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Editorial

Earth Day is an annual event on April 22 to demonstrate support for environmental protection.

Earth Day 2021 prompted reflection on the impact that MNCs have on the environment. We hear a lot about the impact of single-use plastics on the environment. And we also can see the plastics floating in the ocean or piled up in landfills!! But what about paper products? Although it's often touted as a greener alternative to plastic, paper exacts its own toll on our environment. Pollution, climate change, global warming and the ongoing pandemic; World is dealing with multiple types of problems right now. Many are man-made and can be solved by sustainable practices. The past few years have definitely sensitised and created awareness among the consumers about the impact of their consumption habits and lifestyle on the environment and society. Such consciousness and level of awareness have been making them more receptive towards brands/products that are contributing bit in safeguarding the world. As per a recent Mintel survey, 44% of Indians would like to see more brands implementing sustainability and 47% want to see brands promote environmentally friendly products. This has given a major push to the green marketing initiatives by the brands, opening a wide new world of opportunities for the businesses.

Though green marketing is a term that was first introduced in the west in the 70s and picked up little pace in India in the early 90s, it did not gather much steam in the country even till a few years ago. But today for instance Electric vehicle (EV) is a buzz word, signifying the importance of next level of green product. We are adopting green product and moving to greener product. For instance CFL bulb replaced the incandescent bulbs (yellow bulb) and LED bulb has replaced CFL bulb. Any new bulb that replaces LED bulb would be definitely greener among all if not the greenest.

- Shankar Jyoti Doley





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The E-magazine, Di-Mercatus' 2nd edition is being published by the Department of Management, Golaghat commerce College. I am very much delighted to know that writings of different scholars from the outside of the college are also included in this issue. I hope teachers, students and other readers will be immensely benefitted from the e-magazine. I extend my all the best wishes to the editor and the team associated with the magazine.


3/2/2022

(Dr. Utpal Sarma)

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Rearing of Eri Silkworms

A Business Idea for Sustainability

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Eri Silkworm belongs to the caterpillar family of *Samia ricini*. Its scientific name is *Samia Cynthia*. The name of the silkworm 'Eri' was derived from the Assamese word 'Era' which means castor, as the silkworm feeds on castor plants. It is mostly found in Assam and other North-eastern states of India. Eri Silkworm is fed on castor plants (Eri plants) with its scientific name as *Ricinus Communis* belonging to the species of perennial flowering plant of spurge family. These plants are abundantly grown in hilly and mountain areas.

How rearing of Eri silkworm is a business?

Sericulture is the process of rearing silkworms for the production of raw silk. It involves a long process of rearing silkworms from egg to cocoon. The silk that is derived from Eri cocoon is one of the highly demanded silk in India as well as in other countries. The cocoon is sold at a very high price to the handlooms and cottage industries. The castor plant on which the Eri silkworms are fed, bear fruits with seeds which is highly demanded by the oil manufacturing industries for producing castor oil. Unlike other silkworms, Eri silkworms are consumable so it has a very high demand in different local market and it is also used for making dry packed food.

Why rearing of Eri silkworms and Eri silk is sustainable?

Eri Silkworms are fed on castor leaves which are grown organically and it generates very quickly. Castor plants also helps in controlling soil erosion. Unlike other silk Eri, silk is produced without the use of any chemicals and it does not require large amount of energy to maintain humidity and temperature. Eri silk is well known for its durability and its biodegradable in nature and promotes eco-friendly equation. It is also called Ahimsa or Peace silk because it is processed without killing the silkworm.

The condition of the world's environment is in fragile state because of industrialization. Business has large impact on the environment. Now is the time to save environment and create a sustainable future. For greener and better sustainability of our Mother Earth, every business must dedicate efforts to gains profits not only for the business but communities, societies and the environment as a whole.





Indulekha Hair Products

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Indulekha is a sub-brand of FMCG conglomerate Hindustan Unilever limited (HUL). Indulekha believes that solution starts from the root. The brand 'Indulekha' started its venture with hair oil. With time, the hair oil became pretty popular. Indulekha has been creating handpicked Bringha and other Ayurvedic herbs matured in sunlight for seven days before being distilled into a blend of essential oils. Indulekha Bringha Oil is an Ayurvedic medicine for reducing hair fall and promoting new hair growth. Every drop of Indulekha oil contains centuries of Ayurvedic expertise and the power of sunlight. Its unique comb applicator dispenses the potent oil directly on the scalp to reach the roots of hair and grow new hair. Recently, Indulekha expanded its haircare product line by introducing shampoo in the market. Just like the hair oil, the shampoo created a buzz among the customers. Bringhraj is the King of Hair. It is one of the best Ayurvedic herbs for regenerating hair strands. Every bottle of Indulekha shampoo comes with extracts from 9 full Bringha plant. It is not just another hair cleanser but an ayurvedic proprietary medicine. It is free of colour and fragrance. Indulekha Bringha shampoo is one of the best shampoos to prevent hair fall. Most of the hair products may not suit our hairs. Personally, I tried many brands for avoiding my hair falls. Among all the products, Indulekha hair products seems better for use.

Urbanization: Rapid Growth of Cities/Towns in India

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Environmental footprints in the cities are quite alarming and can be threatening to the natural resources required to sustain the economic development and poverty alleviation rates.

Urbanization in India has become an important and irreversible process, and it is an important determinant of economic growth and poverty reduction of a country. The process of urbanization is characterized by a dramatic increase in the number of large cities, although India may be said to be in the midst of transition from a predominantly rural to a quasi-urban society. As per the Census 2011, more than 377 million people lives in Urban areas compared to 285 million in 2001. As on 2021, 481 million people are living in Urban areas in India. As per the Census 2011, The number of towns has increased by 2,774 within a decade. The total number of Urban Agglomerations/Towns, which constitutes the urban frame, is 6,166 in the country and this number is increasing every year.

The rapid urbanization has not been accompanied by commensurate increase in the supply of basic urban services like water supply, sewerage and drainage network, solid / liquid waste management facilities, citywide roads, public transport, and public safety systems like street lighting and pedestrian pathways.

The supply of land and housing has not kept pace with the increase in urban population. Environmental footprints in the cities are quite alarming and can be threatening to the natural resources required to sustain the economic development and poverty alleviation rates. Maintaining economic growth, while creating sustainable cities for all, is the biggest urban challenge facing today. The challenge of urbanization in India is to ensure service delivery at the enhanced standards. Proper planning is necessary to ensure service delivery. A comprehensive development of physical, institutional, social and economic infrastructure is required to sustain the fast faced urban growth.



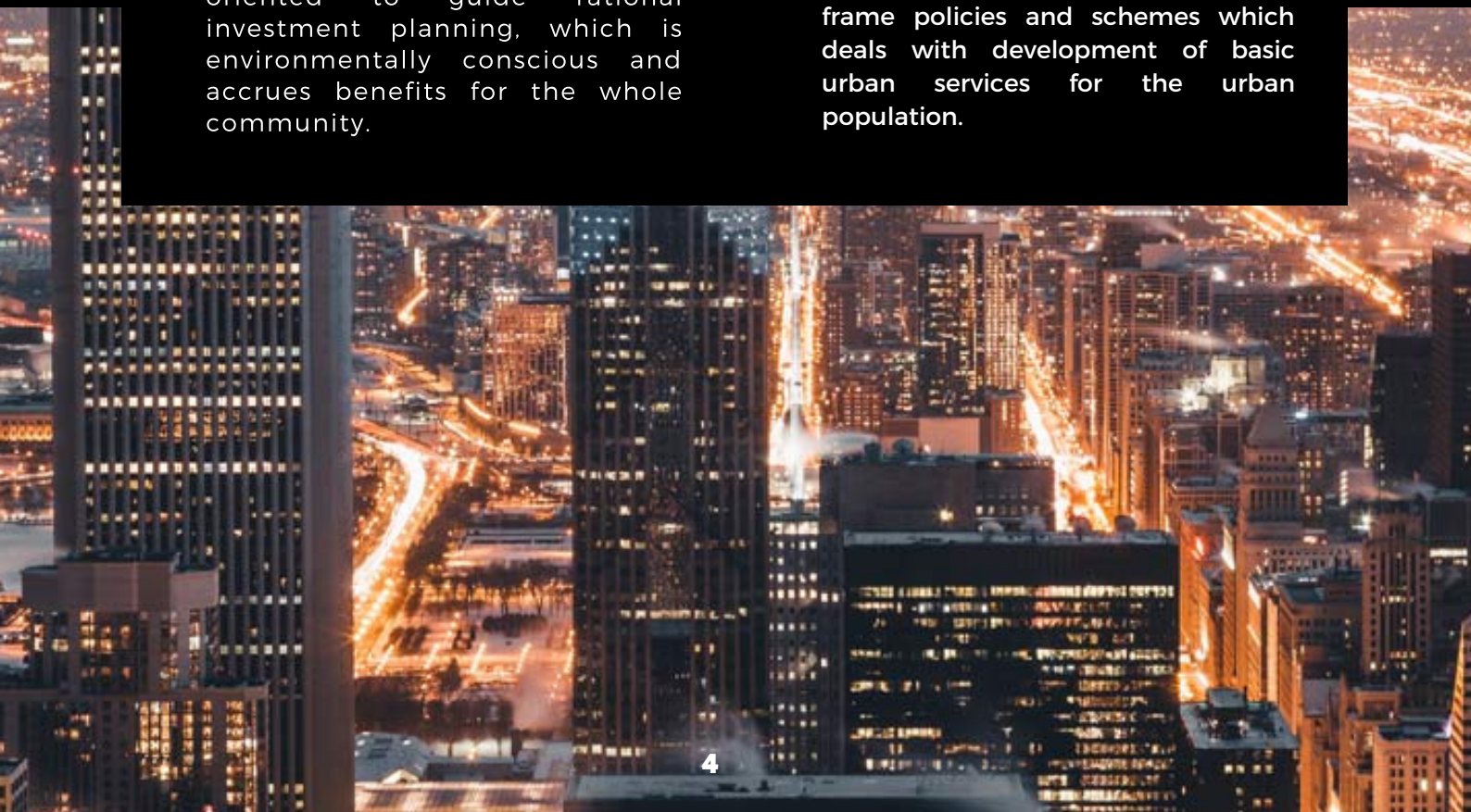
Urban planning works as a tool that create cities suitable for all citizens, offer opportunities to rich and poor alike, where communities and their concerns are at the heart of decision making on development, and where risk and vulnerability is effectively addressed for all citizens, particularly the urban poor.

Secondly, the legislative and policy frameworks that establish legitimate institutional processes and procedures for spatial planning are being revised. Thirdly, participatory processes are becoming more and more embedded into planning processes in order to provide for meaningful engagement and involvement of the public in all phases of decision making, implementation and monitoring.

The total number of Urban Agglomerations/Towns, which constitutes the urban frame, is 6,166 in the country and this number is increasing every year

In recent times, Urban Planners have adopted practices to address better urban plan preparation and decision making for sustainable urban development. First and foremost, planning approaches are switching from the command-and-control model and becoming more strategic, selective and oriented to guide rational investment planning, which is environmentally conscious and accrues benefits for the whole community.

The rapid growth of our cities and evolution of our production methods has had an immense impact on how the urban world has developed. This has created a lot of pressure on developing infrastructure and resources for the increasing urban population. These kinds of planning process help our government at the Central as well as at the State level to frame policies and schemes which deals with development of basic urban services for the urban population.



An urge for Green Marketing and its Awareness

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Growing awareness all over the world regarding protection of the environment has made consumers more concerned about environmentally friendly product. It emphasizes the manufacturer to recognize the environmental concern as a source of competitive advantages to develop product with green features. Various regulations framed by the government to protect consumers and the society at large, have led to the adoption of green marketing as a compulsion rather than a choice.

Green marketing ensures sustained and long-term growth along with profitability. It has largely enhanced the consumption of herbal product, used of jute, cloth bag instead of plastic bags. India being agriculture dominant nation, Green Marketing revolve in the use of Bio fertilizers. Though the consumers are more concerned about the environmentally friendly product, a company may intentionally or unintentionally make false claims regarding the environmental friendliness of their products, which is a process of green washing.



And another reason is that customers don't accept natural product because it is costly as comparison to normal products.

One of the best examples of green marketing is that SBI GREEN BANKING PROGRAMME: By using Eco-friendly equipment in its 10,000 new ATMs, SBI has not only saved power cost but also earned carbon credits. SBI has become the first Indian bank to harness wind energy through a 15-Megawatt wind farm developed by Suzlon Energy Ltd.

Green marketing is a part of marketing which plays an important role in the sustainability of environment. It helps to maintain the environment cleaner, greener by producing eco-friendly products.

Green Marketing Practices

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Need of Green Marketing

- It helps in reducing the environmental damage
- Improves the company image and sales of the product.
- Creates customer awareness about ecological problems.
- Makes customer enjoy the benefits of a product or service thereby also contributing to environmental benefits.
- Companies became more accountable for producing and marketing products without any bad effects on the environment.

Some companies do “Green Marketing” and make huge profits. They are

- Mc Donalds started giving out its products in paper bag to the customers instead of the polythene bag, thereby doing “Green Marketing” at a reduced cost. This campaign was a big hit.
- Coco-Cola in order to save water does Rain Water Harvesting at a huge level thus saving water and giving back to the environment a small part of the water that it consumes for its production.
- Go paperless in the office.
- Encourage remote work or telecommuting to reduce gas emissions.
- Use power saving light fixtures and bulbs.
- Buy remanufactured ink and toner.
- Use green-friendly cleaning products.



Green Marketing: Way to Human Sustenance

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Green Marketing and sustainability are closely related. Green marketing paves the ways for achievement of sustainability goals. Sustainable Development Goals (SDG's) as put forward by United Nation (UN) very clearly highlights the importance of adoption of all 17 goals for a sustainable earth. But green marketing is directly related to 4 SDG's, i.e., Goal no. 3, 7, 9 and 13. These goals speak about good health and well-being, affordable and clean energy, industry innovation and infrastructure and climate action. Green marketing in its process of operation can influence on all these 4 SDG's.

What is green marketing and green products? In simply green products can be explain as the products, which in its process of usage or manufacturing do not harm the environment. Green products can be of many categories.

It includes those products which are manufactured by using renewable resources, organic fertilizer or energy efficient products. And marketing of such products is called green marketing

Are the green products commonly available in the market? Well, we are already using green products. Isn't it surprising? Yes, but sensitization on green products or green marketing is quite less amongst us. For example, the refrigerator we use at home has energy efficiency stars in it. Similarly on the Air Conditioner (AC) too. More number of stars implies less energy consumption by the product. Organic food consumed by us, are also green products. The concept of green product is gaining prominence in India. But it is yet to flourish competently. The increasing interest of people towards using electric vehicles (EV) is also a welcome step in this regard.

Even Government of India has been taking initiative in this field and has sanctioned establishment of 6,000 charging stations for electric vehicles across nine expressways in the country and about 3000 is in the pipeline. (Ministry of heavy Industries at Automotive Research Association of India (ARAI). In the recently held conference, COP 26 on 2nd November, 2021 PM Modi spoke on reducing India's emission to net zero by 2070 by getting 50% of energy from renewable resources by 2030. Such events are helping in creating more awareness amongst people about green and sustainable activities.

The consumers have become conscious regarding the products they use; they check its certification mark, manufacturing process, raw materials used etc. before availing it., Consumers would usually prefer green products if the price is reasonable.

The number of environment conscious people and sustainable development thinkers are likely to increase in the near future due to the sudden concern for health and medical bills.

As different types of industries exist and each industry contributes to the predictable causes of harming the environment. So, tiny drops of contribution from each industry will help to change the global scenario and help to attain SDG's. Green initiatives may be taken up at micro level starting from individuals to macro level initiatives from the firms and industries. Resorting to green consumption habits can go a long way to contribute in the sustainable growth of the planet. As green products ushers' multiple benefits like saving energy, low maintenance cost, saves water, promotes sustainable well-being, nurtures sound physical and mental health and most importantly leads to saving our mother earth. So, let's go green.



সেউজ অলংকাৰ গঢ়া মানুহজন

কল্পৰী বৰঠাকুৰ

গছ কটা কথাটো মুঠেই সহ্য কৰিব নোৱাৰে তেওঁ। গছত ঘাপ মৰাৰ শব্দ শুনিলেই তেওঁৰ দেহতে ঘাপ মৰা যেন লাগে। গছজোপা বাগৰি পৰাৰ শব্দ শুনিলেই তেওঁৰ কলিজাত বিষে শিপা মেলে। ভাল পায় তেওঁ গছক। ওহো, কেৱল ভাল পায় বুলি ক'লে ভুল হ'ব। তেওঁ দুৰ্দান্ত প্ৰেমিক প্ৰকৃতিৰ। অন্যান্যভাৱে ক'ৰবাত গছ কটাৰ কথা শুনিলে অকলেই তেওঁ তাৰ বিৰুদ্ধে যুঁজ দিয়ে। যিমান পাৰে সিমান মানুহক বুজাবলৈ যত্ন কৰে যে গছ থাকিলেহে মানুহ থাকিব... পৃথিৱী বাচিব। বুকুত গছপাতৰ দৰে সেউজীয়া হৃদয় এখন কঢ়িয়াই লৈ ফুৰা এই মানুহজনৰ নাম মাৰিমুথু যাগোনাথন।

সং কাম কৰিবলৈ সং উদ্দেশ্যপ্ৰণোদিত এটি মনৰ খুবেই প্ৰয়োজন। কিছুমান মানুহে অকলেই সমাজত নিজ সং কৰ্মৰাজিৰে সুপ্ৰভাৱ পেলায় আৰু মানুহৰ অন্তৰতো স্থান লয় প্ৰেৰণাৰ প্ৰতীক ৰূপে। এখন বিশাল আৰু নিকা হৃদয়ৰ গৰাকী মাৰিমুথু যাগোনাথন। অসমৰ যাদৱ পায়েঙৰ দৰে ব্যক্তি তেওঁ। মাৰিমুথু বাস কৰে তামিলনাডু জিলাৰ কম্বাইটুৰত। বয়স ৫২। পেছাত তেওঁ এগৰাকী বাছ কণ্ট্ৰ'ল আৰু প্ৰকৃতিক সুৰক্ষা প্ৰদান কৰাটো মাৰিমুথুৰ নিচা। সমগ্ৰ তামিলনাডুত মাৰিমুথু যাগোনাথন জনাজাত 'ট্ৰী মেন' নামেৰে। যোৱা ৩০ বছৰত তামিলনাডুৰ বিভিন্ন স্থানত যাগোনাথনে ৩ লাখতকৈও অধিক গছ ৰোপণ কৰিছে। আশীৰ দশকত তেওঁ নীলগিৰি অঞ্চলত গছ কটা কাৰ্যৰ তীব্ৰ বিৰোধিতা কৰি নিজা প্ৰচেষ্টাত সজাগতা অভিযান আৰম্ভ কৰিছিল।

তেতিয়াৰে পৰা এই কাৰ্যক মাৰিমুথুৱে জীৱনৰ ব্ৰত হিচাপে লোৱাৰ সিদ্ধান্ত ল'লে। সাপ্তাহিক বন্ধ আৰু আজৰি সময় পালেই তেওঁ তামিলনাডুৰ বিভিন্ন স্থানত উপস্থিত হয় আৰু বৃক্ষৰোপণ কাৰ্য আৰম্ভ কৰি দিয়ে। তেওঁ আজৰি সময়ত বিশেষকৈ তামিলনাডুৰ বিদ্যালয়, মহাবিদ্যালয় আৰু বিশ্ববিদ্যালয়ত উপস্থিত হয়। গছ ৰোৱা আৰু পৰিৱেশ সজাগতা অভিযান চলোৱাৰ বাবে মাৰিমুথুৱে তিনি হাজাৰতকৈও অধিক শিক্ষানুষ্ঠান ভ্ৰমণ কৰিছে। যাগোনাথনৰ প্ৰচেষ্টাত তামিলনাডুৱে পিন্ধিলে যেন সেউজ অলংকাৰ... গাত মেৰিয়াই ল'লে সেউজীয়া চাদৰ। এটি শিশুক যেতিয়া তেওঁ গছপুলি ৰুবলৈ কয়, সেই শিশুটিৰ নামেৰেই গছপুলিটো মাৰিমুথুৱে নামকৰণ কৰে। নিজৰ ভাতৃ বা ভগ্নীৰ দৰেই গছপুলিটোক মৰম, আপডাল, যত্ন ল'বলৈ শিশুটিৰ মন-মগজুত তেওঁ কথাৰে ৰেখাপাত কৰে আৰু সঁচাকৈয়ে যিকোনো শিশুৱে মাৰিমুথুৰ কথা পালন নকৰাকৈ নাথাকে। দৈনিক পানী দি, সাৰ যোগান ধৰি গছপুলিটো জীয়াই ৰাখি এজোপা বৃহৎ গছলৈ ৰূপান্তৰ কৰাৰ পণ ল'বলৈ তেওঁ কয় শিশু তথা ছাত্ৰ-ছাত্ৰীসকলক। কোনোবাই যদি এজোপা গছ কাটি ধ্বংসমুখী যাত্ৰা আৰম্ভ কৰে সেই স্থানতেই অথবা তাৰ আশে-পাশে মাৰিমুথু যাগোনাথনে দুজোপা গছ ৰুই সৃষ্টিমুখী যাত্ৰাৰ উন্মেষ ঘটায়। প্ৰকৃতিৰ দুৰ্ঘোৰ প্ৰেমিক মাৰিমুথুৰ বাবে প্ৰকৃতিয়ে তেওঁৰ অভিভাৱক... প্ৰকৃতিয়ে তেওঁৰ সন্তান। তেওঁৰ এই প্ৰকৃতি-প্ৰেমে সমাজকো প্ৰভাৱান্বিত কৰিবলৈ সক্ষম হৈছে।

মাৰিমুথু য়াগোনাথনৰ লগত এবাৰ মাত্ৰ কথা পাতিয়ে বা এবাৰ তেওঁৰ সংস্পৰ্শলৈ আহিলে এজন ব্যক্তিয়ে এজোপা হলেও গছ ৰোপণ নকৰাকৈ কেতিয়াও নাথাকে। সেউজ বিপ্লৱৰ গুৰি ধৰোতা এইগৰাকী ব্যক্তি তামিলনাডুবাসীৰ অতি আদৰৰ আৰু সন্মানীয়। এগৰাকী বাছ কণ্ডাক্টৰৰ দিনজোৰা খাটনি তথা কষ্ট সহজেই অনুমেয় আৰু লগত বিভিন্ন সংঘৰ্ষ সংগ্ৰামবোৰতো আছেই। তাৰ পাছতো নিঃস্বার্থভাৱে নিৰলস মনে তেওঁ কৰি গৈছে সমাজৰ কাম। তামিলনাডুৰ চাৰিওদিশে দুচকু জুৰ পেলোৱা সুশোভিত সেউজ পৰিৱেশ গঢ়ি তুলিছে মাৰিমুথুৱে। সেউজ বিপ্লৱৰ গুৰি ধৰোতা এইগৰাকী | ব্যক্তিৰ জন্ম হৈছিল তামিলনাডুৰ থানজাবুৰ জিলাৰ মায়াৰৰমত ১৯৬৯ চনত। এক অতি দুখীয়া পৰিয়ালৰ সন্তান আছিল তেওঁ। মাত্ৰ ডেৰ বছৰ বয়সতে পিতৃক চিৰদিনৰ বাবে হেৰুৱাইছিল মাৰিমুথু য়াগোনাথনে। বিভিন্ন সংঘৰ্ষ সংগ্ৰামৰ মাজেৰে জীৱনপাত কৰা মাৰিমুথু য়াগোনাথন তামিলনাডুবাসীৰ অতি আদৰৰ আৰু সন্মানীয় ব্যক্তি। বিভিন্ন দল-সংগঠনে মাৰিমুথু য়াগোনাথনক ন্যায্য সন্মান যাঁচিছে। তাৰ ভিতৰত অন্যতম তামিলনাডু চৰকাৰৰ ইক' ৱাৰিয়ৰ এৱাৰ্ড, চি এন এন আই বি এনৰ ৰীয়েল হিৰজ এৱাৰ্ড, পেৰিয়াৰ এৱাৰ্ড, ট্ৰী মেন সন্মান, তামিলনাডু চৰকাৰৰ **Suttru Suzhal Sevai Veerar** এৱাৰ্ড ইত্যাদি। এই সেউজ মনটোৰ সেউজীয়া প্ৰচ্ছায়া ব্যাপ্ত হৈ পৰক আমাৰ সকলোৰে অন্তৰৰ ভিতৰে-বাহিৰে।



Clean Eating: An Experience

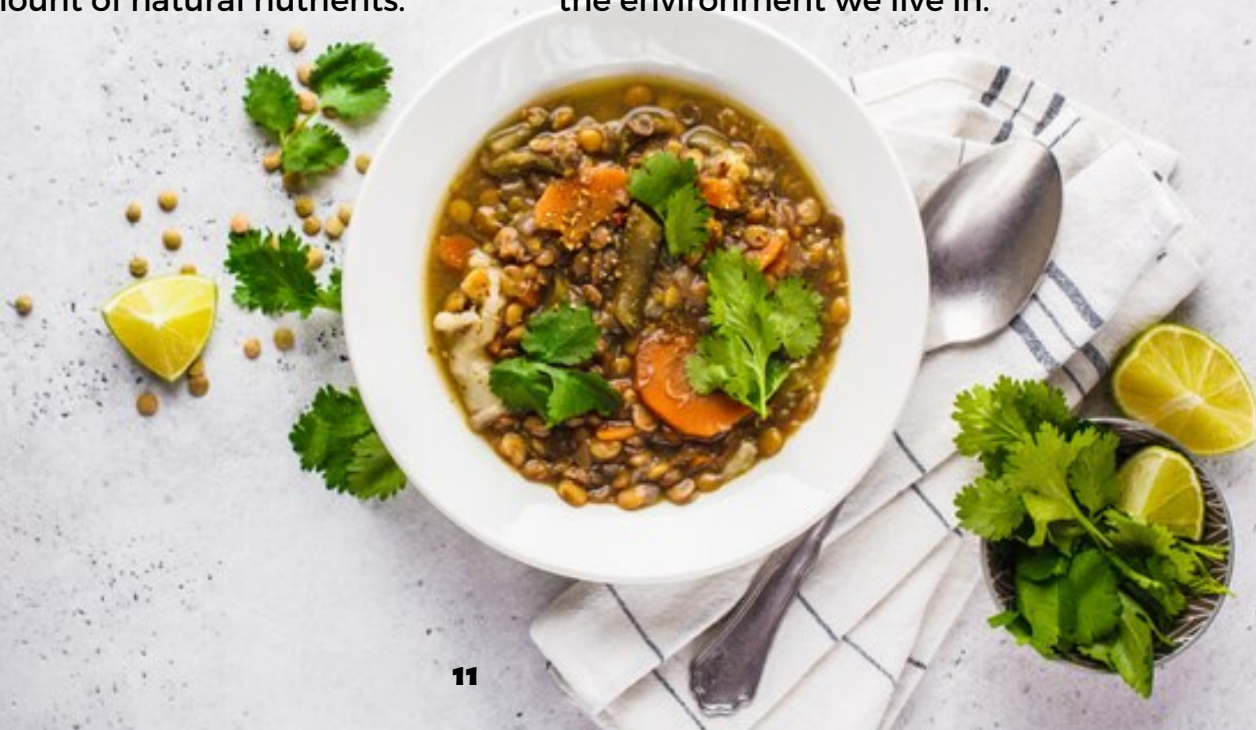
Kokil Nath
Freelance Yoga Instructor

In the economy of modern world, the markets for holistic health and wellness have received an overwhelming response. Life and lifestyle have no doubt become complex than ever, giving rise to a blend of quick and easy fixes. Primary amongst them are our food habits. As the habits and patterns of proper eating has been on a downfall for years due to the lightning fast momentum of a competitive life, interestingly enough clean eating has found a new lease of resurgence.

The concept of clean eating basically revolves around making a choice of consuming foods that are raw (fruits and vegetables), organic, unprocessed or minimally processed (avoiding preservatives and refined produces), naturally flavored and fresh. It ensures that the foods being taken carry optimum amount of natural nutrients.

Threats of the pandemic and other hazards owing to pollution and unhygienic standards of sustenance have really pressed the alarm bell for making healthier and smarter choices. Now, yoga and similar forms of holistic sciences are being accepted and practiced by the society at large. These are no longer methods and practices limited to ascetics living away from society. There is increasing level of awareness to adapt to a healthier and much meaningful lifestyle incorporating proper food, rest, practices and rejuvenation.

The knowledge of yoga states the physical body as 'annamaya kosha'; anna means food. The body is nothing but the direct result of the food we eat. Food does not only mean solid foods, but also liquids, gases and other exist in the environment we live in.



These food shapes up into three dimensions in the body- Physical (excretion leaving the body), subtle (nutrients and energy) and the subtlest (thoughts or mental and emotional structuring). Yoga and Ayurveda thus insist that food is not just limited to maintaining physical well-being but also affects our psychological health. It must be noted that the body and the mind are not two entirely different component; instead, the body is the outer reflection of the inner complex of mind.

We should be now able to comprehend why it is so important to follow food habits that are holistic. Time has turned such that taking care of our mental health is extremely essential. Stress, weariness, fear, anxiety, despair and such morbid conditions are now becoming a serious cause of concern. Amidst the chaos, Yoga and Ayurveda holds a ray of hope. And the primary thing it points out is clean eating. The author is a practitioner of yoga and has lived a good length of his time in Rishikesh studying and practicing under capable teachers and masters. He has experimented and changed his diet and lifestyle and has found it to be tremendously beneficial. It is highly suggested to consult an experienced Ayurvedic doctor to start with the journey of overall well-being. There is huge economic opportunity in this area. The author has the firsthand experience of the growing market of wholesome food and lifestyle related products in many parts of the country and abroad. Ethical procurement, packaging and selling will not only ensure economic benefits but would also benefit society and our environment as well.



Need of Organic and Sustainable Farming


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As the supply of land is limited, use of fertilizers and pesticides have become essential to increase the production of major crops to meet the food grain demand. This results in growth and sustainability of food grains but at the same time leads the increase in the consumption of food having chemical fertilizers and pesticides. Such practices cause serious damage to environment and human health. In regard to green revolution, the use of various chemical fertilizer and pesticides in crops is now used in such an alarming rate that it is affecting our environment and health of living organism. In an attempt to feed people by easier and more productive manner, the food has become full of chemicals that is harmful to our health, leading to many diseases such as obesity, cancer, heart disease, high blood pressure, diabetes etc. It has become one of the most talked issues. The recent news and researches have shown that most of the people are suffering from different complicated health problems due to harmful foods like non-organic foods. According to World Health Organization, about 30,00,000 people around the world are suffering from different diseases caused due to consumption of non-organic food and 2,20,000 people have lost life due to consumption of foods that are grown using lots of chemical fertilizers, pesticides and insecticides. Even foods may be grown by immature way but look like mature where dishonest farmers adopt unhealthy means to increase food production which in turn cause production of non-organic food leading to greater health risks.




Di Marcatus

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