

All for the cause of Mother Earth

Vishwa is an international expo to support eco-friendly business solutions

Meghna Sharma

For the past few days, all eyes and ears were glued to the climate summit in Copenhagen. But far away from the hustle bustle of the conference, an exhibition is being held here — in our own Mumbai — to make people aware about global warming.

Vishwa 2009 is an international exhibition and conference to support eco-friendly business solutions.

The endeavour, the first one to be taken up by an association, to acknowledge the efforts for a greener tomorrow is being promoted by the Institute for Studies in Vedic Sciences.

Vishwa founder Yogendra Vora feels that merely talking about global warming or climate change, will lead us nowhere. He feels the custodians may even forget about various issues within a day or two. He also believes the rest might tie up with big companies and promises will only remain on paper. "Vishwa has tak-



Dr. Purshottam Rajimwale, director, ISVS and Yogendra Vora, the convener of Vishwa 2009 welcoming Dr APJ Abdul Kalam

en a different route. We have gone to the grassroots so that the results make a difference in the lives of people," said Vora.

The Sanskrit term Vishwa originates from the word 'world' and hence it is the platform to unite people and bring together available solutions from diverse backgrounds. "The whole concept is to tell people that enough damage has been done to the world. So, we created a platform for green revolution. There are many solutions for a brighter tomorrow," Vora added.

Experts like former president Dr APJ Abdul Kalam have been roped in. "In recent times, the In-

dian society is becoming aware about global warming. But I believe the catastrophic nature of the problem is still unknown," said Dr Vijay Bhatkar, chairman

COMMUNITIES ECO ACTIVISTS

of Education to Home and a Padma Shri award winner in the year 2000.

The organisation believes that every individual must contribute in a small way to stopping climate change. "Developing countries should promote and invest in programmes such as energy effi-

Vishwa '09 activities

- Facilitating electronic waste recycling
- Tree plantation drives
- Solar-powered lighting (for street lighting)
- Creating water reservoirs
- Rainwater harvesting
- Promote conservation of ground water
- Recycling activities
- Promotion of eco-friendly goods
- Competition creating art installation to be displayed at the show

ciency and clean fuels. Through this, nations should not only reduce the emission of green house gases but also optimise resources, improve competitiveness and enhance the sustainability of investment," said Dr Prasad Modak, executive chairman and president of Environmental Management Centre.

It will be critical, however, that countries like India create the right kind of environment to seize such opportunities. "For sustainability the businesses will need to firstly comply with the applicable laws and regulations," added Modak.

He added, "Companies need to

be responsive to the regional and global issues by following voluntary measures."

Technology can be applied to achieve these ends. According to Dr Prabhu, deputy director general, National Informatics Centre, the need is to integrate ancient technology with modern methodologies to help with the green revolution. He also suggests organic farming and 'Agnihotra', a form of prayer through which we can sustain good rainfall.

"One must try to use renewable energy wherever possible and must adopt sustainable practices in daily life," informed Subbalakshmi Kumar, consultant in education and training, Centre for Development Education.

She added, "Simple methods like using public transport, saving resources like water, switching off electricity when not in use and managing waste effectively can help the environment."

The world's future doesn't depend on companies and industries but on individuals too. Apart from the conference, there is an exhibition showcasing various eco-friendly products. Along with it, there is also an activity centre where people can learn about plant seeding and tribal art. "The main purpose here is to make people aware about their responsibility," informed Vora.