

# BASIC विCHAAR

FROM EARTHBASED

2ND EDITION

## Sustainable India

- Policies Formulated By Indian govt towards sustainability

## Kids Corner – Parenting with purpose

- Cultivating Eco-Friendly Lifestyles Across Generations for a Sustainable Tomorrow

## Basic Vichaar with Abhay Ranjan

- Founder, One Good  
- Forbes 30 under 30 (2019 & 2020)



**EarthBased**

**Community First , Vegan E-Commerce Platform**

**Vegan • Sustainable • Eco-friendly**





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# Foreword

As we reflect on the past year, EarthBased joyfully shares its transformative journey as the leading Community-First Vegan E-Commerce Platform. More than a platform, We are a movement committed to educating, building, and uniting a community prioritizing our planet's well-being.

Basic Vichaar stands as a testament to our commitment—a labor of love meant to give back to the planet, living creatures, and our bodies. This initiative, designed with our readers in mind as to provide them with accurate information about this industry and inspiring interviews from the prominent people of this industry, at the same time educating our audience on the benefits of Plant-Based and Sustainable lifestyles.

## **EarthBased's Milestones in 2023:**

The past year witnessed a pivotal moment as we enhanced the user experience on our website. Our goal was to create a platform that prioritizes community engagement, seamless navigation, and an immersive shopping experience.

In our pursuit of veganism and sustainability, we launched Vegan Vichaar—an awareness campaign utilizing reels and informational blogs. The overwhelming response from our community underscores the power of education in driving change. Vegan Vichaar played a vital role in busting various myths surrounding veganism.

To amplify our impact, we invited the community to share visions for a "Greener Tomorrow." With 1,000+ participants, our sustainability contest sparked creativity for a greener future. Celebrating 51 winners, we rewarded them with eco-friendly hampers, encouraging a broader adoption of green practices.

We are grateful to our contributors and community. EarthBased is more than a platform—it's a close-knit community. Thanks for being part of this movement. Here's to another year of growth, sustainability, and positive impact.

Team EarthBased



# Note from the CEO



**Khushi Agrawal**  
CEO - EarthBased

**D**ear EarthBased Community,

With immense joy and gratitude, I am thrilled to present the 2nd edition of Basic Vichaar. Diving into the intricate fabric of thoughtful living, this edition aims to illuminate the path to harmonious coexistence with our planet.

The overwhelming response to the inaugural edition fueled our commitment to delve deeper into plant-based living and sustainability. In this edition, we aspire to broaden the conversation, sharing more personal journeys and shedding light on how our choices resonate through our communities.

Excited to unveil diverse views within the EarthBased family—individuals embracing mindful living, inspiring change. The journey toward a compassionate and sustainable world is ongoing, and each shared story contributes to our collective wisdom, propelling us forward.

Your support, curiosity, and dedication drive our commitment to fostering positive change.

Here's to the 2nd edition—a journey of growth, learning, and shared strides toward a more thoughtful and sustainable existence.

Warm Regards,  
Khushi Agrawal  
CEO, EarthBased

# Sustainable Development Initiatives

## *Noteworthy Government Efforts (2020–2023) for Sustainable Development Goals.*

**Revanth Raj**



**I**ndian Government has stepped up its green game in the past few years. Here are some inspiring efforts from our government towards the green cause.

### **Renewable Energy Revolution:**

**National Hydrogen Mission:** Launched in 2021, this ambitious mission aims to make India a global leader in hydrogen production and utilization. It envisions 5 million tonnes of green hydrogen production annually by 2030, paving the way for cleaner transportation and industrial processes.

### **International Solar Alliance (ISA):**

Co-founded by India, ISA focuses on facilitating the deployment of affordable solar energy solutions in developing countries. With over 100 member countries, it has mobilized billions of dollars in solar investments and fostered technology sharing.

### **Increased Renewable Energy Capacity:**

India's renewable energy installed capacity has nearly doubled since 2020, crossing 180 GW in 2023. This impressive growth,

is supported by policy reforms and targeted incentives, is reducing dependence on fossil fuels and mitigating greenhouse gas emissions.

### **Conservation and Biodiversity Protection:**

**Project Tiger:** This ongoing initiative, dating back to 1973, has been instrumental in tiger conservation. Through habitat protection, anti-poaching measures, and community engagement, tiger populations have shown a remarkable increase, exceeding 3,000 in 2022.

### **National Mission on Himalayan Glaciers:**

Recognizing the crucial role of glaciers in India's water security, this mission focuses on research, monitoring, and adaptation strategies to address the challenges posed by glacial retreat due to climate change.

**Protection of Endangered Species:** From the majestic one-horned rhinoceros in Assam to the elusive snow leopard in the Himalayas, India has undertaken dedicated conservation efforts for various endangered species. This includes habitat restoration, anti-poaching measures, and community-based conservation programs.



## **Combating Pollution and Waste Management:**

### **National Clean Air Programme (NCAP):**

Launched in 2019, NCAP aims to significantly reduce air pollution in 102 Indian cities by 2024. This involves stricter emission standards, promoting cleaner fuels and technologies, and improving urban planning.

### **Swachh Bharat Abhiyan (Clean India**

**Mission):** This flagship campaign, launched in 2014, has made remarkable progress in improving sanitation and waste management across India. The focus on building toilets, waste segregation, and promoting cleanliness has had a significant impact on public health and hygiene.

### **Plastic Waste Management Rules:**

Introduced in 2021, these rules aim to phase out single-use plastics and promote responsible waste management. They encourage the use of alternatives, incentivize recycling, and hold producers accountable for plastic waste reduction.

### **Jal Shakti Abhiyan :**

India's Jal Shakti Abhiyan is a comprehensive water conservation and management program that aims to achieve 100% water coverage by 2024. The program is focused on rainwater harvesting, groundwater recharge, and water quality improvement.

### **Namami Gange Program :**

The Namami Ganga Program is a multi-pronged initiative to revitalize the Ganga River. The program is focused on pollution control, riverbank beautification, and environmental restoration.

### **Paramparagat Krishi Vikas Yojana :**

The Paramparagat Krishi Vikas Yojana is a program to promote organic farming practices. The program provides financial and technical assistance to farmers who adopt organic farming methods.

### **Conclusion:**

As a community, we stand at a pivotal moment in our journey towards a sustainable and thriving community. The Indian government's remarkable initiatives provide a strong foundation for this endeavour, and each individual has a role to play. Let us be inspired by these steps by the Indian Government and come together in this grand mission for a greener and sustainable tomorrow.



# Nutritionist Speaks

*Meet Shraddha D Toshniwal, an award-winning Nutritionist & Dietician, and a lifestyle coach based in Pune, India answers all your burning questions related to veganism.*

**H**ello, Shraddha is the founder of Fit Fuel by Shraddha, an award-winning Nutritionist & Dietician, and a lifestyle coach based in Pune, India. Previously, shraddha served as the DIRECTOR of "Fat to Slim" from 2020 until mid-2023.

She refined her skills in crafting personalized and sustainable nutrition plans, gaining valuable insights into the challenges individuals face on their weight loss journeys.

We had a chat with Shraddha to dive deep into her nutrition philosophy and what sets her journey apart and here are the excerpts

**EarthBased :** What sets Fitfuel by Shraddha apart?

**Shraddha :** What sets my approach apart is that I steer clear of fad diets, keto trends, or extravagant salads that deprive individuals of their favourite foods. As a dedicated diet and nutrition expert, I recognize the significance of fostering confidence and comfort in one's own skin and body. Personally, in 2019, I personally successfully shed 17 kilograms through the diet plans I devised, and now I'm extending these effective plans to individuals worldwide.



**Shraddha D Toshniwal**  
**Founder – Fit Fuel by Shraddha**

At Fit Fuel with Shraddha we offer a variety of personalized plans tailored to suit your goals and preferences. Our focus goes

beyond providing guidance; it encompasses a lifestyle approach. We encourage long term commitment because Fit Fuel with Shraddha is not a guide but an empowering way of life. Our commitment is to provide you with the tools and support to achieve your goals. We invite you to join us on this journey, towards a happier and more beautiful lifestyle.

**EB :** What are Superfoods and how do we consume them daily?

**Shraddha :** Veganism is more about inclusion than elimination. These are some food options you can include to get your nutrients right.

1. **Protein:** Include sources like lentils, chickpeas, tofu, tempeh, seitan, quinoa, and nuts in your meals.
2. **Iron:** Consume lentils, beans, tofu, cashews, and fortified cereals. Pair with vitamin C-rich foods like citrus fruits, tomatoes, or peppers to enhance iron absorption.
3. **Calcium:** Incorporate fortified plant milks, calcium-set tofu, almonds, sesame seeds, and leafy greens like kale or collard greens.
4. **Vitamin B12:** Consider fortified foods like plant milks, cereals, and nutritional yeast, or take a B12 supplement.
5. **Omega-3 Fatty Acids:** Include flaxseeds, chia seeds, hemp seeds, walnuts, and algae-based supplements. It is best to consume Omega -3 and Vitamin B-12 together
6. **Vitamin D:** Get sunlight exposure when possible or consider a vitamin D supplement, especially if you have limited sun exposure. Also Ideally do a 3-month course of Vitamin D3 every year.
7. **Zinc:** Consume legumes, nuts, seeds, oats, and wheat germ.
8. **Probiotic:** Include a source of probiotic in your diet. The good bug is one of the good sources of Probiotic.

**EB -** How can we optimally plan meals for vegans, also can you please share a couple of Indian vegan staples?

**Shraddha :** Vegan meal planning involves careful consideration of nutrient-rich plant-based foods to ensure a balanced diet. This includes a variety of fruits, vegetables, whole grains, legumes, nuts, seeds, and plant-based proteins to provide a diverse range of nutrients. Protein sources like beans, lentils, chickpeas, quinoa, tofu, tempeh, and edamame are essential for meeting protein needs, while healthy fats from sources like avocados, nuts, and seeds support overall health. Whole grains offer fibre, vitamins, and minerals, and legumes provide protein, fibre, and other essential nutrients. Vegetables should be the centre piece of meals, with herbs and spices used for flavour. Healthy vegan snacks like fruits, nuts, seeds, and hummus can help satisfy cravings between meals.

It's important to consider supplementation for nutrients like vitamin B12, vitamin D, omega-3 fatty acids, and iron that may be lacking in a vegan diet, and to read food labels carefully to avoid hidden non-vegan ingredients in processed foods. By following these guidelines, individuals can create well-balanced and nutritious vegan meal plans that meet their dietary needs and preferences.



## EB : What are Superfoods and how do we consume them daily?

Shraddha : Superfoods are nutrient-dense foods that are considered to be especially beneficial for health and well-being due to their high content of vitamins, minerals, antioxidants, and other beneficial compounds. **Here are some commonly recognized superfoods:**

1.Berries: Blueberries, strawberries, raspberries, and blackberries are rich in antioxidants, vitamins, and fiber.

2.Leady Greens: Spinach, kale, Swiss chard, and collard greens are packed with vitamins, minerals, and phytonutrients.

3.Nuts and Seeds: Almonds, walnuts, chia seeds, flaxseeds, and hemp seeds are excellent sources of healthy fats, protein, and various nutrients.

4.Whole Grains: Quinoa, oats, Ragi, and barley are high in fiber, vitamins, and minerals.

5.Legumes: Lentils, chickpeas, black beans, and kidney beans are rich in protein, fiber, and various nutrients.

6.Turmeric: Known for its anti-inflammatory properties, turmeric contains the active compound curcumin, which has been studied for its potential health benefits. It is important to add a pinch of black pepper powder while consuming turmeric to enhance the absorption.

7.Green Tea: Rich in antioxidants like catechins, green tea is known for its potential health-promoting properties.

8.Avocado: A source of healthy fats, vitamins, and minerals, avocados are versatile and nutritious.

9.Seaweed: Seaweed varieties like nori, kelp, and spirulina are rich in minerals like iodine and other nutrients.

10.Yogurt and Fermented Foods: These foods contain beneficial probiotics that support gut health.

11.Dark Chocolate: Dark chocolate with a high cocoa content is rich in antioxidants and may have health benefits when consumed in moderation.

Including a variety of these superfoods in your diet can contribute to overall health and well-being.

Here are some ways you can incorporate superfoods on a daily basis :

1.Incorporate Variety: Include a mix of superfoods like berries, leafy greens, nuts, seeds, and whole grains in your meals.

2.Smoothies: Blend superfoods like spinach, kale, berries, and chia seeds into smoothies for a quick and nutrient-packed drink. For recipes you can purchase my resource guide.

3.Salads: Create salads with a variety of superfoods like kale, quinoa, nuts, seeds, and colourful vegetables.

4.Snacks: Snack on nuts, seeds, or trail mix with dried fruits for a nutrient-dense snack.

5.Meal Prep: Plan meals ahead to ensure you include superfoods in your daily diet, making it easier to consume them consistently.





# Recipes from our Nutritionist



## BANANA BLUEBERRY SMOOTHIE

(These quantities are for 2 people's consumption) -

### Ingredients :

- 2 Bananas
- 3 handful of lettuce
- 250 grams of blueberries
- Pure water
- Herbs like sage, mint, Parsley
- Seeds- Pumpkin and Chia seeds

### Directions -

- Take 2 Bananas
- Add 3 handful of lettuce
- Add 250 grams of blueberries. Add some pure water and Herbs like sage, mint, Parsley and Seeds- Pumpkin and chia seeds.
- Blend it well
- Enjoyyyyyy



## GREEN & APPLE JUICE

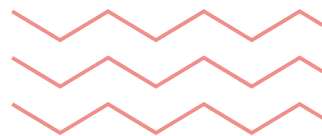
(These quantities are for 2 people's consumption)-

### Ingredients :

- 2 cucumbers
- 2 apples
- Handful of cauliflower leaves
- Handful of Kale leaves

### Directions -

- Take 2 cucumbers , 2 apples.
- Add handful of cauliflower leaves and handful of Kale leaves.
- Use a juicer and enjoy it .



# Leading the Cruelty-Free Revolution

*Join the conversation on ethical entrepreneurship, solving industry challenges, and envisioning a future where every meal is cruelty-free, eco-friendly, and nutritious.*

**Sree Nath Rajasekaran**



**Abhay Ranjan**  
**Founder - One Good**  
**Forbes 30 under 30**  
**(2019 & 2020)**

**A**bhay Rangan, an animal rights activist, entrepreneur, and CEO of 'Veganarke,' is set to discuss the crucial shift to plant-based food in an exclusive interview. Recognized as PETA's 'Outstanding Activist of the Year,' Abhay emphasizes the ethical implications of consuming animal products, stressing the unnecessary cruelty and harm involved in the dairy industry. Advocating for affordable plant-based alternatives, he envisions a future where all food is cruelty-free, eco-friendly, and nutritious. Joining the movement means empowering farmers and addressing malnutrition. Abhay's company aims to spearhead a sustainable revolution, making plant-based options mainstream and replacing traditional agricultural methods.

**EarthBased :** Can you share your vegan journey on how it started?

**Abhay Rangan :** So we lived in a society where you saw cows walking down the road quite often, almost on an everyday basis. And my father saw that these cows were always walking so slowly and they were always pregnant. And he wondered, really, I haven't seen any other type of cow, a male cow maybe. And then he looked into the dairy industry and found out that it's an economic cycle of exploitation, of motherhood and the cows that go through so much suffering for the dairy industry. And then we decided, truly, if you are vegetarian for ethical reason, then it just makes sense to be vegan. So that's how they did it.

My parents turned vegan 14 years ago and they sort of convinced me and my sister so it's been 13 years since I've been a vegan. It was the right thing to do. I was not a very passionate vegan when I turned vegan. I became passionate when some of my family members started saying things like, oh, you're not going to be healthy, you're not going to grow up quickly, whatever. Right? So there's all these misconceptions that people have. And in trying to answer those questions, I became a passionate vegan. Yeah, I got there by argumentation.

**EB:** How did you get the idea of starting One Good?

**Abhay:** It's has been, I think, a good eight years since we started One Good. I was a teenager when we started OneGood in the home. It's been 13 years since I've been a vegan and I think I got into animal rights activism pretty early on, did a lot of that and then decided to do this, mostly because a lot of people complained that there weren't vegan products at the right price point and so on.

**EB :**Transitioning from dairy to a dairy alternative can be challenging due to differences in texture and taste. How do we overcome this challenge to successfully shift to non-dairy products?

In fact, that's why you have so many concepts and restaurants and all these new types of food that is always fusion food or different cuisines being tried all the time. Familiarity is not the only thing that will make you buy, but the product has a taste group and that is a non negative. So the challenge is to deliver good nutrition at the right price point, at the right taste. And it doesn't have to be dairy taste, and that's maybe a distinction I'd like to draw. It's not necessarily that you have to replicate everything all the time. Make it taste good, make it a unique product on its own. Our product is its own product. And it's my job to make it as compelling as possible, as friction free as possible. But I'm not trying to 100% copy of Dairy.

“

I was not a very passionate vegan when I turned vegan. I became passionate when some of my family members started saying things like, oh, you're not going to be healthy, you're not going to grow up quickly, whatever. Right? So there's all these misconceptions that people have. And in trying to answer those questions, I became a passionate vegan. Yeah, I got there by argumentation.

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**Abhay :**So you're right in that your product shouldn't taste bad. But see, an Idli doesn't taste like a masala dosa. Everybody has a preference. So our goal should not be necessarily to try and replicate dairy products in terms of taste. You're right that the friction reduces when it is familiar, but if the product tastes good on its own, it will do well. So I think people are not opposed to trying new flavors.

**EB:** What do you think as the future of veganism and products associated to veganism?

**Abhay:** I think it is all going to be first principles driven. I think it's going to be you have to deliver on taste, you have to deliver on nutrition, you have to deliver on price. See, what is going to get food security to it is delivering your macros, your protein, your

vitamins, delivering enough quality nutrition to people at a compelling price point. Then there's everything, there's government programs that are available to buy products from you, right? So clearly everybody's trying to solve this problem of food security. Maybe becoming the food basket of the world, maybe trying to feed other countries with the sort of innovative products that India is developing. And we have the agrodiversity to do so. We have the supply chain to do so. It is now solely a matter of intent and technology and both of these are a matter of time. Both of these things happen over a matter of time, over the course of time.

**EB :** What's your advice for new entrepreneurs in the vegan startup industry?

**Abhay :** I know the vegan industry sounds very sexy, but it's really a lot harder than it looks like. I'm sure you guys have experienced that firsthand. I think it's good to not come into it thinking you'll make a lot of money. You have to make a product compelling enough that enough people want it and able to distribute it, well, you will get to where you need to get to. But it's important to not do it because for superficial reasons. I think that's one. I think the other thing is definitely still focus on the basics. India is a value conscious country.



Consumers care about getting value for their money. They're not price conscious. Right. If you're delivering on value, price is immaterial, but the value has to be there. In terms of the basics, price is nutrition, very important. So I would say that's my advice.



**EB:**What would be your suggestion to the young generation in general? How can they adopt veganism? Or why should they adopt veganism?

**Abhay :** I think the idea of veganism is compelling enough that any incremental point I make will not really make the case more compelling. It's just that I do it for the animals. Actually, my suggestion to vegan entrepreneurs is to not shy away from talking about animal cruelty. We've built a fairly sizable brand in this space with a very sizable audience. We do more engagement on our social media than very large brands do, very large group brands do. And I think it's for the simple reason that we talk about things that need to be talked about.

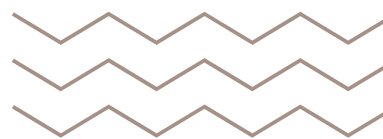
Why should you buy it? Because animals are suffering in because in dairy products. It's the most straightforward answer that nobody seems to want to talk about. So we, as a brand at Least, have been very focused on telling people, look, animal products are cruel. Let's set that as the baseline. Then we'll make jokes, we'll have good content, we'll do all that. But the baseline is the baseline. And I think that's the message that's going to hit the public consciousness

**EB:** What are the major steps that you suggest the young entrepreneurs take as per your experience?

**Abhay:**In the vegan industry, I expect more consolidation as companies realize the benefits of aligning with larger ones for distribution and scale. Accessing larger platforms is crucial for reaching more channels and achieving widespread distribution. Scaling offline and online requires significant capital due to expenses like listing fees and performance marketing. Partnering with larger companies can help navigate these challenges and expand product reach across a broad market.

One glaring issue we noticed was the exorbitant pricing of certain vegan products, with almond milk, for instance, being priced at Rs 800 in some markets. This was a significant barrier for many who wanted to embrace a plant-based lifestyle but found the cost prohibitive. It became evident that for veganism to be embraced on a larger scale, it needed to be not just an ethical choice but a practical and economical one as well.

This realization fueled our determination to make a change. We embarked on the



adventure of creating innovative vegan products that not only met the ethical standards we believed in but were also affordable. Take, for instance, our almond milk, which we were able to price at just Rs 59 per litre — a significant reduction from the prevailing market rates. In fact, we deliberately priced it Re 1 less than a famous brand's Milk packet, to showcase that plant-based alternatives can be not only ethically superior but also economically competitive.

**EB :** What is your mission in the vegan industry for the upcoming years?

**Abhay :** The pursuit of creating affordable vegan products is not just a business venture for me; it's a manifestation of my commitment to a world where cruelty-free choices are not only ethical but also accessible to all and creating a to create 1000 cr in GDP for veganism.

Abhay Ranjan has been an pioneer in the vegan community. Through his pure intent and relentless efforts he has been a inspiration for not only our generation but a lot more generations to come as well. It was our honour to interview him.









Superfoods with Compassion



SUPERFOOD



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NO PRESERVATIVES



VEGAN





# ONE GOOD

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# News that made us proud

*Echoing Sustainability Stories: From Sulochana's Circular Fashion and Sanchi's Solar Odyssey Illuminating the Path to a Greener Tomorrow*  
Sree Nath Rajasekaran



## A New Frontier in Sustainable Innovation

Tamil Nadu's Sulochana Cotton Spinning Mills, located in Chitambalam, emerges as a sustainability trailblazer in the textile industry. With a 150-acre facility featuring 10,000 trees, 1,000 birding nests, and various eco-friendly elements, the company exemplifies circular fashion practices.

Annually procuring 4,000 tonnes of used PET bottles, Sulochana's recycling journey begins at its gates, where bottles in white, green, and brown hues are sorted. Labels are repurposed as fuel for cement factories, while plastic caps become pellets for items like planters and car bumpers. The washed bottles are broken into flakes, and with the addition of color master batches, transformed into colored polyester fiber or yarn.



Notably, Sulochana's dyeing process is water-, salt-, and chemical-free, optimizing cost and time efficiency. A scuba diving jacket from Sulochana, comprising 96% recycled polyester filament, mitigates 47 kg of CO2 emissions, saves 46 liters of water, and diverts 40 g of waste. Similarly, their yoga wear, with 96% recycled polyester filament, avoids 32 kg of CO2 emissions, conserves 31 liters of water, and utilizes 27 g of diverted waste.

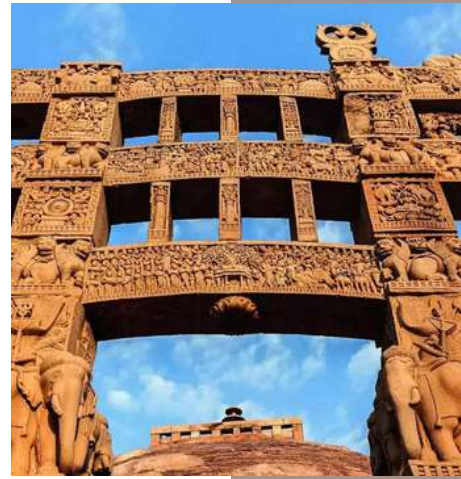


CEO G.D. Gopalakrishnan aims for 100% carbon neutrality by 2027, having achieved an impressive 94% so far. Sulochana, aligned with nine of the 17 sustainable development goals, collaborates with brands to repurpose cotton garment cut wastes, breathing new life into textile waste and gaining a competitive edge in the global market.

## Sanchi Becomes India's First Solar City

In a historic leap towards sustainable energy, Sanchi, renowned for its ancient Stupa, has proudly earned the title of India's first 'solar city.' The visionary initiative, inaugurated by the Madhya Pradesh Chief Minister on September 6, 2023, positions Sanchi as a global leader in embracing renewable energy, echoing the teachings of Lord Buddha. The heart of this transformation lies in a fully operational 3 MW solar plant, strategically located near the UNESCO World Heritage site on a 5-hectare land. This facility is not only expected to cater to the energy needs of the city but also anticipates a remarkable reduction of 14,324 tonnes in annual CO<sub>2</sub> emissions, underlining Sanchi's commitment to a sustainable and eco-friendly future.

Sanchi's journey towards solar prominence doesn't end here; an upcoming 5 MW solar plant, currently under construction, is poised to address the city's agricultural requirements. The holistic approach extends to energy-efficient measures incorporated throughout Sanchi. From energy-efficient devices, e-charging stations, and solar streetlights to solar water pumps for civic use, every facet of the city is being tailored to align with green practices. Furthermore, the city's residents, farmers, and even street vendors are set to benefit from this transformation. With plans to equip households with low-energy-consumption appliances, support farmers in adopting solar pumps for sustainable agriculture, and provide solar lanterns to street vendors, Sanchi aims not just to be a solar city but a beacon of comprehensive sustainable living. The surplus energy generated will not only match but exceed the city's consumption, with the excess contributing to the grid, all made possible through Corporate Social Responsibility (CSR) funds, reflecting a collective commitment towards a greener future.





# Green Revolution with Greener Technology



*An Insight on how India is shaping tomorrow's world through its sustainable solutions and Innovations.*

**Revanth Raj**

**I**n recent years, the global community has witnessed a growing awareness of the environmental challenges posed by rapid industrialization and technological advancements. Let's explore a couple of the noteworthy Indian innovations that have emerged between 2020 and 2023, pioneering innovative technologies to mitigate environmental impact, with a particular focus on green distillation technologies, green technologies, and the intersection of sustainability and technology.

## **EV Adoption Drive:**

The growing popularity of electric vehicles (EVs) is actively promoted by the Indian government through various incentives and subsidies, showcasing the integration of green technologies. The FAME-II scheme provides crucial financial support for EV purchases, leading to a sharp increase in sales, particularly two-wheeler EVs. The focus on developing a robust EV charging infrastructure across the country involves both government initiatives and private sector investments, highlighting the collaboration between technology and sustainability for a greener future.

## **- Ethanol:**

Ethanol, a renewable and domestically produced biofuel, holds immense potential to reduce dependence on fossil fuels and curb carbon emissions.

Ethanol combustion emits significantly fewer greenhouse gases than gasoline, making it a crucial weapon in the fight against climate change. The shift to ethanol-powered vehicles, with the infusion of green technologies, can contribute to cleaner air and healthier lungs for Indian citizens.

India currently imports over 80% of its crude oil, making it vulnerable to volatile global prices. Increased ethanol production and consumption, incorporating sustainable tech practices, can reduce this dependence and bolster domestic energy security.

## **Union Road Transport and Highways Minister Nitin Gadkari's Milestone:**

The recent unveiling of a **100% ethanol-fueled Toyota Innova** marks a significant milestone in India's quest for cleaner transportation, showcasing the integration of green distillation technologies in the automotive sector.



### **Thaely: Stepping Up Against Plastic Waste:**

Thaely, an Indian start-up, transforms 10 discarded bags and 12 plastic bottles into stylish, durable shoes, exemplifying green technologies in tackling plastic waste. It challenges traditional materials and offers an eco-conscious alternative.

Ashay Bhavé's dedication to Thaely demonstrates that environmental solutions, incorporating green technologies, can be profitable and impactful, showcasing a commitment to sustainability.

### **Plant-Based Leather: Banofi**

Started in 2022 by Jinali Mody, an Indian start-up is creating a buzz trailblazing sustainable fashion with the use of plant-based leather created from upcycled banana crop waste. Banofi Leather uses natural fibers from bananas, added with natural additives and some amount of synthetic composition to make look and feel similar to conventional leather. It uses less water and emits fewer carbon emissions than animal leather, all in the name of sustainability, with it being an eco-friendly approach.

Banofi does act as direct source of support to the farmer, in this case for income.

However, again due to what the company is made of, they do not use harmful chemical as others may have done while dealing with leathers.

In conclusion, innovative Indian start-ups between 2020 and 2023 have their focus on dealing with environmental challenges through green distillation, transformation of plastic waste, and development of plant-based leather whose growth is done with shared dedication to sustainability. These initiatives are exemplifications of the wider shift to more eco-friendly living in India, which makes a reach out possible for many in the form of a positive. While these startups are acting as torchbearers of a greener future, their efforts do point out the fact that small steps leading to big change can go a long way in building a vibrant community besides steering towards a sustainable and cruelty-free lifestyle.



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with the goodness of Chaga,  
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# Voice for Voiceless – Pareen

*Dive into the compassionate journey of Pareen Sachdeva, a multi-dimensional educator shaping a sustainable future through impactful animal activism and vegan advocacy. Explore her insights on aligning values with actions, fostering change, and leading a plant-based revolution for a healthier planet*

**Sree Nath Rajasekaran**



**Pareen Sachdeva**  
**Animal Activist**

**P**areen Sachdeva is an Educator and serves as India Lead with international non profit Climate Heaters. She is a Global Climate Reality Leader, trained by former USA Vice President Al Gore and has been invited to speak in-person and online at various educational institutions and platforms including Himalayan Vegan Festival, Vegan Forest Festival, Up Convergence, Fridays for Future and Ahimsa Festival.

Pareen organized the first of their kind Compassion (-in-Action) Tours of India in 2019, 2022 and 2023.

Her home bakery Lactose Free Goddess delivers plant based deliciousness across India. Pareen has used social media to emphasise that each action by every individual counts and is helping people to live life as a happy vegan!

**EarthBased** : When and how did your journey into veganism begin?

**Pareen** :My venture into veganism had its roots around 2017, primarily driven by a quest for a healthier lifestyle, I opted for a plant-based diet. As an MPhil student with a knack for research, I delved into world of plant-based foods, exploring their impact on well-being. This transition was not just about a change in eating habits but a shift in perspective

The impact of Vipassana meditation was profound. The practice, especially the mangal maitri practice brought about heightened awareness and clarity, prompting me to reevaluate my choices and their ethical implications. The experience was a catalyst for my journey into veganism, aligning my actions with compassion and mindfulness.

The highlight of my journey, occurred during an animal rights march when the collective chant for "animal liberation" resonated deeply within me. This marked a definitive moment, a point of no return. The initial



motivation might have been rooted in a venture towards personal health, but it evolved into a profound ethical commitment, especially with the influence of meditation practices. The holistic approach to well-being, both for myself and the planet, became intertwined, shaping the trajectory of my vegan journey

**EB: What challenges did you face in adopting a vegan lifestyle, and how did you overcome them?**

**Pareen:** In the beginning, as a dedicated MPhil scholar, my inclination was to acquire a comprehensive understanding of veganism before openly expressing my choice. I hesitated to reveal my commitment to a vegan lifestyle, not out of personal doubt, but with the intention of being well-

Cravings for familiar tastes and textures were another hurdle. Instead of abruptly eliminating non-vegan items, I learned the importance of gradual incorporation. This approach made the transition more sustainable and allowed me to discover plant-based alternatives for my favourite dishes.

For instance, I recall my love for curd, a dairy product deeply rooted in many Indian households. Initially, the idea of giving up curd seemed daunting. However, I discovered that making vegan curd at home was not only feasible but also delicious. This was a pivotal moment, realizing that veganism wasn't about deprivation but about finding creative and satisfying alternatives.

Understanding that being vegan is a journey rather than an overnight transformation

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informed and articulate in discussions. During this phase, I focused on educating myself about the ethical, environmental, and health aspects of veganism. I found a supportive community of 25 members who organised Potluck that the process of self-expression became more comfortable. The realization that I wasn't alone in this journey empowered me to share my vegan identity openly.

became a guiding principle. It's an ongoing process of learning, adapting, and discovering new facets of a plant-based lifestyle. Overcoming these challenges required a combination of personal determination, community support, and the willingness to explore diverse culinary possibilities.



**EB :** Your journey seems to involve more than just a dietary shift. Can you share more about your involvements and contributions as a vegan?

**Pareen :**In the midst of this transformative period, I was also part of the team that helped showcase a powerful documentary named "Ahimsa," shedding light on the harrowing realities of animal cruelty. The film aimed to raise awareness about the ethical considerations surrounding anim

And Yes,my path to veganism was always beyond dietary choices; it's about aligning my actions with deeply rooted values. From initially sharing subtle insights on Instagram, I transitioned into active involvement in street activism, delivering lectures, and collaborating with vegan businesses to create impactful content. Veganism, for me, is not just a lifestyle; it has become a profound responsibility to educate and inspire change.

**EB:**You mentioned being trained by Al Gore as a Climate Reality Leader. How did this experience shape your understanding of the intersection between veganism and climate change?

**Pareen:** Al Gore's impassioned advocacy for environmental sustainability resonated



deeply with me, providing a comprehensive view of the urgent need to address climate concerns. As the training sessions unfolded, it became evident that the environmental impact of our choices extends far beyond carbon footprints and directly aligns with several SDGs. Moreover, the goal of Climate Action, one of the SDGs, takes centre stage in the intersection

between veganism and climate change. The reduction of greenhouse gas emissions, deforestation, and resource depletion associated with animal agriculture directly contributes to climate mitigation, a core tenet of climate action.

**EB:** What role can India play in promoting veganism on a larger scale?

**Pareen:** India has the potential to lead a compassionate revolution. With a predominantly plant-based diet, we can focus on making vegan alternatives accessible and affordable. Shifting subsidies from animal agriculture to plant-based ventures, promoting local plant-based diets, and integrating veganism into educational curricula can create a positive impact.

**EB:** What advice would you give to those considering transitioning to a vegan lifestyle?

**Pareen:** Focus on incorporation, not elimination. Start by including more plant-based foods in your diet. Seek support from vegan communities, utilize resources like cooking support groups, and don't hesitate to ask questions. Remember, veganism is a journey driven by the core value of animal justice. Stay true to your convictions, and don't be discouraged by the challenges.

Pareen Sachdeva's journey into veganism is a testament to the transformative power of aligning personal values with actions. Her advocacy extends beyond dietary choices, emphasizing the need for systemic changes to promote a sustainable and compassionate future.



# Kids Corner : Parenting with Purpose

*Simple yet Mindful practices for cultivating Eco-Friendly lifestyles across Generations for a Sustainable Tomorrow*

**Revanth Raj**



Just like our young planet-lovers learn fun everyday habits at home, we encourage individuals of all ages to join us in adopting an Earth-first ethos. Our motto, "One Switch at a Time," is not just a tagline; it's the heart of EarthBased and our commitment to creating a positive impact on the planet.

## **Fun Everyday Habits:**

**Embracing Reusables:** Say goodbye to disposable items! EarthBased offers vibrant, reusable cups and napkins that turn every snack into a celebration. It's a party for both you and the planet!

**Lights Off, Like Magic:** Turning off lights and gadgets when leaving a room is like a superpower. It's a simple act that collectively saves the planet, one switch at a time.

**Magical Compost Bin:** Our kitchens can be enchanting places! Throw veggie peels and fruit bits into a compost bin, transforming them into superfood for plants. It's a magical way to make the Earth smile.

## **Awesome Gardening Adventure:**

**Planting Magic Seeds:** Imagine being a garden wizard, planting tiny seeds and witnessing them grow into strong, flourishing plants. EarthBased encourages you to contribute to making the Earth a better place through the magic of gardening.

**Plants Clean Air:** Our green friends are fantastic air purifiers, providing fresh air and delicious food for animals. It's not just cool; it's a breath of fresh, sustainable air.



### Plastic Action Plan:

**Goodbye Plastic Bottles:** Plastic bottles are so last season! EarthBased recommends trying our awesome, reusable water bottles – like magic vessels that don't harm our planet.

**No to Super Wasteful Stuff:** EarthBased says no to plastic straws, excessive packaging, and snacks wrapped in layers of plastic. Opt for cooler, reusable alternatives or enjoy finger-friendly, Earth-friendly snacks.

**Earth-Friendly Toys:** Our wooden and metal toys are the Earth's buddies. They're not only fun and durable but also contribute to a healthier planet. How cool is that?

### Final Cheery Note:

Teaching our kids and ourselves to care for our planet is a joyful journey, not a mundane task. EarthBased is not just a brand; it's a community that celebrates every lifestyle switch, no matter how small. Whether you've fully embraced a plant-based lifestyle or are contemplating a switch, EarthBased is here to support you. We understand that personal choices extend beyond food to home care, beauty, and clothing. We welcome you with open arms, providing information and a non-judgmental space for everyone.

Together, we can make a positive impact and create a sustainable future.









# Sustainability Simplified

by Neil Rebello

OH, RIGHT!  
WE'RE HAVING  
FRIENDS OVER  
TODAY!  
BUT WE HAVEN'T  
DONE ANY PREP!

OOH, IT'S  
GOING TO  
BE HECTIC  
FOR YOU.

BRO, THEY'RE  
YOUR FRIENDS  
TOO.

DON'T TRY  
TO WEASEL OUT  
OF IT.

\*SIGH\* FINE, I'LL GET  
GROCERIES. BUT ONLY  
BECAUSE I COULD USE  
THE EXERCISE.

YESS!

TAKE MY  
BICYCLE!

YOU WON'T  
HAVE TO WAIT  
FOR A CAB  
ONLY TO GET  
STUCK IN  
TRAFFIC.

YES,  
KITCHEN CO?  
YOU DO HOME  
DELIVERIES,  
RIGHT? GREAT!

OH, AND  
COULD YOU  
AVOID ADDING  
PLASTIC  
CUTLERY?

SEND ME AN  
E-BILL INSTEAD OF  
A PRINTED COPY,  
PLEASE.

SURE, SIR.  
WOULD YOU  
LIKE A BAG?

ALREADY  
HAVE ONE,  
THANKS!

IT WAS  
ALL LAST  
MINUTE!

BARELY  
TOOK ANY  
EFFORT!

WHOA, YOU  
GUYS WENT ALL  
OUT, DIDN'T  
YOU?

THIS WHOLE  
SUSTAINABILITY  
THING SEEMS  
EASIER THAN  
I THOUGHT!

Metal  
straw

Biodegradable  
plate

A FEW  
SMALL STEPS  
MAKE A BIG  
DIFFERENCE!

WHEW! THAT  
WENT WELL! AND  
ALMOST NO  
LEFTOVERS!

WE'RE GETTING  
PRETTY GOOD AT  
THIS WHOLE  
"ZERO WASTE"  
STUFF!



Thank you for reading!

If our efforts made you feel heard and you have a  
story to share, you can write to us at  
[hello@earthbased.store](mailto:hello@earthbased.store)

FROM EARTHBASED  
**BASIC विCHAAR**