

ROOTING FOR SUSTAIN- ABILITY



Disclaimer: All opinions mentioned in The Paper Crane are not the beliefs of the IJPSL, but that of the author.

INTRODUCTION

We're all running from place to place, jumping from person to person, skipping from one idea to another. To a certain extent, our dynamism makes us human. Yet, we often stumble into the murkiness of being when we neglect the very earth that nourishes us. In our pursuit for a better future, we take two steps backward with each forward as trees are felled, homes are uprooted, rivers run dry, animals fall dead and landfills kiss the skies. As of late, we have increasingly marched towards the realisation that this is not the earth we envision for our future selves.

In this issue, The Paper Crane explores themes of greener consumption, ethical businesses, waste management and the like as voices that cut across generations share their opinions and art for arguably the most universal concern of all. After all, each time we walk, we leave behind (carbon) footprints- and they are here to stay. Read on to know more.

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MOUNTAINS OF MENACE

by Mehar Pandya

Student, Kirori Mal College, University of Delhi

The first thing which comes to our minds when we think of waste is probably landfills. Overflowing with litter, these sky-high dark and looming mountains of garbage are visible in the outskirts of every big city of our country.

The enormity of these inevitably fills us with helplessness and despair when we start to ponder upon waste management solutions. Ideas like 'Zero Waste Lifestyle' and 'Sustainable Living' are trending these days. The entire responsibility of waste management seems to have fallen on the consumers. Citizens are being made aware of segregating their waste before disposal, which isn't a bad measure. However, the true responsibility of waste disposal lies on those creating the waste.

The use of non-eco-friendly packaging materials by producers has to be addressed and more emphasis has to be put on alternative sustainable technologies used in the production of goods.

Citizens definitely should be made aware of the rising problem (literally) of landfills. More importantly, efficient steps should be taken by our country at large, to reduce the production of non-biodegradable, non-eco-friendly materials which detrimentally impact both the environment and the society.



by Yogita Sharma

Student, Hindu College, University of Delhi



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COVID, CONSUMERISM AND CONSCIOUSNESS

by *Ridhima Aneja*
Associate Editor, IJPSL

The post-pandemic world has urged us to think how fashion and sustainability need to romance their way ahead and more importantly, for the fashion industry and all its stakeholders to understand sustainability perspectives and goals, along with their collective impact on people and the planet. The industry needs to attune itself to climate goals and make informed choices which gauge its ecological footprint. It needs to take meaningful measures collectively to reduce consumption. Replacing a linear system of production with a circular system of production, choosing open-loop recycling to closed-loop recycling and inculcating methods to narrow the energy efficiency gap is imperative.

Individual understanding of choosing a lifestyle of sustainability and stepping beyond a lifestyle of conveniences is essential.

It is important to understand that a bamboo toothbrush may mark the first step to a sustainable lifestyle but adopting and adapting to a sustainable lifestyle goes far and beyond that, forming a deep understanding of which has become an urgent need.

Making consumers conscious of their choices in fashion through advocacy and citizen-centric education could prove to be efficacious in motivating individuals to be more conscious and mindful. This will translate into a mindset which replaces fast fashion with slow fashion choices. Personal consumption needs to be understood and assessed and a transition needs to be underway—one that prioritizes sustainability and cultivates a deep self commitment and responsibility to develop an attitude that promotes action around sustainable living.



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DEEPSHIKA GANGULY ON SUSTAINABILITY

Student, Calcutta University

There are various problems emerging from rapid human growth all over the world. This is especially rampant in countries with a huge population. India, of course, is one of these. Increasing population brings sustainability-related challenges in our life. Sustainability is a challenge for us in this fast world of globalization and westernization. We have to sustain ourselves while thinking of our future generations. These are important questions to be asked. They are nerve wrecking problems to be dealt with at the earliest.

The human development index focuses on sustainability and its consequences on human rights and development. It's important for us to focus on sustainable living, and collectively putting more emphasis on collaborating with each other to solve this problem in unison.



JOURNAL FEATURES

Green is the New Black: A Dissection of Sustainable Fashion

The paper highlights the importance of sustainable fashion, listing recommendations that can help the fashion industry achieve goals of sustainability. Delving into the evils of fast fashion, the paper draws a comparative analysis between fast fashion and slow fashion, encouraging people to adopt an environment-friendly lifestyle that entails making informed decisions while shopping, switching to thrift shopping, etc. The paper touches upon the role that the government can play in promoting sustainable fashion and incentivizing it.

COVID-19 Impact Analysis on Sustainable Development Goals and the Way Forward

The paper brings to the fore the impact that the COVID-19 pandemic has had on the Sustainable Development Goals (SDGs), and explores the ways in which the SDGs can be applied to help the government sail through the challenges posed by the pandemic. The paper examines the policies that have been introduced by the government to this effect so far, subsequently bringing out the importance of reinvigorating the SDGs in order to facilitate a sustainable post-Covid recovery.



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SUJATA BISWAS, FOUNDER OF SUTA, ON SUSTAINABLE PRODUCTION:

(During a panel discussion with the IJPSL)



"To run a business, you need to be innately unsustainable- you are planting wants in the market. At the same time, sarees are inherently recyclable; they are sustainable too as they are size friendly. They entail minimum waste creation because it is just one length of cloth. At Suta, we do not reject defects. Our mistakes are upcycled to make new products. In running a greener business, small planning becomes critical. For example, we order in bulk to reduce fuel consumption. Plastics are also recycled."

Sujata believes that ways to tackle waste can be easily conceived by businesses. Working with sustainable fibres that do not go back to landfills is one such measure. Equal wages are also characteristic to Suta. It is an open realisation that businesses cannot be entirely sustainable, yet moving towards the same is important.



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EVENT REPORT

In keeping with our theme for the month, the IJPSL organised an online panel discussion on Greener Consumption: The Interplay of Sustainable Fashion and Minimalist Living on the 30th of March, 2021. Our panel comprised eminent names in eco-science, business and fashion. These were personalities that cut across generations and professions with personal experiences and viewpoints that channelised into a well-rounded discussion on sustainable living. Dr. T.P. Sasikumar, former scientist at the ISRO, Sujata Biswas, Co-Founder, Suta, and Unmana Ryanjah, Founder, Arras formed our esteemed panel.

Key highlights include-

- Achieving zero waste is a journey. Waste is being created both knowingly and unknowingly. Leading a zero waste lifestyle is a constant process- a series of conscious decisions.
- The impact of pollution falls differently on different people. Unsustainability is subject to socio-economic and class divides.
- Fashion is called exclusive. Sustainable brands must create benefits for everyone along the value chain.





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IMPACT REPORT

Sustainable Development Report via <https://dashboards.sdgindex.org/rankings>

Countries are ranked by their overall score. The overall score measures a country's total progress towards achieving all 17 SDGs. The score can be interpreted as a the percentage of SDG achievement. A score of 100 indicates that all SDGs have been achieved.

| Rank | Country | Score |
|------|----------------|-------|
| 1 | Sweden | 84.72 |
| 2 | Denmark | 84.56 |
| 3 | Finland | 83.77 |
| 4 | France | 81.13 |
| 5 | Germany | 80.77 |
| 6 | Norway | 80.76 |
| 7 | Austria | 80.70 |
| 8 | Czech Republic | 80.58 |
| 9 | Netherlands | 80.37 |
| 10 | Estonia | 80.06 |



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Call for Entries!

While freedom means different things to different people, it is universal in the sense that the quest for it never ends. Perhaps central to attaining freedom is the freedom of media- the channel that reminds us that to be free is to live, and that to be free is a right.

In our next issue, we will dissect freedom in its various forms, with special emphasis on the freedom of press. Have you faced censorship at any level? What does freedom entail, and especially for an institution like the media- an institution that is powerful, and hence potentially dangerous? In this era of increasing censorship, what crosses your mind as a raging concern, or a passing thought? Let us hear you out.

Send in your entries: Short opinion pieces, thought snippets, poems, book and film reviews (200 words) and artwork or photographs now!

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