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Sustainability: The new dawn

Sustainability is the need of the hour to maintain the sensitive eco-balance of the planet and this can be easily achieved by considering some measures

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The need for a rapid transition to clean energy is enabling new developments in the renewable sector. Businesses and industries are moving towards renewable energy to reduce emissions, lower energy costs, and improve ecofriendliness.



Eco-friendly and sustainable living is fast becoming a growing trend. Sustainability is all about reducing the carbon footprint on the environment, while at the same time living in a space that aligns with the ecosystem. It is the need of the hour to maintain the sensitive eco-balance of the earth and this can be achieved through some measures.

RECYCLING IS KEY

"One of the sustainable innovations of architecture and design is the circularity of materials and construction. A commercial property should have the ability to change its use according to the changing working modes of the future. So, the choice of materials, technology, and design approach in planning and constructing a property should be considered in a way that one can recycle all the components, resulting in a circular economy," says Dikshu Kukreja, principal architect and urban designer, CP Kukreja Architects.

Along with exteriors, efforts are being made by décor experts to introduce recycled and sustainable materials to the interiors of homes. "The trend of buying sustainable furniture items is likely to drive the market. From tables made from upcycled car scraps to chair covers with old rugs, sarees, and plastics, furniture designs made from sustainable materials are much stronger and durable. Discarded wood that finds its way into the landfills and oceans can be turned into the prettiest wall photo frames, decorative tray boxes, tray platters, or candlesticks," says Hritesh Lohia, cofounder and designer, Priti International Ltd.

On similar lines, the fashion industry also advocates the fact that sustainable waste management is crucial in reducing waste. It is encouraging recycling and upcycling materials used in manufacturing. The fashion industry has come a long way when it comes to sustainability and mitigating its effects on the environment.

"Nano textile is a mode of sustainable innovation in the fashion industry. This protects the end-user and the environment from hazardous chemical leaks.

Another sustainable strategy for fabrics is utilising plant-based dyes that are an option in contrast to compound and lead-oil based items," says Rimjhim Hada, cofounder and creative head, Aachho Group.

From production to consumption and the eventual discarding of a garment, sustainability challenges in fashion are increasing. Behroze Singh, founder, COTTONS Jaipur, shares, "The amount of residual fabric produced throughout the manufacturing process that ends up in landfills is alarming.

The fashion industry can engage in more data analysis and adopt more efficient production procedures to minimise wastage of stock. Furthermore, we must be resourceful in our approach toward upcycling surplus inventory. Such simple, sustainable advances can be incorporated into our day-to-day industrial practices to create a larger environmental impact."

Repair economy is the key to sustainability. It refers to brands including pre-loved garments in their product offering.

"Apparel retailers should offer repair services as part of the purchasing experience. As bricks and mortar retail stores find new purposes following the pandemic, space for tailors and craftspeople can offer an experience worth visiting. Detailed care instructions can help shoppers care for their purchases, encouraging them to extend a garment's lifespan. Reviews, good images, and detailed copy that explain any flaws are critical to lower returns and queries," says Vikash Pachariwal, CEO and cofounder, Raisin Global.