

## A Report on webinar: "Sharing Community - A goal towards sustainable consumption"



Ministry of Environment, forest & Climate Change's Environmental Information System Resource Partner, Consumer Education Research Centre on "Environment Literacy-Eco-labelling & Eco-friendly Products" organized a webinar Sharing Community: A goal towards sustainable consumption on 30<sup>th</sup> September between 11.00 am and 12.30 pm. The objective was to make mass aware about usage of material products, energy and immaterial services in such a way that their use minimizes impacts on the environment.



Ms. Apeksha Sharma, Information Officer, CERC ENVIS hosted the entire webinar.

The speakers of the webinar were as follows:

 Ms. Anindita Mehta, Coordinator CERC ENVIS & CGM CERC Topic: Introduction to ENVIS activities

• Dr. Gopichandran Ramachandran, Professor at NTPC School of Business & Former Director at Vigyan Prasar

Topic: Sustainable Consumption

Mr. Mahesh Pandya, Director, Paryavaran Mitra
 Topic: Product life extension leading to sustainable consumption

• Mr. Uday Mawani, CEO CERC

Topic: Sharing activities carried out by CERC

Ms. Anindita Mehta, Coordinator CERC ENVIS Scheme & CGM at CERC began the session with an introduction on CERC ENVIS activities. She briefed the audience about mandates which includes information dissemination, informative publications, GSDP, GRIDSS, outreach programmes etc.

**Dr. Gopichandran Ramachandran, Professor at NTPC School of Business & Former Director at Vigyan Prasar** talked on sustainable consumption. He emphasized on framework of science communication, dynamics of citizen science and indicators of science technology impacts and community responses towards sustainable consumption. He also mentioned about consumer engagement through a ground swell is important to build capacity to exert their rights and the scope of action is enormous.

Mr. Mahesh Pandya, Director Paryavaran Mitra, appealed to follow the ideals and principles of Mahatma Gandhi and Sardar Patel to live a simple life. The principles on sustainable development and minimal use of natural resources is a way of life. He said that natural resource will get depleted with the increase in demand of the commodities which would indirectly affect the rural people. He also explained that the electronics should be used to their fullest capacity by reusing and repairing the electronic items & how important it is to know the life cycle of a product in respect to the impact on environment.

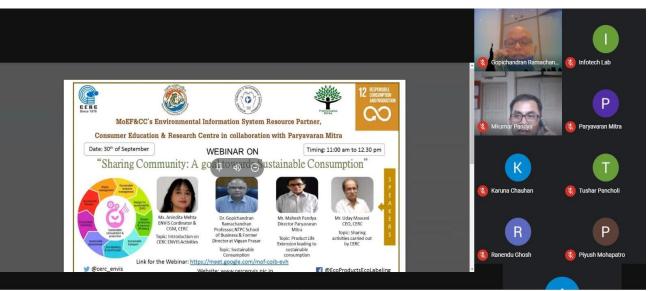
Ms. Divya Namboothiri, Programme Officer CERC ENVIS on behalf of Mr. Uday Mawani, CEO CERC presented the activities undertaken by CERC in the past 3 years on Sharing community. In her presentation she mentioned that CERC has created a sharing platform wherein people could share or give personal use, household use and other items and the receivers can take the useful items in anonymity. In continuation, she also shared the activities on sharing community for the current year i.e. the neediest amongst the have-nots are migrant labourers & most of whom do not have access to means of survival including other relief programs.

Ms. Divya Namboothiri, Programme Officer CERC ENVIS concluded the webinar& delivered vote of thanks to all the honorable speakers & the enthusiastic audience.

Link for the recording of the webinar:

http://cercenvis.nic.in/video/SHARING%20COMMUNITY-30-09-20/sharing%20community.mp4

## **GALLERY:**



Webinar on Sharing Community : A goal toward... ^







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