



GREEN ALERT



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The focus of Environment information System (ENVIS) is to disseminate environmental information to decision makers, policy planners, scientists and researchers across the world.

The CERC-ENVIS Centre focuses on 'Eco-labeling and Promotion of Eco-friendly Products'. This bi-monthly e-bulletin features latest news, developments and innovations in the field.

Algae for making Environment friendly steel



Tata Steel along with Swansea University, UK working towards the environment friendly steel making using algae to test how steelworks algae can combat climate change. The collaboration is known as ACCOMPLISH (Algal Carbon Capture and Biomass-Linked Supply Chain). The project is analysing the capacity for natural algae to use carbon dioxide as a nutrient for growth. The project contributes to Tata Steel's commitment to reducing unavoidable carbon dioxide emissions from manufacturing operations.
<http://www.tatasteeleurope.com/en/news/news/port-talbot-hosts-project-to-test-how-steelworks-algae-can-combat-climate-change>

Eco product of the month

Are you buying the genuine organic food?

Green issue



Today, organic food is not just a fad. For many people, it is a necessity to protect their health. Emerging data indicate that many diseases like cancer, skin diseases and lifestyle diseases may be caused by eating food loaded with pesticides and other chemicals. This knowledge is pushing consumers to look for safer choices.

As people are becoming increasingly aware about the significant impact of food on health, they are seeking information about where the food they consume comes from and how it is grown. This has given rise to a growing market for organic food products, the size of which has nearly quadrupled in India in the last three years.

The demand for organic foods is increasing in the country especially in urban areas, as people look for healthier, pesticide-free, environmentally friendly and sustainable lifestyle alternatives. Whilst, in part, the increase in demand for organic food might seem like an up-market fad, for most consumers of organic foods, the market place offers dilemma and confusion in abundant measure. There is an almost total lack of information about what organic foods to buy, what criteria to use making buying decisions, where to buy from, what do organic labels signify, how to interpret these and which organic food actually deliver safety. Organic food is now a regular feature at most supermarkets. It is also sold extensively online. However, there is a dearth of reliable information on organic food. In such a situation consumers may end up not buying organic food or buying food which may not be genuinely organic.

Consumer Education and Research Centre (CERC), Ahmedabad, under Green Action Fund 2015 project released a guide book on "An Organic Food Guide for Consumers." The Guide aims to help the consumer identify organic food brands available in India, certified manufacturers of organic foods as also shops and online stores where these are available. It also has information on Organic Standards, organic food labels, organic farm labels, certification process, and much more in an attempt to serve the consumer's Right to Information as well as her Right to Safety. You can view the book <http://cercenvis.nic.in/PDF/Organic%20food%20guide.pdf>.

Eco news

India pledge to promote clean technologies



India along with other 20 countries launched an initiative to double their clean energy research and development budget over the next five years as part of global efforts to overcome the issue of climate change at Climate Change Summit in Paris. The total amount of money being committed under Mission Innovation is USD 20 billion. These 20 countries accounts for over 80% of global clean energy R&D. In addition to this, another Breakthrough Energy Coalition has also been launched simultaneously. It is spearheaded by Bill Gates. It will take the risks that allow the early stage energy companies that emerge from the research programmes of Mission Innovation countries to come out of the lab and into the marketplace.

<http://indianexpress.com/article/world/world-news/india-19-other-nations-pledge-to-promote-clean-technologies/>

Million Lives transformed through Solar Power



India's leading power Su-Kam Power Systems Limited is transforming the lives of people in the remotest villages of the country by providing electricity through solar energy. The dearth of electricity is affecting their education system and the day-to-day lives of these people. However, with Su-Kam's solar installations, many Indian villages have been successfully illuminated. "In today's energy hungry nation, electricity is still a distant dream for millions. However, our initiative has empowered people to generate their own electricity by utilizing sun's energy through solar power roof top installation" quoted Mr. Kunwer Sachdev, MD Su-Kam. "Su-Kam, the hub of innovation has successfully set up large scale and cost effective projects in 40,000 households across 19 districts in rural Uttar Pradesh".

<http://www.thehindubusinessline.com/companies/sukams-mission-to-transform-million-lives-through-solar-power/article7961648.ece>

Ways to go greener at home—besides recycling

Eco tip of the month

Stop using disposable bags better to use reusable cotton bags. Avoid those bags made from nylon or polyester because they're also made from plastic.

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Consumer Education and Research Centre

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