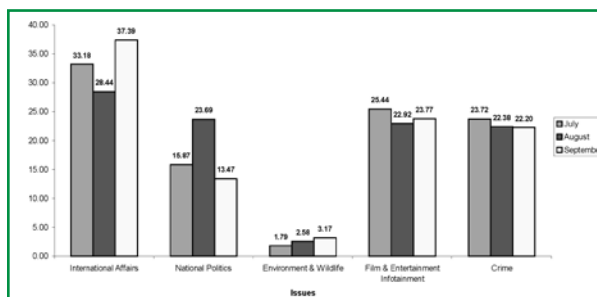
Source: CMS Media Lab

## Analysis of primetime coverage of stories (July-September)

In the month of July stories on International Affairs dominated the news channels. There were 943 stories taking 33.18% of the total primetime. Film and entertainment stories (723) occupied the second slot, while environment and wildlife stories came at the bottom with just 51 stories and occupying just 2.84 percent of the total primetime telecast. International Affairs, National Politics

and Film and Entertainment news continued to dominate the prime time on all the prominent news channels in August. While there were 784 stories on International Affairs, environment and wildlife continued to be at the bottom with just 71 stories telecast on the prime time. 22.03 % of total time was devoted to news on International Affairs, while news on environment and wildlife constituted just 4.17 percent of primetime. In the month of September there was a decline in the number of stories on National politics, Crime and Film and Entertainment, while there was an increase in the number of stories on International Affairs and environment and wildlife. In total there were 933 stories with 30.82 percent of primetime coverage on International Affairs. This comes in sharp contrast to environment and wildlife stories during the primetime. There were just 79 stories on environment and wildlife constituting 4.22 % of total primetime coverage.

Graph 2: Total No. of Stories from July to Sept 2009 (in %)



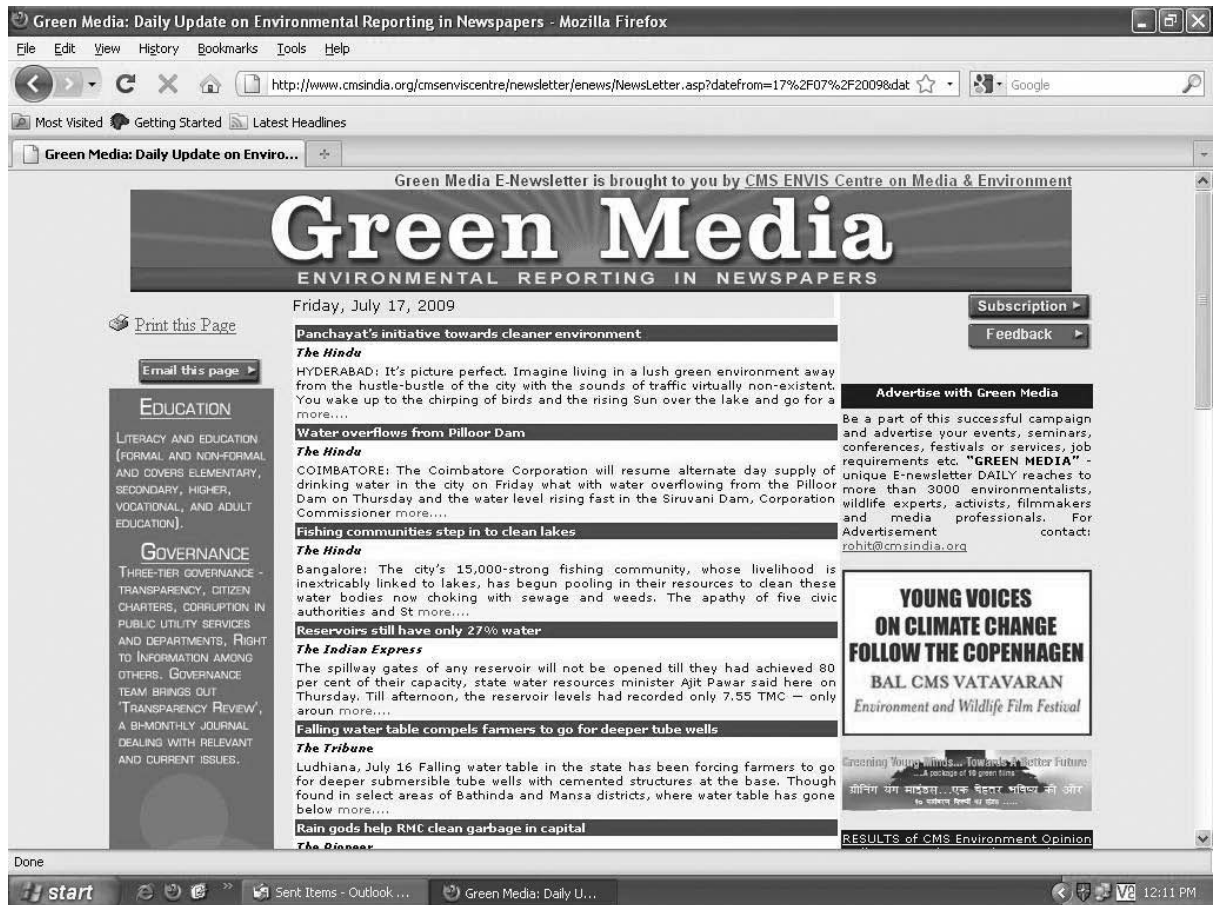
Source: CMS Media Lab

## 'Go Green' - Fashion show with a difference

Somarelang Tikologo, an environmental watch organization in Botswana recently hosted a fashion show with the theme "Just Go Green" to encourage the use of recycled materials and fabrics in textiles and clothing among the consumers of the country. Models walked the ramp in different costumes and dresses made from newspapers, scratch cards, orange bags and cans and from many other sustainable fabrics produced from recycled materials to the glee of the audience. The newspaper costumes were designed by two students of Gaborone technical college and one of the students had made a two piece suit using local newspapers, said, she encouraged people to respect the environment by using recycled material. One of the designers blended recycled fabric with used jeans to create a beautiful range of garments, which was widely appreciated by the audience at the show. Other designers also showcased clothing form different types of recycled material

Source: [http://www.fibre2fashion.com/news/fashion-news/newsdetails.aspx?News\\_id=69801](http://www.fibre2fashion.com/news/fashion-news/newsdetails.aspx?News_id=69801)

# CMS Envis Green Media E-Newsletter



Daily e-newsletter Green Media, an electronic documentation of news and features, which appear in English News dailies in India.

Green Media satisfies information requirements of environmentalists, wild lifers, conservation activists, researchers, media professionals, filmmakers, political activists, NGOs/ scientific organizations, mass communication institutes, lobbyists and advocacy groups in an effective and functional manner. The newsletter reaches to more than 3000 email boxes every day.

This e-newsletter also facilitates easy organization, maintenance of archival material electronically and quick retrieval of information. Presently, over twenty national dailies in India are documented in Green Media – the largest ever-daily compilation on environment and wildlife.

With the click of the mouse, you gain access to all news and features and other updates on environmental issues including environmental management, air pollution, water pollution, noise pollution, ecology, wild life, nature and natural resources conservation, health toxicology, solid and hazardous waste, energy, policy matters etc. These topics are also available in the archives of CMS ENVIS. CMS has established this site to provide access to back files on news and features related to environment, wildlife and conservation issues.

For subscription email to:  
Web Master at [webmaster@cmsindia.org](mailto:webmaster@cmsindia.org)



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# Environment calendar

## January

- 4 - Oil Conservation Week
- 15 - Oil Conservation Fortnight
- 30 - National Cleanliness Day

## February

- 2 - World Wetlands Day
- 28 - National Science Day

## March

- 2-4 - World Sustainable Day
- 21 - World Forestry day
- 22 - World Water Day
- 23 - World Meteorological Day

## April

- 5 - National Maritime Day
- 7 - World Health Day
- 18 - World Heritage Day
- 22 - World Earth Day

## May

- 11 - International Migratory Day
- 22 - International Biodiversity Day
- 31 - World No Tobacco Day

## June

- 5 - World Environment Day
- 8 - World Ocean Day
- 17 - World Day to Combat Desertification and Drought

## July

- 11 - World Population Day
- 28 - World Nature Conservation Day

## August

- 6 - Hiroshima Day
- 9 - Nagasaki Day
- 9 - International Day of the World Indigenous people
- 12 - International Youth Day

## September

- 16 - World Ozone Day
- 28 - Green Consumer Day

## October

- 1-7 - Wild Life Week
- 4 - World Animal welfare Day
- 6 - World Habitat Day
- 10 - International Day for Natural Disaster Reduction
- 16 - World Food Day

## November

- 6 - International Day for Preventing the Exploitation of the Environment in War and Arm Conflict
- 10 - World Science Day
- 14 - Children's Day in India
- 20 - Universal Children's Day
- 21 - World Television Day

## December

- 2 - Bhopal Tragedy day/ National Pollution Day
- 11 - International Mountain Day
- 14 - National Energy Conservation Day

## World Population Day 2009

Theme for UNFPA World population day 2009 is:

### FIGHT POVERTY: EDUCATE GIRLS

World Population Day is an annual event, observed on July 11, which seeks to raise awareness of global population issues. The event was established by the Governing Council of the United Nations Development Programme in 1989

On 11 July 2009, people around the world will be observing the 20th World Population Day in different ways. This year's theme is chance to build awareness of the importance of educating girls to a wide range of development issues, including poverty, human rights and gender equality.

<http://www.unfpa.org/wpd/2009/en/>

If you are interested in sending us articles, features or any other relevant information please contact us at [webmaster@cmsindia.org](mailto:webmaster@cmsindia.org)

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