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GREEN INSIGHTS

Newsletter on "Environment Literacy - Eco-labelling and Eco-friendly Products"



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SUSTAINABLE LIFESTYLE



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Environment Literacy - Eco-labelling and Eco-friendly Products

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Human race is entirely dependent on the planet Earth for survival and well-being. Earth can only produce a finite number of resources, from food to water and can only endure a certain degree of greenhouse gas emissions in order to keep the mankind and the planet healthy. Environmental degradation and climate change have an impact on ecosystems and populations worldwide. The major cause of environmental degradation is the increase in the production of goods to supply the unsustainable demand of resources. Ultimately the world and nature is facing severe consequences of the current and projected consumption rate.

According to the United Nations, almost 3 billion people are expected to face chronic water shortages due to droughts at 2°C warming. It is estimated that the global economy could lose up to 18% of GDP by 2050 without urgent action by one and all (<https://static.pib.gov.in>).

Sustainability is a concept related to the development of products, goods, and services that involves meeting our present needs without compromising the ability of future generations to fulfill their own needs. Sustainability as a concept identifies that the environment is an exhaustible resource. Therefore, it is important to use the environment and its resources wisely and protect it for the future generations.

The amount of things that people have in many parts of the world has gone up, while in other areas, many struggle to meet basic needs. Our future now

depends on our behavior and how we choose to live, work and play as a consumer; how we run our home, what food we eat, how we get around, how we relax, what we buy and how we upkeep for our planet. Our current choices and actions have massive long-term impacts on future generations. Sustainable living means understanding how our lifestyle choices impact the world around us and finding ways for everyone to live better. Practicing sustainability ensures that we make ethical choices that bring a safe and livable future to everyone. Sustainable living and lifestyles for the first time appear in the Sustainable Development Goals.

SDG 4 Education; Target 4.7 By 2030, ensure that all learners acquire the knowledge and skills needed to promote sustainable development, including, among others, through education for sustainable development and sustainable lifestyles, human rights, gender equality, promotion of a culture of peace and non-violence, global citizenship and appreciation of cultural diversity and of culture’s contribution to sustainable development

SDG 12 Responsible Consumption; Target 12.8 By 2030, ensure that people everywhere have the relevant information and awareness for sustainable development and lifestyles in harmony with nature.

This issue of Green Insights sheds light on LIFE scheme by Government of India, some individual eco actions and traditional environmental practices found in Indian households for a sustainable living.

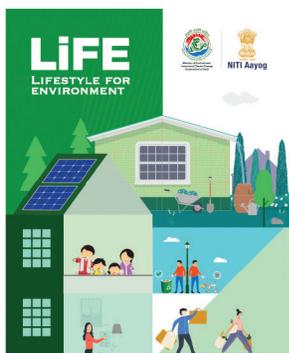
Source: <https://sdgs.un.org/goals>

Lifestyle for Environment (LiFE) Scheme



What is Mission LiFE?

Mission LiFE is an India-led global mass movement to nudge individual and community action to protect and preserve the environment. At the 26th session of the Conference of the Parties (COP26) to the United Nations Framework Convention on Climate Change (UNFCCC) held in Glasgow, United Kingdom, India shared the mantra of LiFE - Lifestyle for Environment to combat climate change. India is the first country to include LiFE in its Nationally Determined Contributions (NDCs).



Launch of Mission

India's Prime Minister Shri Narendra Modi attended a bilateral meeting with UN Secretary-General, H.E. Mr. Antonio Guterres and subsequently launched Mission LiFE at the Statue of Unity, Ekta Nagar, Kevadia, Gujarat on October 20, 2022. During the launch, the Prime Minister remarked, "The mantra of Mission LiFE is 'Lifestyle for Environment'. It connects the powers of the people for the protection of this earth and teaches them to utilize it in a better way." Elaborating further, he said, "Mission LiFE makes the fight against

climate change democratic, in which everyone can contribute within their capacity. It inspires us to do all that can be done in our everyday life to protect the environment."

Objectives of Mission LiFE

- Mission LiFE seeks to translate the vision of LiFE into measurable impact.
- Mission LiFE is designed with the objective to mobilize at least one billion Indians and other global citizens to take individual and collective action for protecting and preserving the environment in the period 2022 to 2027.
- Within India, at least 80% of all villages and urban local bodies are aimed to become environment-friendly by 2028.
- It aims to nudge individuals and communities to practice a lifestyle that is synchronous with nature and does not harm it. Those who practice such a lifestyle are recognized as 'Pro Planet People'

Mission LiFE seeks measurable impact and is designed with the objective to mobilize at least one billion Indians and other global citizens to take individual and collective action for protecting and conserving the environment in the period 2022–28. Within India, at least 80 percent of all villages and urban local bodies are aimed to become environment-friendly by 2028.

Approach of LiFE Campaign

- Focus on Individual Behaviours



To make life a mass movement (Jan Andolan) by focusing on behaviours and attitudes of individuals and communities

- Co-create Globally



Crowd source empirical and scalable ideas from the best minds of the world, through top universities, think tanks and international organisations

- Leverage Local Cultures



Leverage climate-friendly social norms, beliefs and daily household practices of different cultures worldwide to drive the campaign

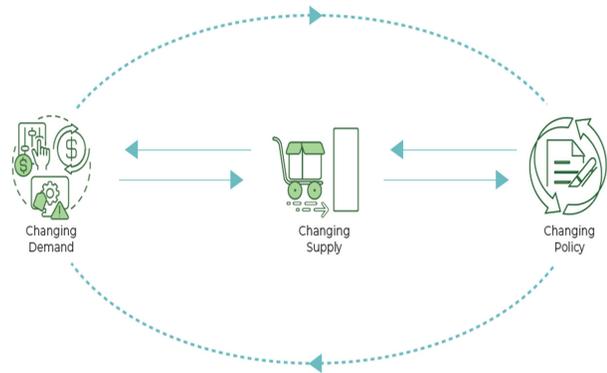
Implementation Mechanism

LiFE will be implemented as a mission-mode, scientific and measurable programme. It seeks to demonstrate India's commitment to walk the talk on climate change by taking the following steps:

- Coordinated and concerted actions by Ministries/Departments
- Compiling a comprehensive and non-exhaustive list of 75 LiFE actions for individuals, communities and institutions
- Conducting a baseline survey to gain insight into the baseline level of all LiFE action indicators against which success can be measured
- Identification of Key Performance Indicators (KPIs) and impact of LiFE actions
- Creation of LiFE Dashboard

As a global programme, Mission LiFE envisions three core shifts in our collective approach towards sustainability.

- Change in Demand (Phase I): Nudging individuals across the world to practice simple yet effective environment-friendly actions in their daily lives.
- Change in Supply (Phase II): Changes in large-scale individual demand are expected to gradually nudge industries and markets to respond and tailor supply and procurement as per the revised demands.
- Change in Policy (Phase III): By influencing the demand and supply dynamics of India and the world, the long-term vision of Mission LiFE is to trigger shifts in large-scale industrial and government policies that can support both sustainable consumption and production.



The mission is incubated, curated and piloted by NITI Aayog and subsequently implemented by the Union Ministry of Environment, Forest and Climate Change, in a non-linear and non-sequential manner. While a proceeding phase will organically feed into the next phase of Mission LiFE, all phases are equally simultaneous in nature.



At COP27, Union Minister for Environment, Forest and Climate Change Bhupender Yadav said developing an understanding of LiFE in the younger generation is essential to foster responsible consumption patterns and influence lifestyle choices of the generations to Pro-Planet-People. He also said that one of the key stakeholders are the youth of today. "The campaign gives a global call for ideas from youth across the world who are passionate about living environment conscious lives. The youth will be encouraged to submit their climate actions that contribute to lifestyles for the environment within their capacity, which are sustainable and scalable, and serve as good practices that can be shared globally."

Source:

- 1 <https://moef.gov.in/>
- 2 <https://static.pib.gov.in/>
- 3 <https://www.livemint.com/news/india/understanding-of-life-in-youth-can-influence-generations-to-be-pro-planet-people-environment-minister-11668435161304.html>

Traditional Environment friendly Practices in India



India is known all around the world for its diversity and rich culture. The ethos and tradition are centuries old and are in symphony with nature. Sustainability has always been the core of Indian traditions. Its philosophy and values have always paved the way to lead a sustainable lifestyle. Although industrialization and urbanization have sidetracked our way of living for a long run, there is a global movement to embrace a sustainable lifestyle because of global warming and its repercussions in the form of climate change. This chapter sheds light on traditional practices followed in India that are environmentally sustainable.

Food Practices:

India is one of the few countries where people eat food with their hands. This traditional practice of eating food with bare hands has many benefits such as it prevents overeating, improves digestion and adds good bacteria to the gut. It not only feeds the body but also feeds the mind. Often during earlier days, food was served on banana or areca leaves. The environment friendly benefit of using leaves as plates and eating food using hands reduces the use of cutleries. The one time use of cutleries pose a serious threat to the environment as it piles up in the landfill and is difficult to decompose.

There is also this culture of preserving food without refrigeration (which uses immense energy) by sun drying or preserving in salt/sugar/lemon juice/oil. The science of pickles is a way of preserving food by covering plant-based foods with lactobacillus bacteria. Recycling and reusing the leftover food is

also a classical example found in Indian households which has general aversion to food waste. Many parts of east and south India have a rice eating community. The leftover rice is fermented overnight and consumed as breakfast the next morning by adding pickle and salt. Similarly, many parts of India use the leftover wheat flatbreads to make a snack or leftover lentils to make wheat breads. There is also a method of upcycling of foods such as milk in lack of refrigeration is converted to Paneer or cottage cheese or making of *Ghee* using milk cream. There are many recipes that make chutneys using vegetable rinds thereby reducing food waste.



It is very common to find some non-mechanical kitchen tools in Indian households such as *Madhani* (used to churn butter), hand blender, mortar & pestle, manual fruit juicer etc. that do not use electricity thereby reducing the use of energy. Earthen cook wares, earthen pots and earthen refrigerators were also commonly used which required no electricity.

Clothing Behavior:

In India, traditionally clothing practices are adapted for the climate. A single piece of unstitched piece of fabric can be used by different age groups and gender as a saree/dhoti/turban. Another striking feature is the upcycling of clothing into new products such as cloth bags, towels, rugs, quilts and patch work from rags. In most Indian homes, there is a tradition of passing on clothes from the older child to the younger child. Giving away clothes to the less fortunate (hand me downs) during festivals such as Diwali is also very common.



Handlooms used to make fabrics such as *Khadi* and *Charkha* used for spinning of cotton, are non-mechanical tools which do not depend on fossil fuels thus have low carbon footprint. Using handkerchiefs/ towels in place of tissue papers are few striking features of environmentally friendly practices.

Traditional Green Buildings:

The traditional architectural system in India is called as *Vastu Shastra* which focuses on scientific principles of design, layout, measurements, ground preparation, space arrangement, and spatial geometry keeping in account the five sacred elements – earth, wind, water, fire, and space. This system was primarily focused on natural lighting, cross ventilation and overall people's lifestyle and occupation patterns. Earlier the buildings were made of mud, stones and cow dung which were heat resistant and gave a super-cooling effect. The roofs of these kachcha houses were made of coconut leaves, bamboo leaves etc. The furniture were made of lantana or bamboo furniture.

Some of the known architectural marvels include *Dhajji Dewari* house is made by partially cutting the mountain slope, *Nalukettu* from Kerala- 'four blocks', designed in a rectangular shape, and features a courtyard that is open to the sky, *Chang* houses from Arunachal Pradesh & Assam- stilted houses are designed to keep out the impact of heavy monsoon, *Havelis* from Rajasthan- surfaces

were richly carved serving a dual purpose: one, they created shadows that lessened heat absorption from sunlight; and the greater surface area allowed better dissipation of the absorbed heat after dark. In the past, the Indian households showed a remarkable feature of co-existence with nature by making spaces for animals and birds such as *Tablea* – a place for livestock and *Chabutra* – a place to feed birds.

Sacred Groves:

Sacred groves are patches of primeval forest that some rural communities protect as abodes of deities. It is a perfect example of voluntary forest conservation and sustainable means of living by local communities. They are considered protector deities often worshipped by the villagers who consider it as a taboo to even pick a blade of grass. Because of such unwavering beliefs, some of the rare species of flora and fauna remain untouched and protected. This helps in sustaining some of the indigenous species throughout the states of south and east India such as Kerala, Karnataka, Assam, Meghalaya etc.



Things which have absolutely no value or the products that have met their end of life span still find their way in fulfilling other needs by upcycling or recycling in Indian households. Some of the examples are paint buckets used for storing water, pillow cases/old jeans used as cloth bags, food jars reused for storage purposes, broken ladders used as pot holders, oil tins used as planters, old clothes used to make mattresses etc. Since ancient times, Indian traditions and cultures have embraced a sustainable lifestyle. Most of the practices and daily routines were environment friendly that promoted circularity and minimum to no wastage. Therefore the time has come to retrace our steps and bring back those sustainable practices in our daily lives.

Source:

- 1 <https://curiositysavestheplanet.com/sustainable-lessons-from-india-intro/>
- 2 <https://mediaindia.eu/culture/eco-friendly-practices-for-sustainable-environment/>
- 3 <https://www.tripoto.com/india/trips/wealth-of-age-old-traditional-wisdom-and-practices-in-india-which-has-tragically-disappeared-3b1ff1ea0a8073208>

Individual Eco-actions

In 2022-23, Mission LiFE will focus on Phase I, Change in Demand, by nudging individuals, communities and institutions to practice simple environment-friendly actions (LiFE actions) in their daily lives. Following are the individuals LiFE actions:



Save Energy

1. Use LED bulbs/ tube-lights
2. Use public transport wherever possible
3. Take stairs instead of an elevator wherever possible
4. Switch off vehicle engines at red lights and railway crossings
5. Use bicycles for local or short commute
6. Switch off irrigation pumps after use
7. Prefer CNG/ EV vehicle over petrol/ diesel vehicles
8. Use carpooling with friends & colleagues
9. Drive in the correct gear and keep your foot off the clutch when not changing gears
10. Use solar water heater & solar cooker.
11. Switch off appliances from plug points when not in use
12. Use biogas for cooking and electricity needs
13. Keep temperature of Air Conditioners to 24 degrees
14. Prefer pressure cookers over other cookware
15. Keep your electronic devices in energy-saving mode
16. Use smart switches for appliances which are used frequently
17. Install community earthen pots for cooling water
18. Defrost fridge or freezer regularly
19. Run outdoors instead of treadmill



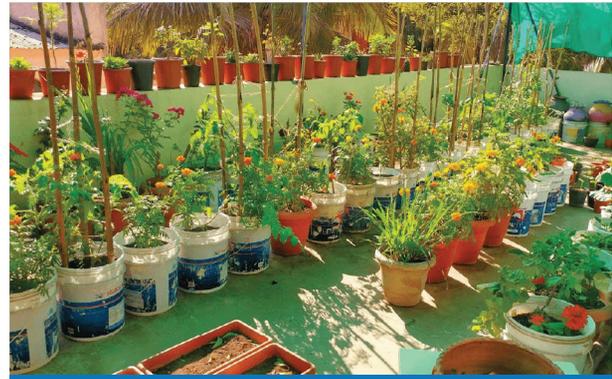
Save Water

20. Adopt cultivation of less water intensive crops
21. Participate in recharge of rural water bodies through Amrit Sarovar Scheme
22. Practice crop diversification
23. Use efficient water saving technologies
24. Install rainwater harvesting system in homes/ schools/ offices
25. Use drip irrigation systems created with waste materials, wherever possible
26. Reuse water from washed vegetables to water plants and other purposes
27. Pre-soak heavy pots and pans before washing them
28. Do not discard unused stored water
29. Use buckets instead of hose pipes to water plants/ floors/ vehicles
30. Fix leaks in flushes, taps and water pipes
31. Use water-efficient fixtures for taps, showerheads and toilet flush
32. Install water meter to measure water consumption regularly
33. Reuse water drained out from AC/ RO for cleaning utensils, watering plants etc.
34. Prefer a water purification system that wastes less water
35. Turn off running taps when not in use



Reduce Single-use Plastics

36. Use cloth bag for shopping instead of plastic bags
37. Carry your own water bottle wherever possible
38. Reuse glass/ plastic containers for storage
39. Participate in and mobilize participation for clean-up drives of cities and water bodies
40. Prefer using eco-friendly cutlery during gatherings and events
41. Prefer menstrual cups instead of sanitary napkins
42. Use recycled plastic over virgin plastic, wherever possible
43. Use steel/ recyclable plastic lunch boxes and water bottles
44. Cut the packaging bags used for milk, buttermilk, etc. partially to avoid plastic bits from mixing into biodegradable waste
45. Opt for bamboo toothbrushes and neem combs



Adopt Sustainable Food Systems



46. Include millets in diets through Anganwadi, Mid-Day meal
47. Compost food waste at home
48. Create kitchen gardens/ terrace gardens at homes/ schools/ offices
49. Prepare and use organic manure from cow dungs
50. Prefer locally available and seasonal foods
51. Take frequent and smaller servings to avoid food wastage



Always segregate the waste



Reduce Waste (Swachhata Actions)

52. Contribute cattle waste, food waste, and agricultural waste to biogas plant (provided under GOBARDHAN)
53. Practice segregation of dry and wet waste
54. at homes
55. Use agricultural residue, animal waste for composting, manuring and mulching
56. Recycle and reuse old newspapers & magazines
57. Feed unused, uncooked vegetables & leftovers to cattle
58. Set printer default to double-side printing
60. Repair, reuse and recycle old furniture
61. Buy paper products made from recycled paper
62. Donate old clothes and books
- Do not discard waste in water bodies and in public spaces
- Do not let pets defecate in the public places



Adopt Healthy Lifestyles



63. Use millets, herbs and medicinal plants for nutrition and well being
64. Prefer consuming natural or organic products
65. Start biodiversity conservation at community level
66. Plant medicinal plants such as neem, tulsi, giloy, mint, curry leaves, ashwagandha, curry leaves etc. in households
67. Practice natural or organic farming
68. Plant trees to reduce the impact of pollution
69. Avoid purchasing products/souvenirs made from skin, tuskers and fur of wild animals
70. Create and volunteer at animal shelters, community food & cloth banks
71. Initiate and/or join green clubs in your residential area/ school/ office

Reduce E-waste



72. Repair and reuse electronic devices over discarding them
73. Discard gadgets in nearest e-recycling units
74. Use rechargeable lithium cells
75. Prefer cloud storage over a pen drive/ hard drive

Events (October-December 2022)



Session on importance of sustainable lifestyle, sustainable consumption, harmful effects of single-use plastics and 6 R's of the environment i.e. Rethink, Refuse, Reduce, Reuse, Recycle and Refurbish at Sonipur Village, Gandhinagar



Distribution of Pre-loved items at Prathmik Shala Sonipur and to promote the sustainable consumption and product life extension



Workshop on 'Making of paper bag using old newspapers' at Department of Rural Management, Gujarat Vidyapith, Randheja



Sensitization on sustainable consumption, kitchen gardening, sustainable lifestyle, composting, ill effects of single-use plastics and importance of many R's of the Environment with members of Rotary club, Aadarsh chapter, Ahmedabad



Demonstration of "Making of compost at home" and sensitization activity on the significance of Rs' of the Environment at New Vasna area of Ahmedabad



Aap le no tolo- A Platform for Give & Take set up at Gokul Ashram Shala, Gota, Ahmedabad



Sensitization on sustainable consumption, kitchen gardening, sustainable lifestyle, composting, ill effects of single-use plastics and importance of many R's of the Environment to the students from Department of Rural Management, Gujarat Vidyapith, Randheja



Workshop on 'Making of seed balls' at Gujarat Vidyapith, Randheja were distributed amongst the people as offerings to promote sustainable foods



Celebration of world food day by conducting a session on SDG goals, Sustainable Consumption and a demonstration on composting at Ahmedabad Campus Parul University



Demonstration of the method of composting at home and a session on importance of the R's of Environment, Sustainable Consumption, Sustainable Lifestyle and Tips to grow food at home at Ashram Shala, Ahmedabad



Changing the lifestyle for a better tomorrow: Commitment by people of all age group towards a sustainable lifestyle



Ms. Divya Namboothiri, Programme Officer CERC EIACP PC- RP delivered a session on "Importance of Ecolabels, Eco-friendly Products and Sustainable Lifestyle" to the students of Rachana High School at CERC, Ahmedabad

Green Diwali
24-October-2022

Eco-friendly Tips for Diwali Celebration

- Use Green Crackers
- Avoid Plastic
- GHF Plants
- Eco-friendly decoration
- Flower Rangoli
- Home Cooked Food
- Use Diyas, Homemade Lanterns etc.
- Use Bio-degradable/ Disposable
- Share your Pre-loved Items
- Buy local

Consumer Education & Research Centre - Environmental Information, Awareness, Capacity Building and Livelihood Programme
Programme Centre, Resource Partner on "Environment Literacy, Eco-Labeling & Eco-Friendly Products"

MERRY CHRISTMAS
23 December 2022

Buy local
Shop local
Avoid food wastage
Avoid plastic cutlery
Avoid plastic decoration
Choose eco-friendly gifts

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NATIONAL CONSUMER RIGHTS DAY
24-12-2022

THEME: FAIR DIGITAL FINANCE

Safe, Inclusive, Sustainable

Data protected and private

Right to SAFETY
Right to be INFORMED
Right to CHOOSE
Right to be REDRESSED
Right to be HEARD
Right to CONSUMER EDUCATION

Consumer Education & Research Centre - Environmental Information, Awareness, Capacity Building and Livelihood Programme
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NATIONAL ENERGY CONSERVATION DAY
14 DECEMBER 2022

10 ways to conserve energy at home

- Use LED bulbs/ tube-lights/ night lamps, B1DC ceiling & table fans & BEE star-labelled home appliances
- Use public transport wherever possible
- Take the stairs instead of an elevator wherever possible
- Switch off vehicle engines at red lights, in traffic (more than 40 sec) & railway crossings
- Keep your electronic devices in energy-saving mode
- Run outdoors instead of on a treadmill
- Use car-pooling with friends & colleagues
- Keep temperature of Air Conditioners to 25±3 degrees
- Defrost fridge or freezer regularly (in direct cool refrigerator)
- Use bicycles for local or short commute

Did you know?
India has achieved its Nationally Determined Contribution (NDC) target with total non-fossil based installed energy capacity of 159.95 GW which is 41.4% of the total installed electricity capacity.

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World Ecolabel Day
13-10-2022

Product Life Cycle

Production, Distribution, Use, Re-purpose, Disposal

GREEN SEAL, BLUE FLAG, FSC, Jaivik Bharat

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UNSUSTAINABLE PATTERNS

OF CONSUMPTION AND PRODUCTION ARE ROOT CAUSE OF

TRIPLE PLANETARY CRISES



CLIMATE CHANGE



BIODIVERSITY LOSS



POLLUTION

TOO MUCH FOOD IS BEING LOST OR WASTED IN EVERY COUNTRY EVERY DAY



13.3%

OF THE WORLD'S FOOD IS LOST AFTER HARVESTING AND BEFORE REACHING RETAIL MARKETS



17%

OF TOTAL FOOD IS WASTED AT THE CONSUMER LEVEL

OUR RELIANCE ON NATURAL RESOURCES IS INCREASING

RISING OVER 65% GLOBALLY FROM 2000 TO 2019



VAST MAJORITY OF THE WORLD'S ELECTRONIC WASTE IS NOT BEING SAFELY MANAGED

E-WASTE COLLECTION RATES (2019)



THE SUSTAINABLE DEVELOPMENT GOALS REPORT 2022: UNSTATS.UN.ORG/SDGS/REPORT/2022/

Environmental Information, Awareness, Capacity Building and Livelihood Programme acronymed as EIACP erstwhile Environmental Information System (ENVIS) was implemented by the Ministry of Environment, Forest & Climate Change by end of 6th Five Year Plan as a Plan Scheme for environmental information collection, collation, storage, retrieval and dissemination to policy planners, decision makers, scientists and environmentalists, researchers, academicians and other stakeholders. MoEF&CC has identified Consumer Education and Research Centre (CERC), Ahmedabad, as one of the Resource Partner to collect and disseminate information on "Environment Literacy - Eco-labelling and Eco-friendly Products". The main objective of EIACP Programme centre- Resource Partner is to disseminate information on Environment literacy, Eco-products, International and National Eco-labelling programmes.

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Write to us: We value your views and suggestions. Please send your feedback on this issue. We would also like to invite your contributions on the Eco Product and Eco Labelling.

Disclaimer

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