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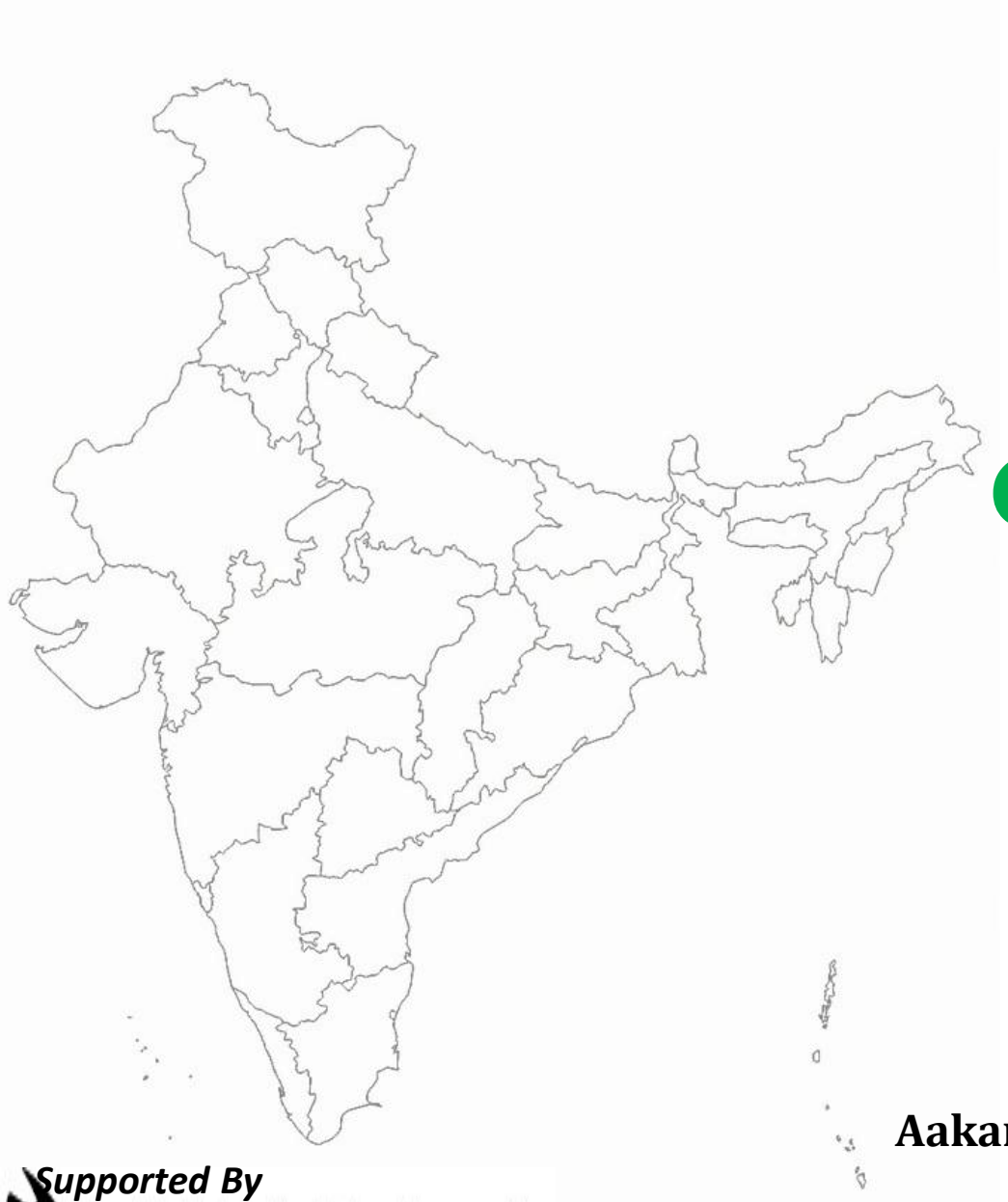

Sustainable Consumption Cultures, Practices & Lifestyles in India

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About the Project

Objectives

1. To retain and regain the traditional and cultural practices in relation to Sustainable consumption cultures practiced in India, since ages and establish a clear context of their use in urban modern day settings.
2. To put these practices on a global platform for wider outreach and dissemination to suggests ways and ideas to the World to turn to a Sustainable Lifestyle.

Scope of Project

1. Traditional practices and its potential being developed and integrated in a modern day society contributing towards enhancing **Gender Equality, community development, democratic rights etc**.
2. **Successful Business cases** based on traditional and indigenous knowledge to leverage people out of poverty.
3. **Air Cooling-** How traditional practice of using conventional air coolers could be developed for use in Urban India.

CASE STUDIES

Sustainable Habitats

"Are we actually becoming 'good at cities' in a way we weren't hundreds of years ago?" -Ben Hammersley

Bamboo House in Agartala, Tripura

Deeg Palace/Jal Mahal,Bharatpur, Rajasthan

Mud and Bamboo Hut, Guwahati, Assam

Bada Imambara, Lucknow, UP

1. Sustainable MUD Marvels

- *Inspired by Spiritual values of Buddhism.*
- Adobe construction-Use of Mud Bricks(80:20)
- Recycled wood from old buildings
- Energy efficient and low-cost buildings
- Done more than 150,000 buildings and half a million mass dwelling units, all using sustainable technologies.

- Built: 1996
- Cost: INR 400,000
- Cob technique
- Build entirely with **clay rich mud** that was procured locally and then stabilised with 5 percent cement content.
- Buildings as ‘Raw material depots'
- Zero maintenance cost.

2. Alternatives to AC-Air Coolers to Hybrid Chillers

1. 1772 Manually Operated Air-cooler in Deeg Palace.

3. Wooden Air Coolers from Up cycled Pine wood in Bhilwara.

2. Iron Air-Coolers from Jodhpur

Vaayu Hybrid Chillers

	AC	**Vaayu**
Machine	6 Ton	Vaayu MIG 24
Power Input	6,000W	800W
Power Consumption	18,00,000W	2,40,000 W
Units Consumed/Month	1800	240
Savings Against AC		87%

3. Mitticool- Mud Products

- Made by community manufacturing clay products traditionally.
- Current Workforce: 100+
- Innovative Products: Clay Refrigerator and Clay Water Filters.
- Working Principle: Evaporative Cooling
- Clay water filters are in great demand in Nairobi, Kenya etc.

MittiCool Clay Refrigerators

1. *Clay Refrigerators (50 Litres)*

2. Clay Refrigerator(120Litres)

3. Clay Water Filter

4. Ananafit: Circular Fashion



- Pure Banana & Herbal Fabrics
- Eco-friendly
- Completely biodegradable and naturally occurring.
- Mixed variety with cotton & Silk
- Denims & Coconut shell button.

- Livelihood to rural poor
- 10 years of Research & Trials
- Value added products from agricultural waste, would enhance the profitability of banana farming
- Limca book of World Records

5. Challenging Disposables: Areca Leaf Sheath Cutlery

Process

1. Raw Areca leaves collected from plantations

2. Washed and dried.

3. Shaped and Pressed using Machinery

4. Final Product

ARECA Cutlery- Benefits

- Natural and Renewable
- Biodegradable
- Eco-Friendly
- Strong
- Hygienic
- Light Weight
- Leak Proof
- Microwave Safe
- No Trees are cut down

6. Compostable and Low Cost Sanitary Napkins

- Community Owned model
- Benefits around Health, Education and Women Empowerment.

Anandi Pads:

- Affordable.
- SAP free.
- Fully Compostable
- No side effects.

Compostable Sanitary Napkins

Women working at Jayshree Training Centre, Coimbatore

Women manufacturing Sanitary Napkins at Kanika, Thrissur

Compostable Sanitary Napkins by Aakar Innovations in Dharavi, Mumbai

Women training centre by Aakar in Ulwe, Navi Mumbai

7. Alternative to Timber Bamboo

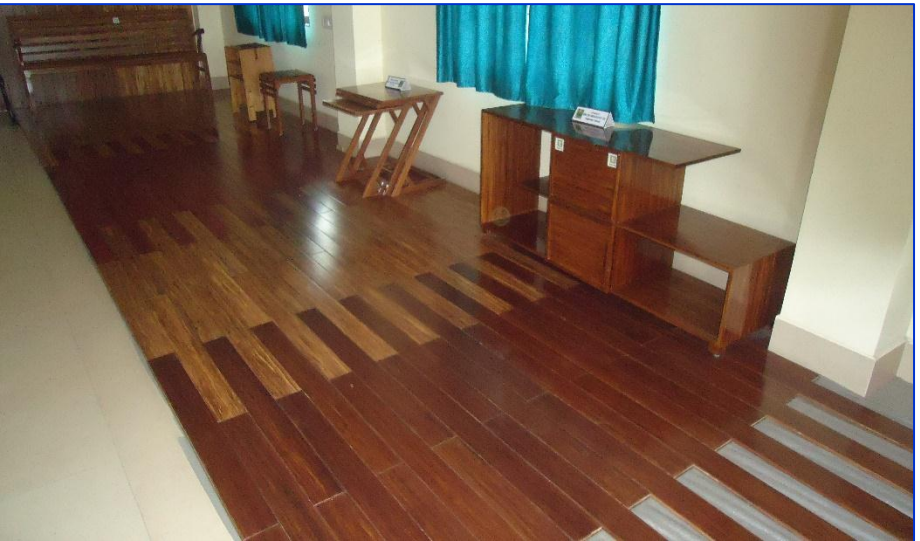





Village dedicated to Basketry in Tripura

Alternative to Timber: Bamboo

- Renewable: Bamboo matures in 4-5 years.
- Natural and biodegradable
- Affordable
- As strong and durable as timber if properly maintained.



8. Coir: A Natural Polymer

- Coconut Tree- Kalpavriksh/All giving tree/Tree of Life
- Natural, biodegradable and environment friendly fiber.
- Highest concentrations of lignin, a natural polymer.
- Largest Cottage Industry in Kerala
- Employment to over a million people.
- Geotextiles, floor coverings, door mats, furniture padding, handicrafts, brushes, ropes, coir pith organic manure and as filling for mattresses.

9. Sharing Economy



1. Thuli Store in Chennai-Shopping with Dignity

2. Friday Market in Chennai since 1800s



Sharing Economy

3. Weeding Bells , Delhi

4. Johri Bazar, Jaipur renting business since last 50 years.

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Thank You!!