



ENVIS

Newsletter



on State of Environment
Supported by Ministry of Environment and Forests, Govt. of India

Vol. 9 No.1 June 2012

A quarterly issue

ISSN 0974 133x

GREEN ECONOMY



WORLD ENVIRONMENT DAY | 05 JUNE
Green Economy: Does it include you?

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GREEN economy

What is Green Economy?

Green Economy is one that results in improved human well-being and social equity, while significantly reducing environmental risks and ecological scarcities. In its simplest expression, a green economy can be thought of as one which is low carbon, resource efficient and socially inclusive.

Practically speaking, a green economy is one whose growth in income and employment is driven by public and private investments that reduce carbon emissions and pollution, enhance energy and resource efficiency, and prevent the loss of biodiversity and ecosystem services. These investments need to be catalyzed and supported by targeted public expenditure, policy reforms and regulation changes. This development path should maintain, enhance and, where necessary, rebuild natural capital as a critical economic asset and source of public benefits, especially for poor people whose livelihoods and security depend strongly on nature.

What you can do for a Greener Planet

Buildings

- Construction and buildings take a large toll on global resources and climate.
- A home or business energy audit can reduce your building's climate footprint and lead to significant savings in energy costs.
- When shopping around for home improvements or landscaping, your impact can be reduced by seeking out low-impact construction and landscaping firms.
- You can support a resource-efficient Green Economy by taking charge of the buildings in your life.



Fisheries

- Overfishing in many parts of the world threatens to deplete future fish stocks. We can avoid this by working now to promote sustainable fishing practices.



- Research ecolabels in your area and buy seafood products that have been harvested sustainably.
- By choosing sustainably harvested seafood, you send a message to producers that you support a Green Economy for fisheries.

Forestry

- Deforestation accounts for close to 20% of the world's greenhouse gas emissions.
- Sustainably managed forests can continue to support communities and ecosystems without damaging environment and climate.
- Use electronic files to reduce your demand for paper products, and seek out timber and paper products that come from certified sustainable forests.
- When you support certified sustainable forest products, you support a healthy environment and sustainable livelihoods.



Transport

- Riding alone in your car isn't just environmentally and economically inefficient, it's lonely!
- Carpooling or taking public transport reduces environmental impacts and economic costs while strengthening community.
- Walking or riding a bike for short trips is good for your health - and the environment's, too!
- When you choose alternative transportation methods, you support a Green Economy in the transport sector.



Water

- Billions of people worldwide lack access to clean drinking water or improved sanitation services - and population growth will worsen the problem.
- Taking small steps towards wise water use can help conserve this precious resource.



- Turn off the tap when you're not using it, wait until you have a full load to run your laundry or dishwasher, limit shower time, and don't water your lawn right after a rain.
- Resource efficiency is key to a Green Economy and water is one of our most important resources.

Agriculture

- The population is growing! It's time to support sustainable agriculture to ensure our ability to feed everyone.
- Grow your own veggies, eat in-season, and shop local farmers' markets.
- When you buy local, organic, and sustainable food products, you send a message to producers that you support a Green Economy for agriculture.



Energy Supply

- The current mainstream energy sources - oil, coal, gas, etc. - are not only harmful to health and environment, they're not sustainable in a world of growing energy needs.
- You can support the development of clean, renewable energy by choosing businesses and products that invest in them - or by investing in them yourself!
- While we work towards a transition to renewable energy, consider ways to improve your personal energy efficiency. Turn off lights and unplug appliances when you aren't using them. Don't heat your house when no one's home.
- You can help build a Green Economy by supporting clean, sustainable energy sources and becoming a model of energy efficiency.



Tourism

- Tourism can be great for local economies, but not if it results in negative environmental and social impacts.
- The same principles apply to supporting a Green Economy both at home and afar: buy local, travel with others, limit water and energy use, etc.



- Know before you go: What hotels and travel agencies support ecotourism? How can I limit my impact on sensitive habitats?
- When you support ecotourism, you help the communities in your travel destinations achieve economic growth without sacrificing environmental and social well-being.

Waste

- Throwing something away means losing the chance to reuse materials and can contribute to methane (the most potent greenhouse gas) emissions from landfills.
- Electronics in particular are only recycled at a rate of 15% globally.
- Recycling appropriate materials and composting food waste reduces the impact of landfills as well as the demand on our natural resources to produce more materials.
- Learn about recycling opportunities in your community and support a more resource-efficient Green Economy.



Manufacturing and Industry

- Industry and manufacturing drive employment and economic growth in many countries, but is it worth it to employ someone to pollute?
- Be a wise consumer - support businesses that have sustainability plans, use ecolabels, and invest in renewable energy.
- Greenwashing is everywhere! But many companies are sincerely committed to achieving sustainability. Do your homework and ask questions.
- When you choose a sustainable business over a 'business-as-usual,' you send the message that it's time for industry and manufacturing to transition to a Green Economy.



Success Story of Green Economy in India

Rural ecological infrastructure development in India

India's National Rural Employment Guarantee Act 2005 (NREGA) is a guaranteed wage employment programme that enhances the livelihood security of marginalized households in rural areas. Implemented by the Ministry of Rural Development, NREGA directly touches the lives of the poor, promotes inclusive growth, and also contributes to the restoration and maintenance of ecological infrastructure.

In its first two-and-a-half years of operation, from 2006 to 2008, NREGA generated more than 3.5 billion days of work reaching on average 30 million families per year. The programme is implemented in all 615 rural districts of the country, with women representing roughly half the employed workforce. The emphasis is placed on labour-intensive work, prohibiting the use of contractors and machinery.

Investing in ecological infrastructure

In addition to supplementing wage employment, NREGA's secondary objective is to strengthen rural natural resource management. This is achieved by financing rural works that address causes of drought, deforestation and soil erosion, thus restoring the natural capital base on which rural livelihoods depend.

As one of the world's leading crop producers, India has seen a surge in water consumption in the agriculture sector over the years.

With industrial water consumption expected to quadruple between 2000 and 2050 as well, groundwater aquifers in the four major river basins may be depleted by half by 2050. India is moving towards water scarcity due to increasing demand and a drop in supply of clean water as well, with forecasts of even a 50 per cent deficit by 2030. Increasing water scarcity is a major constraint to agriculture and livestock production affecting livelihoods and food security.

In Andhra Pradesh, NREGA supported the restoration of a network of water storage tanks dating back over 500 years in the principal arid zone. Repairs to the gates of the tanks, as well as works to desilt the channels feeding them, has restored to full capacity. This not only boosts crop and livestock production but has contributed to groundwater replenishment.

Similarly in Tamil Nadu, NREGA during 2006-07, was launched in 6 districts. During the first year of its implementation, 5.79 lakh households demanded employment and all of them have been provided employment. The scale of NREGA employment (average person-days per rural household) in Tamil Nadu has increased steadily between 2006-7 and 2009-10: from 9 to 42 days in the Phase 1 districts. The share of women in the NREGA workforce in Tamil Nadu has remained high (around 80 per cent) from the beginning and is the highest in the country.

In its short history, NREGA has produced many such success stories across the country. In promoting to inclusive growth and the restoration of ecological infrastructure, the programme also has a strong impact on empowerment of poor or marginalized groups.



Green Crusader of the Department of Environment

Mr. K.B. Ravindran serves as coordinator of the National Green Corps and has planted 10 lakh saplings around Tamil Nadu. He selects trees that can withstand the blazing sun of the tropics. The green mantle over rocky ground at Kuttikaradu, Kombai Peelikaradu, Vadipattikaradu, Kanavaipattikaradu and Perumalkoilkaradu speaks volumes about the noble venture of Ravindran and his crew.

He also supplies free saplings that are indigenous to the State. On an average, his nursery on the premises of the N.S.V.V. Boys Higher Secondary School has 16 varieties of saplings including banyan, peepul, pungai, punnai, vaagai, karunkondrai, manjalkondrai, sarakondrai, kodika, mayilkondrai, and naval. Whenever individuals ask for saplings in bulk, he visits them to find out how motivated they are and whether they are likely to water and preserve the saplings. He also judges whether they might sell the saplings or cut down the trees after a few years.

After becoming a teacher, he involved children as part of the Department of Environment's National Green Corps programme. The school administration extended its full support in providing the facilities and permitted children to work even during late evenings.

Nurturing a dream, The Hindu, April 27, 2012



EVENTS

Earth Day 2012 - An online appeal from the Director of Environment

Inspired by the student anti-war movement, Gaylord Nelson, a U.S. Senator from Wisconsin realized that if he could infuse that energy with an emerging public consciousness about air and water pollution, it would force environmental protection onto the national political agenda. As a result, on the 22nd of April 1969, 20 million Americans took to the streets, parks, and auditoriums to demonstrate for a healthy, sustainable environment in massive coast-to-coast rallies. Thus from 1970 onwards, this day was observed as the Earth Day. The Department of Environment, Government of Tamil Nadu is the Pioneer in creating Environmental awareness. As the 42 Anniversary of Earth Day was observed, the Director of Environment made an online appeal to the general public through the Department's website to put into practice ten simple steps to protect our Earth.



Workshop on formulation of the Tamil Nadu State Environment Policy

The Workshop on formulation of the Tamil Nadu State Environment Policy was conducted by the Department of Environment at Hotel GRT Grand, T. Nagar, Chennai on 5th April 2012.

The Workshop was inaugurated by the Honourable Minister for Environment Thiru. B. V. Ramanaa, who also gave the inaugural address. Dr. H. Malleshappa, I.F.S., Director of Environment, welcomed the Honourable Minister for Environment and the other delegates. Thiru. C. V. Shankar I.A.S., Principal Secretary to Government, Environment and Forests gave the key note address and also participated in the panel discussions. Dr N. Sundaradevan, I.A.S., Principal Secretary to Government, Industries, Thiru. Vikram Kapoor, I.A.S., Chairman, TNPCB, Thiru. Rakesh Vasisht, I.F.S., Principal Chief Conservator of Forests & Chief Wild Life Warden, and Thiru. T.S Srinivasamurthy, I.F.S., Member Secretary (i/c), TNPCB also took part in the panel discussions. Senior Scientists from IIT, Madras, NITTTR, Anna University, Madras school of economics, Annamalai University, SDMRI and SACON participated and gave their valuable inputs. A wide range of Government officials, NGOs and Press representatives also took part in the Workshop.



During the workshop, a book which was brought out under the Part II schemes of the Department of Environment was released by the Honourable Minister for Environment. This book titled “Management Strategies for Endemic and Threatened Medicinal Plants in India - A Geoinformatic Approach” authored by Dr. Manoj Kumar Sarkar, I.F.S., is the continuation of the Tree series of Tamil Nadu. This book documents the tree species, shrubs, herbs, Climbers, lianas including 58 strict Endemics and Threatened Medicinal Plant species confined to Kalakad Mundanthurai Tiger Reserve, Southern Western Ghats of Tamil Nadu, India.



The Environmental Awards were also distributed by the Honourable Minister for Environment. The following are the winners of the Environmental Awards.

Environmental Education and Awareness		
Shree Gurukulam Higher Secondary School, Gobi Chettyalayam	Aringnar Anna Virudhu	First Prize
Thiru A.K.P. Kathirvelu, Salem District	Sutru Suzhal Sudaroli Virudhu	Second Prize
Tmt. Rani Kirubairaj, Tirunelveli District	Sutrusuzhal Seyal Veerar Virudhu	Third Prize
Environmental Protection		
Dr. M. Parthasarathy, Chennai	Karma Veerar Kamarajar Virudhu	First Prize
Tmt. M. Vasanthi Tiruchirapalli District	Sutru Suzhal Puravalar Virudhu	Second Prize
Tmt. K.P. Uma Devi, Vellore District	Sutrusuzhal Seyal Veerar Virudhu	Third Prize
Environmental Management		
The Isha Foundation, Coimbatore District	Dr. Gurusamy Mudaliyar Virudhu	First Prize
Iyya Nadar Ammal College, Sivagasi	Sutru Suzhal Kavalar Virudhu	Second Prize
Hand in Hand India, Kancheepuram	Sutru Suzhal Seyal Veerar Virudhu	Third Prize
Best Research Paper on Environmental Issues		
Dr. K. Palanivelu, Anna University, Chennai		



World Environment Day 2012



The World Environment Day celebration was conducted in collaboration with the Tamil Nadu Pollution Control Board. The Honourable Minister for Environment, Thiru B.V. Ramanaa presided over the celebrations and gave the key note address. The programme started with a welcome address given by Dr. S. Balaji, Member Secretary, TNPCB. A half an hour video on the achievements of the Department of Environment and the Tamil Nadu Pollution Control Board was screened for the audience. Thiru. C. V. Shankar I.A.S., Principal

Secretary to Government, Environment and Forests and Thiru.V. Thangavelu I.A.S (Retd), Chairman, SEIAA also addressed the gathering. Thiru V. Irulandi, I.F.S., Director of Environment (i/c) gave the vote of thanks.



The Pieces Young People Need for a Thriving **GREEN** Economy!

A Green Economy promotes equality and improved human well-being, and **doesn't harm the environment.**

Youth Employment

Especially through **green jobs** with decent wages.



Agriculture

A rapid transition towards **green, fair and people-centered agriculture**, tackling poverty and inequality.

Nature

Conservation of **species and ecosystems**, and the Natural Resources they provide.



Share Technology

Create a **Global Technology Sharing Facility** to facilitate the sharing and monitoring of technology on the **global scale.**

End Harmful Subsidies

Removal of harmful subsidies that support **unsustainable behaviors** and threaten development.

Water

Preserving our Blue Economy: **water** itself, and all **marine and freshwater resources** such as fisheries.



Renewable Energy

Build a 'low-carbon' future that promotes **renewable energy** and **energy efficiency.**



City 2.0

Creating cities fit for the future! Holistic and long-term **sustainable city planning**: cleaner, more resource efficient, more public accessible spaces and buildings.

Healthcare

Stronger National Healthcare Systems and **universal primary healthcare**: especially more access for women and girls.



Responsible Land Development

Integrating **sustainability** into all tourism and land based developments.



Education

Access to skills and training for young people: **Education for Sustainable Development (ESD)**

Created by Youth Designer Nivasa Goodwin

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