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One Switch at a Time
-EarthBased

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Foreword

When we started EarthBased, we knew that we wanted this to be more than just an e-commerce platform. We knew that we were going on this journey because we were committed to a cause, and to educating, building and bringing together a community that cares about the beautiful world we inhabit. Basic Vichaar is our first step towards that commitment.

It is a labour of love that is meant to grow into a movement that gives back to the planet, gives back to all living creatures, gives back to our bodies. We have put it together with you, the reader in mind.

The first edition of Basic Vichaar is focused on people and their journeys. We will be seeing through their eyes how their personal journeys with plant-based living and sustainability have inspired a shift in not just their own way of existing, but also in the community around them.

This magazine is a huge milestone in the EarthBased journey, and it has been a pleasure working on this issue. From the birth of the idea to the click of the mouse as we hit 'publish', the entire process has been a revelation. And that is part of what makes this community and its people so beautiful – the warmth, openness, compassion and closeness that ties us all together. Every single person we have met reinforces our belief in the path we have chosen.

Before we sign off, we would like to extend our heartfelt gratitude to our contributors for sharing their stories with us, and to our stakeholders for believing in our vision.

And, finally, thank you to you, our dear readers. We hope you enjoy reading this magazine as much as we enjoyed putting it together for you.

- Team EarthBased



One switch at a time



'One Switch at a Time' is the ethos behind EarthBased, and the operating philosophy of the brand.

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People wake up to the need to make a change in their lifestyle at different points in their life. Triggers range from health issues, environmental awareness, consumption guilt, watching a hard-hitting documentary or even owning a pet. A combination of these helped us birth EarthBased.

Given the current state of conversation around climate change, animal rearing, and adulteration, it is a good time to urge people to consider the choices they make in their daily lives. To an extent, this has been working. With a little bit of a nudge, or sheer exposure to the growing community of planet lovers, many have made the switch.

Whatever the reason, we believe a lifestyle switch, ANY lifestyle switch, should be applauded. Because, as everyone knows, a journey is just a sequence of steps. And we believe that the path to leading a sustainable, plant-based lifestyle is nothing but a journey of lifestyle switches. Taken at your own pace and commitment level.

EarthBased is meant for people in all stages of their journey.

We understand that food is deeply personal and emotional for a lot of us. After all, it is a conduit for nostalgia and can double up as a warm hug in times of need. But we can make the switch in other avenues of life such as home care, beauty, or clothing. We are here to support you if you have made a switch, or are thinking about it, or are an ambassador of the lifestyle. You are all welcome. Because it counts. And this, right here, is a welcoming, non-judgmental space.

We hope to help you find a reason to make the switch and support you with information to sustain your journey.

In return, we ask you for a favour. Help us spread the word about EarthBased and join us in our mission to grow our community, **One Switch at a Time**.





Stopping your winter skin woes cold

Beauty may indeed be skin deep, but your skin's health needs go much deeper

Jyothi Pisipati



Fresh and glowing skin is not achieved with cosmetics, but with a regular skincare routine. With a little bit of pampering, you can ward off itchy skin, acne, and premature wrinkling. Moisturising your body is a great way to conquer all three of these challenges. And the good news is, achieving that soft healthy skin is not difficult at all. It takes setting aside a few minutes every day for some much-needed self-care.

Why moisturise?

Your skin is your body's largest organ and is an excellent cooling system. But coping with varying climate, seasonal, lifestyle, personal, and dietary changes can make it itchy, dry, flaky, chapped, and cracked. What you need is constant hydration to protect your skin from drying out completely.

While the system hydrates naturally over time, choosing a moisturiser according to the season and your skin type is essential to helping it bounce back quicker. A regular skin care routine, though it may sound intimidating, can actually energise you and rekindle your natural glow. Moisturisers create a barrier between your skin and the outside environment, helping it to retain moisture, leaving it soft and supple.

And if that weren't fantastic enough, massaging your skin regularly increases blood flow and gives you that happy, relaxed feel.





Skincare 1-2-3

While skincare is essential throughout the year, cold weather brings far more woes. Winters come with harsh sun and dry, chilly winds that lead to parched skin, cracked feet, flaky lips, and dry scalp and hair. But just a few additions to your routine helps combat these challenges:

- Apply coconut oil to your face, neck, and other exposed body parts a half hour before you bathe every day. Shower with lukewarm water, gently washing off the oil. Dab, don't rub, with a soft towel. Of course, avoid using low-quality oil as it can lead to allergies and skin break-outs because of the impurities contained within. Organic cold-pressed coconut oil is recommended for regular body massages.
- A non-perfumed, mild soap is also recommended during winter. Soaps that have ingredients like coconut oil, shea butter, and almond oil leave your skin feeling smooth and hydrated all day long.
- Exfoliate a maximum of once a week. Doing this too often can strip the skin of its natural oils and leave it very dry and itchy.
- When you bathe, take short showers with lukewarm water, as hot water can wash away your natural oils.
- Remember that cold weather is also the season for colds and flus, and any illness slows down your body's natural rejuvenation rhythm, leaving your skin looking wilted and sickly. Immunity boosters and health supplements can keep you healthy and active through the winter months, and also help your body heal from within. For instance, this beetroot powder is chock full of vitamins, minerals, and flavonoids, to keep you and your skin in tip-top shape.
- Remove your make-up using soft cotton dipped in organic coconut oil. Gently wipe the area with the cotton ball to ensure that the makeup is removed completely. Avoid using the same cotton ball multiple times, as remnants of grimy makeup can irritate your skin, causing acne or pimples.

- Feet are often discriminated against and are excluded from skincare rituals. They not only carry you around, they also harbour nerve ends that require regular massage to improve blood flow. Every night before you tuck yourself in bed, clean your feet by gently scrubbing away any dirt with lukewarm water. Get into bed and massage your feet in a circular motion with a lotion. Make sure you massage under the feet, in between toes, and the toenails. Wear a pair of clean socks and rest them for the night.
- Extend your skincare routine to your scalp, too. Dandruff is a common problem during winters and can be socially awkward as it leaves your hair feeling greasy and smelly. Oil your hair, comb it from the roots, and wash off with lukewarm water using a mild shampoo and conditioner. Repeat every three to four days to keep your hair looking glossy and lush.

- If you are prone to allergies or have a chronic skin condition, visit a dermatologist for an immediate consult. In this care, attempting a skincare routine without medical advice could do more harm than good.

Healthy skin is a sign of a healthy body. A thoughtful skincare regimen can help you avoid certain skin conditions like acne that can be not only embarrassing but also leave you in discomfort.

Head to Earthbased.store for all your earth-friendly, paraben-free supplies with natural ingredients. Handmade body soaps, foot creams, body butters, shower gels and wellness products, there's something for every kind of skincare need.



Nutritionist Speak

The nutritionist and director of SAS Pune answers all your burning questions related to veganism.



Shraddha D Toshniwal
Director – SAS Pune

How do I get enough protein in my vegan diet?

It's understandable for flexitarians to worry about switching to a vegan diet. After all, how do you consume the amount of protein necessary for a balanced diet without eating any meat, eggs, or dairy? The good news is that there are plenty of plant-based alternatives. Soy products, legumes, nuts, and seeds are all high in protein. And by incorporating these foods into your diet, you can easily get all the protein you need.

Here are a few ways to get started:

1. Made from soybeans, tofu is a great source of protein, and it's also low in calories and fat.
2. Edamame is another great protein alternative that's also high in fibre and Vitamin C.
3. Lentils are a good source of protein and fibre, as well as minerals such as iron and potassium.
4. Black beans can be a way to load up on protein while also getting a healthy dose of fibre and antioxidants.



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What are the best milk alternatives?

Before we consider alternatives, it is important to understand why avoiding animal milk is so important. Animals produce milk when they are pregnant, which is why the milk produced contains high levels of estrogen. When consumed in high doses, this hormone can interfere with your body's natural production of estrogen, causing early puberty in kids, as well as health issues like PCOS, and various forms of cancer in adults. Instead, you can choose a healthier milk alternative that is easily available.

Some options you can opt for are :

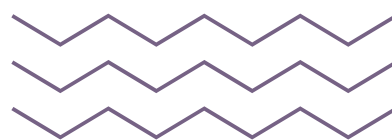
1. Almond milk may contain less than half of the protein provided by soy milk or cow's milk, but it's simultaneously also very low in calories, sugars and fats. As such, it can be a great choice for those on calorie-restricted diets. It is also rich in Vitamin E and antioxidants, which are important for protecting the body's cells against damage.
2. Coconut milk is rich in calcium, Vitamin D and Vitamin B12, while providing less than 50 calories and 2g of carbohydrates per cup. As such, it can be a great choice for those on a low-carb diet, and people with Type 2 diabetes.
3. Oat milk is a good alternative, though it contains a high amount of carbs and is not recommended for weight loss or weight management. It is, however, ideal for people suffering from lactose intolerance, and inflammatory bowel syndrome.

Does switching to a vegan diet improve your vitals?

There are multiple reasons why people might choose to go vegan — to improve their health, to reduce their carbon footprint, to support animal rights, or for personal reasons. But for many people, the switch to veganism results in real, tangible improvements in their overall health.

Vegans often have lower blood pressure and cholesterol levels, and are less likely to suffer from heart disease, obesity, or cancer. In addition, veganism has been shown to improve mental health, increase energy levels, and improve overall physical fitness. This also helps in balancing the three doshas — vatta, pitta and kapha, which, in Ayurveda, are believed to be responsible for a person's overall health.

So, if you're looking for an easy and effective way to improve your health, going vegan is a great option!






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Insights from a newly minted vegan

*What is it like transitioning to a plant-based lifestyle?
Sakshi Madan tells us*

Mumbai-based Sakshi Madan, who works as an accountant with Infosys, embraced veganism six months ago. In this chat with EarthBased, she talks about what her journey so far has been like for her and her family.

EarthBased: What got you interested in veganism?

Sakshi Madan: I was interested in spirituality and started watching videos of Acharya Prashant and Dr Khadar Vali. Their talks about the effects of our actions, our 'consumption', on the earth, on the soil, on animals, on our own bodies were so evocative that they made me see the world differently. To the extent that I finally decided that I didn't want to be part of the problem anymore. I wanted to be part of the solution, as much as possible. So, I turned vegan.

EB: How difficult was the transition for you?

SM: It wasn't difficult at all. When you believe in something from your core, when you're fully in it, the change is easy to make and easy to stick to. I didn't waver even once when I decided to make the change, and I haven't once regretted the decision.

EB: What keeps this conviction going?

SM: It is knowing what the direct effect of my consumption is having on an innocent animal. I believe the human body can do without meat and dairy products. And there are plant-based alternatives that are healthy for us. And even within the plant options we choose, there are options, like millets over rice, which are better for the planet. The choice is in our hands. We just need to make a conscious decision and stick to it.

EB: What was it like for the people around you when you made this change?

SM: My husband has joined me and is vegan too. The elders in the house have accepted my change, though they haven't joined in yet. I don't mind this because, for me, the change was a mental one first and a lifestyle one second, and I recognise the fact that it's a journey that someone has to embark on by themselves. You cannot force someone into it.



Creating an oasis amidst the chaos

Meet Lakshman Badami, an entrepreneur who is taking sustainable living to the next level in Bengaluru with his exciting projects

Shraddha Uchil

Sustainability isn't only about the environment — it begins within ourselves. This is what Lakshman Badami, the CEO and founder of the Be Animal Journey Foundation, believes. And he walks the talk. Lakshman, along with his partner, Vanessa Zwick, runs a hostel, named Be Animal Hostel, in a quaint little part of Koramangala in Bengaluru. The couple also runs a vegan café on the premises — Happiness Café — and a dessert brand called Pudducakes. But they aren't here to just run a business. The duo cares about holistic sustainability, and wants others to care about it too. And that's what they have been working towards in the last five years. We had a chat with Lakshman to understand his and Vanessa's journey with Be Animal and beyond. Here are the excerpts:

Tell us a little bit about your life before Be Animal.

I was in Australia from the age of three to six, but I mostly grew up in Bengaluru. It was here in the city that I pursued my undergraduate degree in zoology and chemistry. I have always been interested in subjects that are at the confluence of sustainability and design, so I decided to explore that further by heading to Denmark to study architecture. After that, I worked in Germany for a little while before coming back to India.



So, How was Be Animal conceptualised?

Vanessa and I met at a music festival in Denmark in 2016. You could say that it was love at first sight. Eventually, we decided to move back to Bangalore later that year. At that point, Be Animal was just an idea. We started out talking to people about environmental issues, but soon, we realised that most people didn't know anything about living sustainably. It was a blank slate. So, we decided to put information out there -- nudge them in the right direction. After a time, we started our travel company for European travellers wanting to explore India. Then, in early 2020, we started the hostel. That's our main business, and that is how we raise funds for everything else that we do.

Tell us about your personal journey with veganism. What led to the shift?

I had a good friend in Denmark, who was the only vegetarian in my class. He had done a lot of odd jobs in life, one of which included working at a chicken factory. After a while, he started to get disgusted by it and turned vegetarian. But at that point, he was still eating eggs and dairy. When Vanessa and I moved back to India, he came to visit once. In that span of time, we learned that he had embraced veganism.

He told us it would fit our value system. So, why not try and be fully sustainable? Initially, Vanessa and I were defensive, but after watching a few documentaries, we thought we'd at least give it a shot. And it worked out brilliantly. I feel I have double the amount of energy I did before, and my eczema has vanished for good. It has been six years now since we began our journey to veganism. Vanessa has also even managed to get her parents to switch over!

How did the COVID-19 pandemic affect business? How did you bounce back from it?

To be honest, the pandemic set us back by a solid two years. But that's only if you're looking at it through one lens. We started out with a lot of plans and structure, and we were very nervous going into it. But the pandemic arrived, and it taught us to shake off that nervousness. I see our losses as an education. We even thought about closing down many times. But the pandemic forced us to learn how to be more adaptable, and diversify. Somehow, it all worked out for the best.

What was the idea behind setting up a shop in Bangalore?

Most cities lack an interesting setup that goes beyond nightlife. There are cafes, but they are generic. We wanted to create a hub for people to come together and do something different, with sustainability at its core. We wanted to create a place that has some meaning, so when people leave they remember this, rather than some bar that they were drinking at.



So, the hostel was finally up and running in 2021. How did Pudducakes come about?

Vanessa and I had tried our fair share of plant-based cakes since we turned vegan. She then tried her hand at making them herself. But the first success was when we made a lemon-flavoured vegan cheesecake for a party with friends. This is where we noticed that even though there were two other non-vegan cakes being served, most of the people at the party were gravitating towards the one we had brought.

That's how the idea for Pudducakes — named after our cat, Puddu — was born. It also fit in with our goal to try and create a dessert that is healthier than the other options available out there. We are known for our cashew-based 'cheesecakes', which we make in a variety of flavours — rose and pistachio, chocolate with salted caramel, and classic strawberry cheesecake.

How do you incorporate your values at the hostel?

We compost all our wet waste at the hostel, and we use solar power, which powers 50–60% of the property. We also have a lot of messaging around the space, encouraging guests to reduce the amount of plastic waste they generate. Our goal is to do what we can to the best of our ability, and this is a mantra we follow in every facet of our personal and professional lives.

Do you see a larger number of Indians moving to a plant-based diet?

Internationally, veganism is on the rise, but in India, it's the exact opposite. That's because fast food consumption and meat consumption is seen as a sign of being wealthy. Long-term, people will move towards more sustainable food habits. But I think for the next decade or more, India will be eating a lot more meat. It's about changing the mentality around veganism. It's considered to be elitist by some. I want to know, what's so elite about this idli I'm eating?

What are you folks working towards now?

We have a lot of passion projects. Firstly, we are working on a life mapping book, which lets you rate yourself on different aspects of your life, and it gives you tips on how to be a better version of yourself. We are also working on a brunch book, to teach people how to plan vegan meals for friends. The third big project is an encyclopaedia of sustainability, which we have been working on for quite a long time. I'm also developing a sustainable material — a hemp block — which can be used in construction.







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From meat lover to animal lover

Here's how a staunch non-vegetarian was inspired to make a change in his life



Reilly Rebello's life trajectory has been interesting, to say the least. A digital marketing maven, he quit his job as the Head of Marketing at ZEE5 to become a yoga teacher. What else did he leave behind in the process of this life change? His meat-eating days.

EarthBased: When and why did you start thinking about switching to a plant-based life?

Reilly Rebello: Earlier, I used to love food, especially meat. Being from a Christian household, beef and mutton were a big part of my diet. Chicken was considered a vegetable!

Then, we adopted my dog Zoey, a black Labrador. It didn't take long for her to become the centre of my world. I didn't know it was possible to love something that much. And, slowly, the thought started forming at the back of my head: here I am loving this animal so much, yet there's a dead animal on my plate.

It changed me as a person. I started looking at animals differently. I started noticing that goats were the same height as my Zoe; I started noticing how calm and beautiful cows were, how their eyes seemed to be filled with so much kindness; how incredible

chickens are when they run around. And the idea of these animals dying because of me became something I couldn't live with. Even on days when I gave in and had a bite of meat, whether out of greed or stress, I'd always feel really bad later. I didn't want to continue feeling that way.

EB: How did you make the transition to plant-based living?

RR: It has not been sudden. It has taken time. Like I said, meat was deeply integrated in my diet. Leather goods were an accepted fashion choice. There definitely were days when I had bad days at work, and I lapsed and went back to my old comfort foods. So, it was a gradual conversion.

But my journey into yoga has been a huge contributing factor. Yoga is not only about poses; it's holistic. It also teaches you about the types of foods that are good for you, and everything I've learnt on this journey is helping me. I remember when I once went to a yoga retreat, they taught us how food can be either tamsik, satvik, or rajsik. For example, you would think that after a heavy lunch of khichdi, you'd feel sleepy, but in reality, after eating that kind of vegetarian food with no heavy spices, I just felt more energetic. So, it helped keep me motivated and more dedicated to staying on this path.

EB: How did you go about making the switches?

RR: I started with breakfast, going from gorging on things like sausages and salami to eating idlis, dosas and poha. Then, I reduced buying meat, one animal at a time. I realised that if it's not available to me in my home, I don't feel the need to eat meat. So, first went pork, then beef, mutton and fish. Chicken was the last to go, until I was only buying it for my pets.

Family gatherings were tough, initially, but eventually, everyone came around. Now, for our Sunday brunches, my mother shows her support by eating only vegetarian food, even though she is non-vegetarian otherwise.

EB: What have you learnt on your journey so far?

RR: I started reading up about the effects of red meat and processed meat on the body. I'm a yoga teacher and should be bettering my body, but I realised I was just slowing down the process. As someone who grew up a staunch non-vegetarian, I know there is no good reason for me to remain non-vegetarian. A plant-based lifestyle gives us everything we need.

feel lighter, more energetic, more positive. I think there was a burden of guilt I carried around when I was non-vegetarian that just made me sluggish and sleepier. All that is gone now. I even think I smell better!



Being from a Christian household, beef and mutton were a big part of my diet. Chicken was considered a vegetable!

EB: Have you considered turning vegan?

RR: I have! I am just a step or two away from being a complete vegan right now. I don't buy leather any more. I don't use honey. There's just one old bottle of honey lying around in my house. I've given up milk. The only things I'm unable to give up so far have been curd and eggs, which I have once or twice a week and am hoping to stop. I'm looking for a vegan alternative for curd. The issue I'm facing is that many of these vegan alternatives are still quite expensive, so I think I'll hold out for a bit longer.



PrelovedGoa: Old treasures, new purpose

Here's how an enterprising duo from India's sunshine state are helping turn one person's old into someone else's new

Jyothi Pisipati



Vinni & Anjali
PrelovedGoa

We often find ourselves in possession of things that have long since outgrown their use. Extra gifts, outgrown clothes, household items, and your favourite books over time make their way to the back of your cupboards. Two friends, Vinni Timblo and Anjali Gadre, realised that these items could be put to better use if they could be rehomed. The idea gave birth to PrelovedGoa (@prelovedgoa on Instagram), a non-profit venture that has two noble purposes at its core – philanthropy, and promoting a sustainable lifestyle.

Anjali and Vinni share with us their journey so far, the rewards of their work, and why it is important to reduce and reuse.

EarthBased: PrelovedGoa is a non-profit initiative that both of you started a few years ago. How did the idea come about?

Anjali and Vinni: We had our first PrelovedGoa sale in January 2021. The idea came about as a result of being stuck at home during the lockdown. There was a lot of spare time we found could be best put to use decluttering our homes. Additionally, using social media like Instagram made it much easier to reach people.

EB: Do you believe there is a stigma attached to using preloved items, especially clothes?

A&V: I don't think there should be. The clothes at PreLovedGoa are in excellent condition. Whether it's because of a change in size or personal style that one outgrows them, they might still be suitable for someone else. There's nothing wrong with wearing an older sibling's or friend's clothes. A concept like PrelovedGoa is just widening the pool of people who are happy to reuse.

EB: How do you curate the collection of items that you source? What are the quality standards that you follow? And what do you do with the items that don't make the cut?

A&V: We started off with just our own things. Children outgrow their clothes so quickly, and we found we were both also holding onto toys and books that our own children loved and played with in the hopes that we would pass them on. The truth, though, is that you rarely end up doing that. Even when it comes to your own clothes, if you haven't worn them in the last five or six years, there's probably very little chance you will again. We've still held on to a few sentimental items, but the rest we would be very honest in saying we've not missed.

EB: What preloved items do you usually have on sale?

A&V: Lots and lots of clothes! Aside from that, we also have books, toys, games, jewellery, and home décor. It's fair to say, it's all sorts of stuff that we would have found in our own homes. We are lucky to share office space with The Curious Owls, the children's newspaper. Because of this, people often come to collect one thing and end up browsing through our little shop and buying a little more...all for a good cause!

EB: In your experience, what types of items do people end up buying the most?

A&V: House décor sells easily, as do toys, books, and any new items with tags and in their original packaging.

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Children outgrow their clothes so quickly, and we found we were both also holding onto toys and books that our own children loved and played with in the hopes that we would pass them on. The truth, though, is that you rarely end up doing that.

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As for quality standards, at PrelovedGoa, nothing is broken, or with missing pieces. The clothes are washed and laundered and very often in excellent condition, occasionally even brand new. It was easy because initially it was just items belonging to the both of us. More recently, we've begun accepting clothes from friends, which made it easier to control the quality. Books and household items, however, we're happy to take from anyone.

EB: How do you think we can encourage people to follow a more sustainable lifestyle?

A&V: Buy only what you need, although sometimes this is hard, even for me! The oldest item of clothing in my wardrobe that's still in use is a pair of Gap trousers bought in 1999. So, I guess that counts as being sustainable

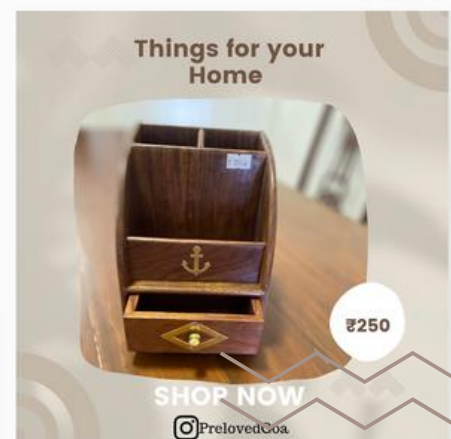
EB: What, according to you, is sustainable fashion? Do you think brands that advocate sustainability actually follow the standards?

A&V: Sustainable fashion refers to clothing that is designed, manufactured, distributed, and used in ways that are environmentally friendly. A lot of high street brands now carry a more sustainable range. But, to answer your question, I don't think we are qualified enough to know whether these brands that advocate sustainability actually follow the standards.

According to global studies, the fashion industry accounts for about 8-10 percent of global carbon emissions and nearly 20 percent of wastewater. That's more resources being consumed than both aviation and shipping combined.

In another alarming statistic, the UN estimated that a single pair of jeans requires a kilogram of cotton. And because cotton tends to be grown in dry environments, producing this kilo requires about 7,500–10,000 litres of water. That's about 10 years' worth of drinking water for one person. Now, knowing this, wouldn't you consider buying a preloved, carefully worn pair of jeans, at a fraction of the original price?

Reselling at PrelovedGoa is a rewarding way to move towards sustainability. We are able to find a new life for some great items, and the buyer also gets to play a role in reducing waste. It's a win-win situation for everyone.



EB: Proceeds of the sales you make from time to time are donated to charitable institutions. Could you tell us more about it?

A&V: Every quarter, we pick a cause we would like to donate part of our proceeds to. It's not much, but I would like to believe it makes a difference.

In the past two years that we've been doing this, thanks to our PrelovedGoa shoppers, we've been able to contribute over ₹50,000 to these causes. It's a huge deal to us, because you can grab a bargain for as little as ₹25 and nothing is priced very high. So, whether it was towards Sethu, the Alpha Angels Animal Trust or, during the lockdown, the Goa Humanitarian helpline to buy food rations, I think a little shopping has gone a long way.

So far one of the most heart-warming donations was to an orphanage in Nachinola and the Sabrcare Children's Cancer Trust. Their Christmas wish list was what shoppers most recently helped fund and we were able to fulfil every one of them, from a ukulele to a dancing cactus. It's very humbling to see the work other people are doing towards these causes.

It's been an interesting experience doing this and even the people who've come in to buy things have been so friendly and generous. Sometimes they even donate extra. On occasion we've had someone bring us sandwiches and homemade cake. We've gotten to know a lot of them and they, us.

EB: Can you suggest a few sustainable practices that can be easily adopted in our daily life?

A&V: If you can't sell or donate your preloved and used clothing, accessories and other things to someone else, there are stores in Goa that collect old clothes. Yes, even products that are faded or might have holes in them. People are creative. On social media, I've come across a lady who uses scraps of saris and repurposes them into beautiful clutch bags.

(Anjali Gadre and Vinni Timblo also run a weekly current affairs newspaper for children, The Curious Owls, which has recently completed eight successful years)



Kids Korner

How to raise your little ones with the planet in mind

Nikhila Vishnuvajhala

Mother and Co-Founder of EarthBased

Becoming a mother is one of the most beautiful roles a woman can choose to undertake. But, along with the sweet baby cuddles comes a mammoth share of responsibility. And in an attempt to give our babies the best of everything, a lot of parents might end up making wasteful purchases and doing the planet (and their little ones!) more harm than good. If you're a conscious to-be or new parent who is looking for ways in which to reduce your impact, here are a few ways in which you can get started.

Ditch the disposables!

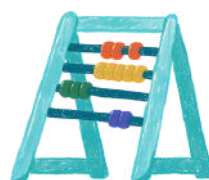
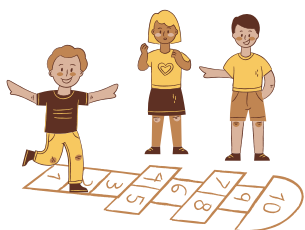
Babies go through around 7,000 diapers a year each between the ages of zero to three. These diapers, due to their composition, take up to 500 years to decompose. An easy switch exists in the form of modern day cloth diapers, which are reusable, come in fun prints and are easy to maintain. The best part? Babies on cloth diapers are far less prone to developing diaper rash. Moreover, this alternative could reduce your consumption by nearly half. Cloth diapers are a one-time expense, but prove to be easier on the pocket in the long run.

Buy preloved everything

The demand for baby products has been growing significantly owing to increased disposable income and the spending power of the population. But you need to ask yourself: does my baby, who goes through growth spurts every few weeks, need all this new, premium stuff?

Instead of giving in to the fear of missing out, take a step back and examine what your little one really needs at any given point in time. Clothes? Toys? Gear? There are plenty of marketplaces, both online and offline, that specialise in selling preloved baby products. These products are always checked for quality before they're rehomed, so you know you're giving it a new lease of life instead of forcing the original owner to dump it in the garbage. Most often, these items are sold at a fraction of their original price, making them a budget-friendly buying experience too.

These might be small switches, but they are not only healthier for your environment, they are also great for your baby and for your wallet!



Sustainability Simplified

by Neil Rebello

NAISSA!
WHATCHA
UP TO?

PLANTING VEGGIES
SO WE DON'T HAVE TO
BUY THEM FROM
THE STORE.

BESIDES,
NO SUCH THING AS
TOO MANY PLANTS,
RIGHT?

COCO
PEAT



SIGH
YOU'RE SO HARDCORE
WITH THIS SUSTAINABLE
LIVING STUFF.

YOU ALWAYS USE
THE COMPOST BIN!

YOU TAKE
THE BICYCLE
EVERYWHERE
YOU GO!

YOU EVEN
BUY THOSE FANCY
PENS WITH PLANTABLE
SEEDS IN THEM!

I COULD NEVER
GROW MY OWN FOOD.
ALL I DO IS ORDER ON
DELIVERY APPS.

DING
DONG

SPEAKING
OF WHICH...

YOUR LUNCH
MEAL, SIR.

NO DISPOSABLE SPOONS
OR TISSUES, AS YOU
REQUESTED.

THANKS!

DAMN! I DON'T HAVE
ENOUGH POTS FOR
THE SAPLINGS.

HEY, NO WORRIES!
USE THIS CONTAINER
AS A POT ONCE I'M
DONE EATING.

AVYAN, THAT'S
PERFECT!

OH NO!
WHAT A
WASTE!

HANG ON.
I GOT THIS.

BUT...ISN'T
THAT YOUR
FAVOURITE
SHIRT?

A REALLY OLD ONE.
BETTER TO USE IT
AS A RAG THAN
JUST THROW IT
AWAY, RIGHT?

MAN, YOU ALREADY PRACTICE
SUSTAINABILITY. DON'T
DOWNPLAY YOUR EFFORTS
JUST BECAUSE THEY'RE EASY.
EVERY LITTLE BIT HELPS.

HUH! I GUESS
YOU'RE RIGHT!



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

FROM EARTHBASED
BASIC विCHAAR