



# GREEN ALERT



May - June 2014

Vol. 1 Issue 2

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-labelling and Promotion of Eco-friendly Products.' This bi-monthly e-bulletin features latest news, developments and innovations in this field.

## Plastic substitute from jute, soy

**Eco product of the month**



Plastics have become an indispensable part of modern life. Fortunately, environmentally degradable plastics are being discovered and used. Researchers from Materials Science Centre and Department of Biotechnology, IIT Kharagpur have synthesised a biodegradable plastic substitute by mixing soy milk with jute fibre.

Researchers found that the jute-soy composites exhibited significant weight loss after 60 days of degradation by soil microbes. This indicates that such composites are biodegradable and environment friendly. The lead researcher Ramkrishna Sen says: "Besides their potential applications in indoor furniture, sapling pots and computer cabinets, these bio-composites leave a safe carbon residue that can be tapped to improve soil fertility."

Source: <http://www.nature.com/nindia/2012/120223/full/nindia.2012.27.html>

## Green finance schemes: Ecofriendly industries get a boost

**Green issue**

Small Industries Development Bank of India (SIDBI) has green finance schemes for Micro, Small and Medium Enterprises (MSMEs). They are called 'Financing Schemes for Sustainable Development Including Energy Efficiency and Cleaner Production'. The main objective of these schemes is to encourage MSME units to undertake energy saving investments in plant and machinery/production process to reduce energy consumption, enhance energy efficiency, reduce CO<sub>2</sub> (carbon dioxide) emissions and improve profitability in the long run.

IDBI bank has also undertaken a pioneering role in the area of environmental banking. It has been active in this area for over 17 years. It has created a special group working on climate change and more specifically on carbon credits advisory services to clients. This group has devised a structured product for providing upfront finance against the carbon credit receivables. The project has been well received in India.

Among other schemes for energy savings for Small and Medium Enterprises (SMEs) are Bank of Baroda's and Bank of India's scheme for financing energy efficiency projects.

The 12th Kerala budget has set aside Rs. 639.40 crore to encourage green industries. It includes a one-time central grant of Rs. 23.44 crore. The Kerala government is launching a Rs. 100 crore "green finance scheme" for which Rs. 10 crore has been allotted initially. Thrust will be on developing traditional industries, handicrafts and industrial parks.

<http://timesofindia.indiatimes.com/business/india-business/Green-finance-scheme-for-industries/articleshow/29323854.cms>  
<http://www.sidbi.in/?q=financing-schemes-sustainable-development-including-energy-efficiency-and-cleaner-production-msme>  
<http://smallb.in/%20fund-your-startup-business%20/green-finance>



## Living with air pollution in China? Get compensated

Panasonic has become the first international company to offer compensation to those assigned to China for having to work in the country's noxious, polluted air. The electronics group announced the changes to employee benefit packages for employees who have relocated to China (not locally hired staff), citing high levels (more than 400 parts per million) of tiny air particle PM<sub>2.5</sub>, a dangerous air particulate, in many of China's biggest cities. The World Health Organization says a reading above 25 ppm is dangerous to human health.

[http://www.chinadailyasia.com/business/2014-03/13/content\\_15124833.html](http://www.chinadailyasia.com/business/2014-03/13/content_15124833.html)

**Eco news**

## India to get its first solar powered aircraft



Solar Impulse, the world's first solar powered aircraft will land in India in April 2015. It will be the first ever day and night abled solar powered aircraft and is powered by 12,000 solar cells. It flies in the dark by reaching high altitudes during the day and gliding downward over long distances at night. No fossil fuels are used by the aircraft. André Borschberg, CEO of the company manufacturing the aircraft says: "The light solar plane flies at around 70 km per hour and is especially sensitive to air turbulence."

<http://timesofindia.indiatimes.com/india/Solar-powered-aircraft-to-land-in-India/articleshow/30346027.cms>

**Eco tip of the month**

**Don't let water go down the drain!**

Reuse water from your RO treatment plant to wash utensils, vehicles or water plants. Don't let it go waste! Also, water your plants with the water used for washing vegetables. It saves water and is also nutrient enriched. You can reuse water used to wash grains and pulses too.

Visit CERC-ENVIS website [www.cercenvis.nic.in](http://www.cercenvis.nic.in) and <https://www.facebook.com/EcoProductsEcoLabeling> to know more about our activities.

**Consumer Education and Research Centre**

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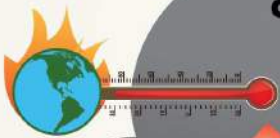
# HOME COOLING AND GLOBAL WARMING



FAN

My Savings	Energy Savings
₹ ₹ ₹	⚡ ⚡ ⚡

WE WERE COOL



NORMAL AC

My Savings	Energy Savings
₹	⚡

THEN WE BECAME HOT



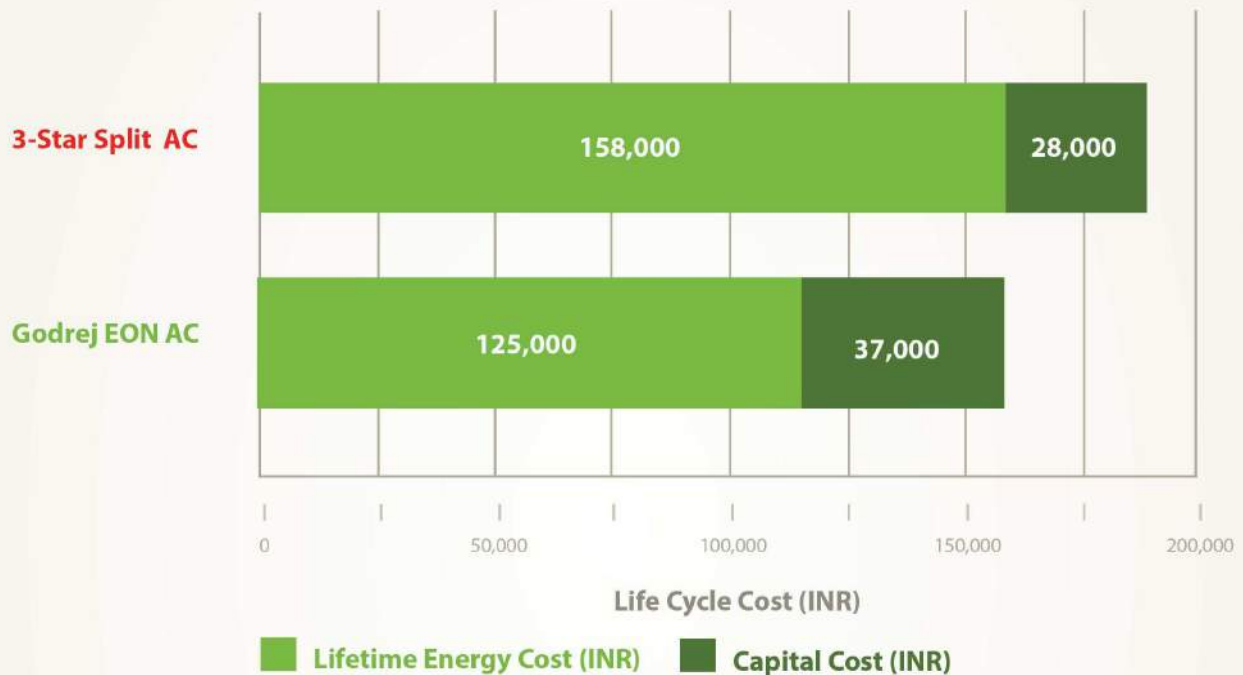
GODREJ EON AC

My Savings	Energy Savings
₹ ₹ ₹	⚡ ⚡ ⚡

WE CAN BE COOL AGAIN

## CHEATED BY YOUR AC?

While a conventional 3-Star 1.5 ton Split AC costs about Rs. 10,000 less than the 1.5 ton Godrej EON AC, over the 10 year life of the AC, it actually costs more - about Rs. 23,000 more. This is due to the 25% to 30% lower energy consumption of Godrej EON ACs compared to a 3-Star AC.



**IF A SINGLE HOME WERE TO USE THE GODREJ EON AC INSTEAD OF A REGULAR 3-STAR AC, IT WOULD RESULT IN THESE POWERFUL BENEFITS FOR ALL – THE HOME AND THE COMMUNITY**



36 ceiling fans would be cooling less privileged homes



120 light bulbs would be lighting up less privileged homes



Rs 10,000 can be saved annually on electricity bills



3 lesser cars would be polluting our environment

This is not an advertisement for Godrej EON AC. It is a objective, scientific assessment of the energy, cost and greenhouse gas emission benefits of Hydrocarbon Refrigerant ACs. For further details please visit our website <http://www.fairconditioning.org>