



# 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.

The banner features logos for CERC, MoEF&CC, ENVIS, and Paryavaran Mitra. It includes the text: 'MoEF&CC's Environmental Information System Resource Partner, Consumer Education & Research Centre in collaboration with Paryavaran Mitra'. The date is '30<sup>th</sup> of September' and the timing is '11:00 am to 12.30 pm'. The title is 'WEBINAR ON "Sharing Community: A goal towards Sustainable Consumption"'. A circular diagram on the left lists 12 areas of sustainable consumption and production: Waste management, Sustainable resource management, Design for sustainability (D4S), Cleaner production & resource efficiency, Sustainable transport, Eco-labelling & certification, Sustainable procurement, Sustainable marketing, Sustainable lifestyle, and Sustainable consumption & production. Four speakers are listed: Ms. Anindita Mehta (ENVIS Coordinator & CGM, CERC), Dr. Gopichandran Ramachandran (Professor, NTPC School of Business & Former Director at Vigyan Prasars), Mr. Mahesh Pandya (Director Paryavaran Mitra), and Mr. Uday Mawani (CEO, CERC). A vertical 'SPEAKERS' label is on the right. Social media handles @cerc\_envis and @EcoProductsEcoLabeling are at the bottom.

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 Prasars**  
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 Prasara** 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://cercenvi.snic.in/video/SHARING%20COMMUNITY-30-09-20/sharing%20community.mp4>

# GALLERY:

**MoEF&CC's Environmental Information System Resource Partner,**  
**Consumer Education & Research Centre in collaboration with Paryavaran Mitra**

Date: 30<sup>th</sup> of September      **WEBINAR ON**      Timing: 11:00 am to 12.30 pm

**"Sharing Community: A goal towards Sustainable Consumption"**

**12 RESPONSIBLE CONSUMPTION AND PRODUCTION**

**Ms. Anindita Mehta**  
ENVIS Coordinator & COA, CERC  
Topic: Introduction on CERC ENVIS Activities

**Dr. Gopichandran Ramachandran**  
Professor, NIPCC School of Business & Former Director at Vigyan Prasara  
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

Link for the Webinar: <https://meet.google.com/mof-coib-evh>  
Website: [www.cercenvis.nic.in](http://www.cercenvis.nic.in)

Webinar on Sharing Community : A goal toward...



Turn on captions

Infotech Lab is presenting

## Courses Offered at CERC

### Certificate Course on Laboratory Assistant for Eco-friendly Food Testing Laboratory

- The aim of this course is to impart basic knowledge and acquire skill development training on the concepts of eco-friendly food testing laboratory practices. This course is ideal for Graduates with a keen interest in science and a desire to gain the skills and knowledge needed to start a rewarding career as a professional Laboratory Assistant.

Webinar on Sharing Community : A goal toward...



Turn on captions

Infotech Lab is presenting

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### Gallery

Distribution of fliers in Gujarati

Children benefitting with the sharing activity

Giving away of pre loved items

Infotech Lab

Mkumar Pandya

Gopichandran Ramachan...

Jain Bharat

Accounts Cerc

Anusha Iyer

Amita

Infotech Lab

Girish Shah

GREEN ACTION WEEK

CEEC

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Anusha Iyer

Amita

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Nikhil Patel

Iokeshjain MDRandheja

Axay Patel