

The Sustainable Development Goals: The Global Goals



SDG 12

Responsible Consumption and Production

(2021)



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About Us

Sri Sri University was established as a State Private University in Odisha, India which started its first academic year in 2012 and has been envisioned by Global Humanitarian, Gurudev Sri Sri Ravi Shankar ji. The University offers a range of pivotal, unique, and cutting-edge undergraduate, postgraduate degree programs under eight Faculties, short-term, diploma, and certificate courses, Doctoral studies (Ph.D.), that offers the best of the East and offers the best of the West.

The impressive list of undergraduate programmes offered at Sri Sri University includes B. Sc. (Data Science), B.Sc. (Osteopathy), B. Sc. (Psychology & Contemplative Studies), B.Sc. (Agriculture), B.Sc. (Horticulture), B.Sc. (Food, Nutrition, and Dietetics), B.Sc. (Agri-business), Bachelor in Interior Design, etc., and that of post graduate programmes offered includes M.Sc. Osteopathy (first time in Asia), MBA (Entrepreneurship), MBA (General Management), MBA (Agri-Business Management), M.Com., M.A./M.Sc. in Psychology and Contemplative Behaviour, M.Sc. Environment Science, B. Tech. & M. Tech. (Artificial Intelligence & Machine Learning), etc.

Located in a sprawling 188- acre lush green campus, Sri Sri University takes pride in offering a curriculum that enriches both domain expertise and life skills. It provides a unique social culture that nurtures a rich learning environment and aids excellence in students through its virtually smoke-free, alcohol-free, drug-free, and completely vegetarian campus. The University defines Excellence as an academic process of motivating the students to learn in ways that make a sustained, substantial, and positive influence on how they think, act, and feel which defines our core value of **Learn-Lead-Serve**.

Sri Sri University has been ranked by Times Higher Education World University Impact Rankings on Sustainable Development Goals (SDGs) in the band of 601-800 based on all 17 SDGs. In the top four individual SDGs, Sri Sri University was ranked in the band of **101-200** for SDG 12: Responsible Consumption & Production. For the SDG 2: Zero Hunger, SDG6: Clean Water & Sanitation stand in the band of 201-300. Sri Sri University has been ranked **1st in Odisha, 6th in India, and 248th in the world** as per UI Green Metric Awards World University Rankings 2020 which is a quantum jump from 2020's ranking which was 3th in Odisha, 7th in India, and 304th in the world.

Being from the parentage of the Art of Living, one of the largest volunteer-based organization in the world, and given the stature of the work of our founder Poojya Gurudev Sri Sri Ravi Shankar ji in the last four decades, we aspire to contribute in finding solutions to the problems faced by the world at large by way of conflict resolution, agriculture, Arts & Crafts, etc. Few of our initiatives in this regard includes the creation of Sri Sri University Resource Centre for Climate Change & Sustainability Education & Practices, Sri Sri Advanced Global Centre for Conflict Resolution and Peace Studies, and Sri Sri Centre for Advanced Research in Water Resources and Environment Management, to name a few.

Targets

GOAL 12.2: Operational Measures

Goal 12.2.1: Ethical Sourcing Policy

Goal 12.2.3: Policy Waste Disposal: Hazardous Materials

Goal 12.2.4: Policy Waste Disposal: Landfill Policy

Goal 12.2.5: Policy for Minimization of Plastic Use

Goal 12.2.6: Policy for minimization of Disposable Items

Goal 12.2.7: Disposable Policy: Extension to Services

Goal 12.2.8: Minimization Policies Extended to Suppliers

GOAL 12.3: Proportion of Recycled Waste

Goal 12.3.1: Waste Tracking

Goal 12.3.2: Amount of Waste Generated and Recycled

GOAL 12.4: Publication of Sustainability Report

Goal 12.4.1: Publication of Sustainability Report

Introduction

Developmental activities and social growth in the past have led to environmental degradation. The natural resources (renewable and non-renewable) available in the environment are not being utilized responsibly and sustainably. The quantity consumed and the consumption pattern both pose questions on its availability for our next generation. Along with economic growth we need to ensure and adopt responsible consumption and production practices to meet the United Nations Sustainable Development Goals (UN SDGs). As per the report by the UN, i) 1/3rd of the food produced is either spoiled during transport or thrown in bins, ii) energy bill of US\$120 billion per annum could be saved by using energy efficient light bulbs, and iii) almost 3 planets would be required to provide the natural resources by 2050.

Sri Sri University (SSU), Cuttack, Odisha has a deep concern for the society, the climate and the flora and the fauna that surround human beings. An embodiment of human values and ethics, Sri Sri Ravi Shankar ji advocates sustainability for the Earth, for nature, and for humanity in a relentless manner. Following his ideals of sustainability, the SSU has been involved with these values and goals since its inception, and continues to promote these with the utmost commitment. Sri Sri University and its parent organization has been continuously emphasizing to grow sustainably by promoting resource and energy efficiency, sustainable infrastructure, and providing access to basic services, green and decent jobs and a better quality of life for all. It aims to do the activities without harming the environmental and social values.

Sri Sri University is aware of the impact that procurement, storage, production, consumption and wastage have on the environment. To streamline these processes, the University has framed ‘Ethical Sourcing of Food & Supplies Policy’ and ‘Waste Management Policy’ in line with the UN SDG 12. Through these policies various issues like hazardous materials waste disposal, landfill waste disposal, minimisation of plastic use, and minimisation of disposable items are being handled by the University.

1. Operational Measures

Ethical Sourcing of Materials

Sri Sri Ravishankar the Lifetime President of the Sri Sri University has said “Lack of sense of belongingness breeds corruption in society”. Sri Sri University firmly believes in developing

mutually beneficial long-term relationships to guarantee the quality and safety of supplied food products and other products across the entire supply chain right from assessment of requirement, selection of product, selection of external supplier agency to delivery of the products on time with desired quality standards. Sri Sri University is dealing with more than 450 registered suppliers registered in the existing Xn-ERP Procurement Software for meeting day-to-day procurement requirements. We are committed to ethically source the materials through the purchase department as per the approved purchase manual which is sustainable, meets the expectations of beneficiaries, stakeholders and regulatory bodies and is of required quality specifications without compromising on value for money and timely delivery as per Ethical Sourcing Policy.

Efforts towards Minimization of Waste Generation

In order to achieve responsible consumption and production, the management has involved all the stakeholders in the organization *viz.* students, administrative and academic staff, and other workers. The first and foremost focus of the University is to prevent the generation of waste. We have a strict policy on generation and disposal of all kinds of wastage *viz.* food, hazardous, paper, electronic, plastic, etc. Apart from this, wastage of food in the common mess and other outlets aimed to be reduced through socially responsible educational activity for students and staff of the university. Further, we display educational notes in the common mess. Likewise, food is served in portions to minimize the wastage. Sri Sri University is keen to reduce, reuse and recycle plastic items, particularly bottles as well as disposable coffee cups. University also considers end of life disposal costs and environmental impact when making procurement decisions including the construction of new or refurbished buildings. In order to prevent waste generation, we follow the practices mentioned below:

- Waste generation is kept minimal in the University.
- The multi utility stores provide “Jute carry bags” to the customer instead of polythene bags (**Plate 1**).
- Reusable bottles, cups, steel utensils (**Plate 2**), etc. are used to encourage staff and students towards waste minimization from the source itself.

- The University's catering section/canteen provides non-disposable items at events and functions and uses materials such as steel glass to reduce the use of plastic.
- University ensures that building construction should be environmentally friendly.
- The university has implemented Enterprise Resource Planning (ERP) system for all the academic and administrative staff. Day-to-day correspondences and reports are managed through the ERP. The ERP has helped in reducing >90% of paper waste generation in the campus (**Plate 3**).



Plate 1. Use of cloth/jute bags instead of polythene at the multi utility store in SSU



Plate 2. Steel utensils in the SSU canteen instead of plastic/paper/disposables

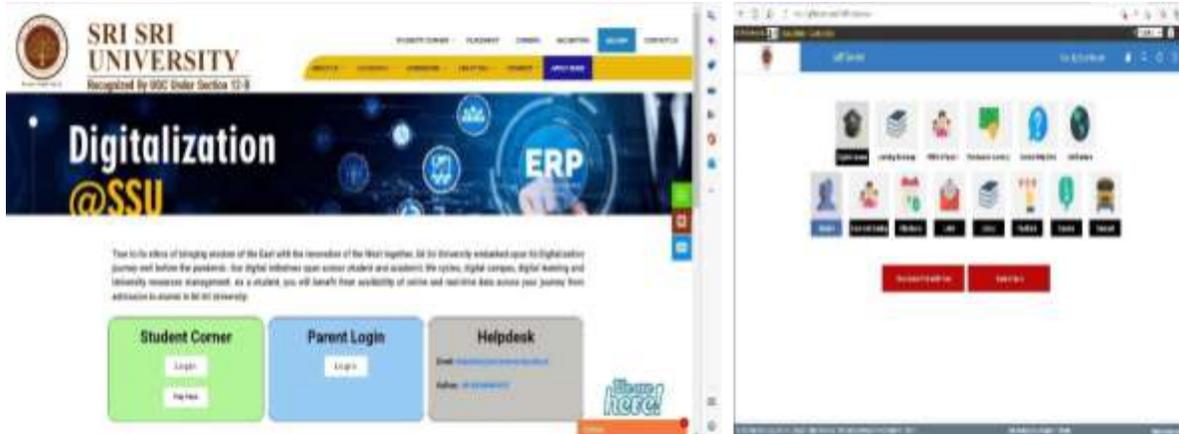


Plate 3. TCS iON ERP in SSU

Recycling and Re-Use of Waste

Sri Sri University waste recycling program ensures that the organization makes a valuable contribution to environmental conservation and pollution abatement. The University practices to maintain an environmentally-friendly campus. The University's waste management contractor records and monitors the quantum of waste disposed off and recycled on a daily basis. This monitoring data includes regular audits of recycling procedures. Sri Sri University's waste recycling program includes:

- Around 76 waste bins (100 to 150 litre capacity) are installed across the university to handle the waste generated. The University segregates the dry waste and wet waste at source. The dry waste is sent to the Cuttack Municipal Corporation (CMC) for recycling (**Plate 4**).
- The sanitary napkins incinerators are installed in the women hostels (**Plate 5**).
- Organic waste converter is installed in the University. Around 70 kg of raw vegetable peel is generated every day in the campus. The vegetable waste/peels are sent to organic waste converter (to be used as manure) and also used for permaculture (**Plate 6**).
- The University has collected and channelized around 1162.8 kg of electronic waste (E-Waste) (**Plate 7**) for recycling as per the E-Waste Management Rules (2016). This includes inorganic waste such as printer cartridges, metal scraps, desktops, tube lights,

etc. The waste is sent to the authorized scrap vendor for recycling.



Plate 4. Dry and wet waste segregation of waste in SSU



Plate 5. Sanitary napkin incinerator in SSU



Plate 6. Organic waste convertor in SSU



Plate 7. E-waste collected/channelized by SSU

- University encourages recycling of paper, confidential waste, metal and aluminum cans, plastic bottles, glass and food. The University ensures safe disposal of batteries and

decontaminated laboratory plastics, and provides guidance to the staff and students on disposal routes and processes.

- Wastage of food is tracked on a daily basis in the common mess and other eatery outlets on the campus. Around 100 kg of cooked food waste is generated every day. The food wastage is segregated to dry and solid waste for further value addition as feed for animals (**Plate 8**). The cooked food waste is sent to in-house cowshed and poultry farms.
- Colour coding (black, red, blue) for different categories of bio-medical waste is followed to dispose them into designated bins. Our ayurveda hospital has almost 50 dust-bins with varying capacity (from 12 litre upto 500 litre).
- The University has signed a MoU with ‘Sani Clean’ for the collection and treatment of bio-medical waste generated in the university.
- A Biological Sewage Treatment Plant (Bio-STP) of 2,50,000 litre capacity is installed in the University (**Plate 9**). This plant treats >85% of the waste water generated from hostels and kitchen. The black water after treatment in the bio-digester and grey water are used as input to the reed beds.
- The university has 05 DG sets with Annual Maintenance Contract (AMC). The waste from DG sets is handled in an appropriate manner.
- The SDG 12 policies at SSU ensure that the regulation and legislation are in compliance both at execution and while carrying out operational activities. Best practices are followed to minimize the risk of immediate and future pollution and to reduce health hazards. The University enables safe disposal of various other items such as batteries, decontaminated laboratory plastic, and provides up-to-date guidance to staff and students on disposal routes and processes. Waste is stored in compliant and suitable containers in the designated locations prior to disposal by a licensed waste contractor.
- Areca leaf plates (biodegradable) are used on special occasions held in the campus.
- Sri Sri University is a recipient of various awards and certificates such as Green Audit certificate and Environment Audit certificate (**Plate 10**). Through these awards

University has shown its efforts towards green campus, environment, and sustainability.

- University has 02 vermicompost pits. Vegetable peels and other plant based wastes are utilized in vermicompost units along with leaf litter available on the campus (**Plate 11**).

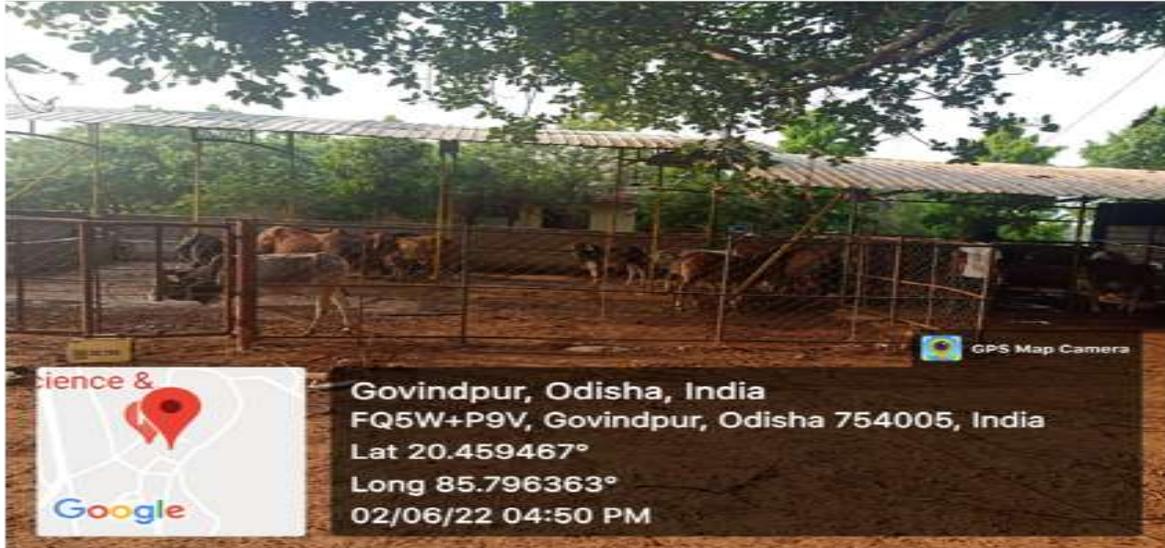


Plate 8. Gaushala/Cowshed in the SSU



Plate 9. Biological Sewage Treatment Plant (Bio-STP) installed in SSU

CERTIFICATE**M/s Sri Sri University
Cuttack – Odisha**

Sri Sri Vihar, Ward No - 3, Godi Sahi, Cuttack - 754006 Odisha, India

*Has been assessed by us for the comprehensive study of environmental impact on institutional working framework to fulfill the requirement of***Green Audit***The green initiatives carried out by the University have been verified on the report submitted and was found to be satisfactory.**The efforts taken by management and faculty towards the green campus of the university and sustainability are highly appreciated and noteworthy.*

Date of Audit: 27 Dec, 2021.

Punet Kaushik
For EHS AllianceEHS ALLIANCE SERVICES
Plot No. A-75, Surya Vihar, Near Sector-4, Gurugram (Haryana)-122001
Phone-0124-2259624, Email: ehsalliance@gmail.com, www.ehsall.in**CERTIFICATE****M/s Sri Sri University
Cuttack – Odisha**

Sri Sri Vihar, Ward No - 3, Godi Sahi, Cuttack - 754006 Odisha, India

*Has been assessed by us for the comprehensive study of environmental impact on institutional working framework to fulfill the requirement of***Environment Audit***The environment legal compliances and initiatives carried out by the University have been verified on the report submitted and was found to be satisfactory.**The efforts taken by management and faculty towards environment and sustainability are highly appreciated and noteworthy.*

Date of Audit: 27 Dec, 2021.

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Plot No. A-75, Surya Vihar, Near Sector-4, Gurugram (Haryana)-122001
Phone-0124-2259624, Email: ehsalliance@gmail.com, www.ehsall.in**Plate 10. Green Audit and Environmental Audit certificate of SSU****Plate 11. Vermicompost unit in SSU****2. Actions towards Responsible Consumption and Production**

Sri Sri University is committed to take actions based on each of its policies. University takes measures to be responsible and make others responsible towards producing and consuming the resources in a sustainable way. The following actions are taken by the University:

- **Webinar on Consumption of Water without Wastage**

Water pollution and groundwater depletion is becoming a serious concern across the globe leading to water crisis in several places. University has taken several initiatives towards creating awareness through actions. Ek Bharat Shreshtha Bharat Club of Sri Sri University organized a

webinar on Rain Water Harvesting on 21st August 2021 on online platform, which has focused on responsible consumption of water without any wastage (**Plate 12**).

- **Eco-Friendly Piped Natural Gas for Sri Sri University (August, 2021)**

Sri Sri University is the first University in the state of Odisha to sign MoU (Memorandum of Understanding) with GAIL (India) Limited (formerly known as Gas Authority of India Ltd.) for piped natural gas supply to the University kitchen as an eco-friendly alternative to LPG cylinders. This would help in reducing carbon footprint (**Plate 13**).

- **World Ocean Day**

Sri Sri Centre for Advanced Research in Water Resources & Environmental Management of Sri Sri University organized a clean-up drive in Pir Jahaniya Beach, Ashtaranga, Konark, Odisha on World Ocean Day during 08th June 2022. Students of the University sensitized the people about the impact of plastic on the marine fauna and also the human race. They requested everyone to maintain a healthy environment (**Plate 14**).



Plate 12. Rain water harvesting webinar on 21 August 2021

Eco-Friendly Piped Natural Gas for SSU



Reaffirming its efforts towards sustainability and reducing carbon footprint, Sri Sri University in Cuttack became the first university in Odisha to sign an MoU with GAIL (India) Limited for piped natural gas supply to the university kitchen as an eco-friendly alternative to LPG cylinders.

Plate 13. SSU signing MoU with GAIL (India) Limited



Sri Sri Centre for Advance Research in
Water Resources and Environmental Management
(SSCARWREM)



WORLD OCEAN DAY '22
"Revitalization: Collective Action for the Ocean"

Location:
Pir Jahaniya Beach,
Ashtaranga, Konark

Plate 14. World Ocean Day celebration by SSU

3. Sustainable Use of Water Resources

Our scientific team is able to provide technical support for River rejuvenation. The scientific team of the Art of Living is working with the Ministry of Jal Shakti, India to rejuvenate the Naganadi River in Tamil Nadu that had dried up due to over exploitation (**Plate 15**). In addition to this, it is also working in several states across the country, details of which are as follows.

Project/s in Uttar Pradesh

- Art of Living and Radico Khaitan begin work on Kosi River (December, 2021)

Rampur, Uttar Pradesh is experiencing reduced flow of river and groundwater level. The Scientific team of Art of Living, our parent organization, along with Radico Khaitan has proposed to construct subsurface dyke walls in the Kosi Riverbed, Uttar Pradesh to allow the natural flow in the River (**Plate 16**).

Projects in Maharashtra

- **Water body rejuvenation in Wazur, Manwath**

With the Maharashtra government, the Art of Living is working on rejuvenation of the water body in Wazur village, Maharashtra.

- **Surplus water for water deficit village Mauda, Nagpur (June, 2021)**

The Art of Living in collaboration with the Government of Maharashtra has successfully transformed water deficit tehsils of Nagpur. Through this project 150 villages have been benefited and water deficit tehsils of Nagpur district are now water surplus (**Plate 17**).

Projects in Jharkhand

- **Water Conservation Awareness Campaign (March, 2021)**

The youth leaders of Art of Living in Jharkhand reached to 134 panchayats in 7 districts of Jharkhand to educate them about water conservation and rainwater harvesting methods, earthen dam construction, reusing water, storing water in pits, and planting trees on the eve of World Water Day (22nd March 2021).

- **Jal Sakhis to Create a Water Secure Ranchi (April, 2021)**

Several regions of Ranchi, Jharkhand are facing acute water crisis with depletion in groundwater. According to government records, there is a 35% deficit in rainfall when compared with last year. The Art of Living's sister concern, International Association for Human Values (IAHV), in partnership with (WHH), has initiated a water awareness campaign in Ranchi, Jharkhand to create water secure Ranchi. This movement is led entirely by women who sensitize the people (**Plate 18**) and work as mediators between the villagers and the local government bodies.



Plate 15. Rejuvenation of Naganadi River, Tamil Nadu

Art of Living and Radico Khaitan Begin Work on Kosi River Project

Rampur, Uttar Pradesh: The Art of Living's Vyakti Vikas Kendra India (VVKI) in partnership with Radico Khaitan will work on getting the Kosi river to flow in a steady stream once again and increase the level of groundwater along its banks. A team of river rejuvenation experts from VVKI have arrived at Rampur to chart out the course of action. The project, which includes the construction of six subsurface dyke walls in Kosi river between Lalpur and Madarpur, will be completed in three phases over a period of two years at an estimated cost of 25 crore rupees.

Earlier this year, at the request of Lalit Khaitan, Chairman of Radico Khaitan, Gurudev Sri Sri Ravi Shankar sent a technical team from VVKI's River Rejuvenation Project to Rampur to conduct a detailed study of Kosi river. After the completion of the study in August, the findings were analyzed at the technical lab in Bengaluru. A detailed report of Kosi and its tributaries was presented to the district magistrate, Ravindra Kumar Mander. A proposal was made to construct subsurface dyke walls and injection wells at six locations in the river in the stretch

between its origin and its culmination in Ramganga in the first phase. A report was also presented on the techniques to be employed while constructing the dyke walls. It would take approximately six months to complete the constructions. On

Team of experts from VVKI prepare outline of project after conducting a detailed study

Impact of the project will be visible in six months



Kosi river near Rampur - downstream view from NH 9 (Picture courtesy: ArmouredCyborg)
completion of the project, parts of the Kosi river which dry up during the off season will start flowing once again and the level of groundwater will increase in Rampur.

K. P. Singh, Director, Radico Khaitan, said, "The project report is ready. Discussions have been held with the Government of Uttar Pradesh. A presentation has been made before the District Magistrate.

He has formed a committee. In a way this project has been set in motion. Our effort will be to see that the first phase of the work will be completed before May-June, before the rains start. Next year, we will decide the modus operandi after seeing its

progress. The project will be completed in two years. Because of this, the blocks of Rampur which are in the dark zone like Chamrauva and Saidnagar, there are a few such areas, we are hopeful that these areas will come out of the dark zone."

Ravindra Desai, Director, River Rejuvenation Projects, VVKI, said, "When a river is rejuvenated, solutions have to be found to all the

problems that plague the entire river and ecosystem. Here, the flow of the river is reduced, groundwater levels have fallen, so problems have increased and will keep increasing if we do not fix these problems now. That is why scientists from The Art of Living came here, studied for 3 months, and gave a report. To solve the problem, we will be constructing some structures – subsurface dykes – barriers constructed across the river below the riverbed - which facilitate the arrest of subsurface flow, to obstruct the natural flow of groundwater. This will have many advantages. The impact of one subsurface dyke will be felt over an area of 40 square kilometers. In other words, many villages will be impacted and will benefit from it."

Apart from building these constructions, VVKI will also be working with the farmers in the area, to promote water literacy. In a process termed 'area treatment' they will be working with the farmers in the area to promote water literacy and help them in constructing recharge wells in their farming land and also in constructing recharge shafts in water bodies and promote agrohorticulture and agroforestry.

Plate 16. River rejuvenation project in Uttar Pradesh

Rejuvenation of Water Body in Wazur



The Art of Living's International Association for Human Values (IAHV) along with Amit Chandra Foundation began work on rejuvenation and desilting of a water body near Wazur village of Manwath taluka in Maharashtra. A team of community leaders trained by Karmayog Department of The Art of Living will be executing the project.

Surplus Water for Once Water-Deficit Village in Mauda



Cleaning the nullah in Ashti Dahegaon of Mauda a year ago when it was dry



The same nullah, full of water, in May 2021

Mauda, which was one of the most water-deficient tehsils of Nagpur district, has now become water-surplus. The Art of Living in association with the Government of Maharashtra adopted a new technique called, 'Trap the rain where it falls' to increase the groundwater level in the Tehsil. The project covered more than 200 kms and 150 villages.

Plate 17. Water body rejuvenation projects in Maharashtra

Water Conservation Awareness Campaign by Yuvacharyas in Jharkhand



Women taking an oath to conserve water

Yuvacharyas in Jharkhand celebrated World Water Day on March 22, 2021, by conducting awareness campaigns about water conservation in every village of 134 panchayats in 7 districts of Jharkhand. While emphasizing the necessity and utilities of water, the campaigns also drew attention to the diminishing quantity of potable water. People were warned that given the increase in population and increased consumption of water, the threat of a water crisis looms large in the not too distant future. For days leading up to World Water Day 2021, Yuvacharyas went from door to door in the villages educating people on water conservation and rain water harvesting methods including construction of earthen dams, digging water pits for storage, reusing water, and planting trees to increase groundwater levels.



Jal Sakhis to Create a Water Secure Ranchi

Ranchi, Jharkhand: The Art of Living's sister concern, International Association for Human Values (IAHV), in partnership with WHH, has initiated Jal Jagriti Abhiyan (Water Awareness Campaign) to create a water-secure Ranchi. It is a movement led entirely by women. These women water warriors are known as Jal Sakhis (Friends of Water). Many areas of Ranchi, Jharkhand, are facing acute water crisis. According to government records, there has been 35% less rain in the last one year. Groundwater levels are dropping. A woman from one of the villages stated that even after digging a Borewell down to a depth of 1000 feet, there is no water to be found. Jal Sakhis are highly motivated women who sensitize the villagers to their own problems. They also act as the mediators between the villagers and local government bodies. They bring the villagers together as one community and encourage them to join the initiative to save water. The Jal Sakhis are motivating other women from the villages to become Jal Sakhis and are creating water councils comprising of village women known as Jal Javik Kheti Samooh.



The Art of Living and IAHV are supporting women farmers in Ranchi to learn and adopt sustainable agricultural practices. They are training them in water conservation and natural farming techniques. The farmers are also taught how to construct check dams across a waterway to counteract erosion by reducing the velocity of the flowing water. Trench cum bund is another effective measure they are being taught for water conservation in sloping areas. This initiative has increased women's participation in decision making – particularly in water, soil, and livelihood related issues in the region. IAHV's next target is to create a 4-year project covering 50 villages and reach out to 10,000 farmers directly and over 200,000 people indirectly.

Plate 18. Water body rejuvenation projects in Jharkhand

4. Initiatives for Plantation

Plantation drive in the Sri Sri University campus

- **World Environment Day & Forest Week**

University celebrates World Environment Day (05th June), and Van Mahotsav Week (Forest Week from 1st to 7th July) wherein tree plantation drives and awareness programmes are conducted in the campus. Students and faculties of the University extensively participate in such drives, rallies, and awareness programmes (**Plate 19**).

Plantation drive in Punjab

- **Punjab Haryali Utsav to plant 50,000 saplings (August, 2021)**

Sri Sri Institute of Agricultural Science and Technology Trust has initiated plantation drives to plant 50,000 saplings based on the soil quality of the region (**Plate 20**).

Plantation drive in Mumbai

- **Lush-green man made forest in Navi Mumbai (December, 2021)**

In effect to an agreement entered into with the Forest Department of Maharashtra and the Hariyali Foundation in 2017, the Art of Living's Vyakti Vikas Kendra with the help of 11 corporate clients, has successfully implemented the project of developing 34 acres of land into an urban Forest in Navi, Mumbai. Around 14,500 saplings of 80 native species have been planted in 04 years. Check-dams, bandharas, borewells, drip-irrigation system have been set-up that have helped in high survival rate of the saplings (**Plate 21**).



Plate 19. Plantation drive in the SSU campus

Punjab Haryali Utsav to Plant 50,000 Saplings

Chandigarh, Punjab: To curb environmental pollution, Sri Sri Institute of Agricultural Science and Technology Trust has convened a team of volunteers in Chandigarh, Punjab, to spearhead Punjab Haryali Utsav across the state. Under this initiative, tree plantation drives would be undertaken to plant a total of 50,000 saplings. The initiative was inaugurated on July 15, 2021. The district level team has actively begun identifying and selecting local plants and planting them in available public places. The selected plants include oxygen giving and medicinal plants. Project Coordinator, Devansh Bhaskar, informs the plants including Neem, Banyan, Indian Beech tree, Gulmohar, Amaltas etc, are being selected according to the soil of the various different regions of the state. The initiative would be implemented with cooperation of the local forest department. 9000 saplings had been planted by July 21, 2021.

Plate 20. Plantation efforts in Maharashtra

Lush Green Man-Made Forest in Navi Mumbai



Mumbai, Maharashtra: In 2017, the Forest Department of Maharashtra, The Art of Living's Vyakti Vikas Kendra India, and the Hariyali Foundation, entered into a tripartite agreement to develop 34 acres of arid land in Tetvadi, Rabale, Navi Mumbai, into an urban forest.

With expert knowledge provided by the Hariyali Foundation and the help of 11 Corporate clients, The Art of Living's sister concern, International Association for Human Values and Vyakti Vikas Kendra India have successfully implemented the project and the once barren land is now a green paradise! In a span of four years, over 14,500 trees of around 80 native species have been planted with a surprising survival rate of 90%.

"Under the guidance of Hariyali, we built 3 check-dams that store rainwater, 17

bandharas, 2 borewells, and have set-up a drip-irrigation system over 60% of the land. The site is also maintained by full-time workers who help in activities like weeding. These measures have helped maintain the high survival rate of the plants," says Nagesh Vankadari, Project Lead, IAHV-VVKI.

Vinayak Suri, a volunteer from Mumbai International Airport says, "I am coming here for the second time for the tree planting exercise. The feeling is very good and the weather is very good. We find it very interesting as a team building activity. We can see that the trees we

planted last time have grown."

Hundreds of volunteers regularly visit the site and participate in tree planting activities. Coming from the concrete jungle of Mumbai, they are happy to have found this site where they can connect with nature and contribute towards conserving the environment. Their efforts have reduced the temperature of the place by 2.5 degrees and attracted a variety of biodiversity.

The man-made forest will be handed over to the forest department in 2024 with each tree having grown to an average height of 10 feet.



Plate 21. Plantation efforts in Maharashtra

5. Training in organic farming and natural farming practices

Over 2.2 million small and marginal farmers have been trained by Sri Sri University and our parent organization. This has helped in reduction of cost of investment and also water requirement by 80% per acre.

Organic farming and natural farming in the Sri Sri University

- Permaculture is a technique where vegetable rinds/peels are used for growing vegetables. Sri Sri University discourages application of pesticide or chemicals and thus the home grown organic vegetables are produced in the campus (**Plate 22**) following permaculture. Around 3500 kg of different vegetables are harvested organically in the campus and these are consumed in the common kitchen.
- Around 100 kg of cooked food waste is generated every day. The cooked food waste is sent to in-house cowshed (indigenous cows) and poultry farms.
- Bioenzyme is produced in the university from fruits and vegetable wastes. The bioenzyme serves as a cleaning agent (**Plate 23**).

- Beejamrut is produced in the university by the agriculture students. It is used for the treatment of seeds (**Plate 24**) and protects the crop from pests and diseases in the early stages of the plant.
- Jeevamrut is prepared by combining cow (indigenous) dung and its urine. It serves as a natural crop fertilizer and improves microbes. It is rich in nitrogen, potassium and phosphorous. It is regularly being prepared by the agriculture students in the university as part of their curriculum (**Plate 25**).
- Panchagavya is prepared by combining 5 elements i.e., cow dung, cow urea, milk, ghee and curd. It provides nutrients to the soil, promotes plant growth, and provides immunity to the plants. It is regularly being prepared by students in the university (**Plate 26**).
- The University effectively treats around >75% of the total organic waste through various activities.
- The curriculum of the Faculty of Agriculture is designed to involve the students in community related activities such as Rural Agriculture Work Experience (RAWE), Industrial attachment, KVK (Krishi Vignan Kendra) and KUS (Krushi Unnat Sahjogi). Students get connected with the local people and share their knowledge and experience through interactive sessions.

Natural farming training in Maharashtra

Natural farming methods weave farming into pre-existing symbiotic relationships in nature. The Sri Sri Institute of Agriculture (SSIAST) conducted a three day natural farming training with the help of trained agri teachers. The Art of Living is imparting training to the farmers in collaboration with the Ministry of Tribal Affairs by providing the know-how to adopt natural farming techniques and increase their agricultural produce and provide a platform to sell their produce at competitive rates to earn maximum benefit (**Plate 27**).



Plate 22. Home grown vegetables and fruits in the SSU campus



Plate 23. Bioenzyme prepared by students at SSU

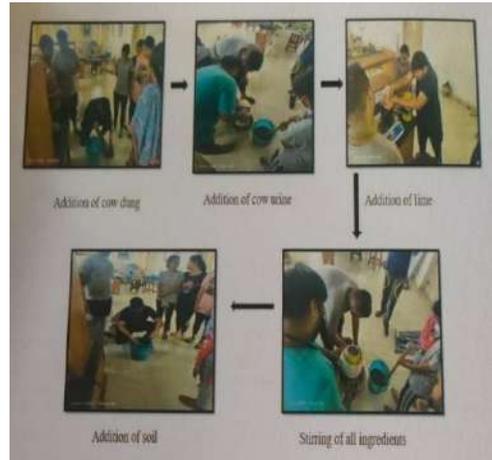


Plate 24. Beejamrut prepared by students at SSU



Plate 25. Jeevamrut prepared by students at SSU



Plate 26. Panchagavya prepared by students at SSU

Natural Farming Practices for a Healthy Society

Natural Farming Training provided by the Sri Sri Institute of Agriculture (SSIAT) is a 3-day program that is conducted by trained agri teachers in a workshop mode. The techniques taught in the workshop are borrowed from ancient technologies used by farmers when India was primarily agrarian. Natural farming methods weave farming into pre-existing symbiotic relationships in nature.

During the workshop, participants learn, through practical demonstrations, how to prepare and use different types of natural fertilizers and pesticides. They are also provided with in-depth theoretical knowledge on indigenous seeds, indigenous cows, and maintenance of fields without using chemicals.

Prabhakar Rao, a trustee of SSIAT says, "It is our commitment to help the farmer throughout the crop cycle. We give them personalized inputs based on the region and the season. We are able to do this because we have created a social ecosystem for the farmer. We don't just take up agriculture projects. The Art of Living has engaged with

Natural Farming Training being conducted by Sh. Sripal Kumar at Maliga Hattim, Citu Gajner

Programs (VLTP) and meditation workshops for the community. VLTPs have created large groups of yuvacharyas (volunteers) who work towards social projects that are locally relevant."

He adds, "We have created natural farming trainers from within the community itself. Villagers are also gathered once a week to meditate and sing bhajans. It is this community support that has made it easier for the farmer to adapt."

SSIAT has so far trained 2.2 Million farmers in 22 states.

A farmer from the SSIAT Natural Farming Project in Chougur village, Latur, Maharashtra, is making INR 3 lacs/year from a 1/2 acre farm. He has been growing cauliflower for four seasons in a year with 4-5 crops in each season. Each flower weighs up to 0.5 kg.

Natural Farming Training Commences in Kheda, Maharashtra

Kheda, Maharashtra: In an attempt to bring tribal farmers back into the mainstream, The Art of Living is working hand-in-hand with the Ministry of Tribal Affairs to train tribal farmers in natural farming techniques. The 3-day training program not only provides farmers with the know-how to adopt natural farming techniques and increase their agricultural produce but also provides them with a platform to sell their produce at competitive rates so that they earn the maximum benefit. This project has been kicked off in two states so far. In Maharashtra, the project has been launched in Kannad Tehsil. Nearly 10,000 tribal farmers will be trained in Kannad, Silod, Sojagon, and Vajapur tehsil.

Lack of organization makes the small scale farmers vulnerable to exploitation. Gurudev's vision is to provide proper training to the farmers and also ensure that they get the best price for their naturally grown products for which there is an increasing demand. Along with the practical knowledge on farming, the farmers are also taught breathing and meditation techniques to ensure good physical, mental and emotional health. They are also encouraged to participate in community building activities like satsang where they gather in the evenings to sing bhajans and share knowledge.

Project Director of The Art of Living Pandurang Shetke, Sathir Chapte, Sharad Dalburkar, Gopal Kale, Parshuram Mahatme, Sunil Borbuse, Bhaskar Magar, Dinesh Charan, Prakash Kadam, Harivansh Sode, Narendra Ratnaparkhi, Kiran Borkar, Anshu Garud and others are playing an active role in the project.

Participants learning breathing techniques to stay physically and mentally fit

Plate 27. Natural farming practice training for healthy society in Maharashtra

6. Solar Electrification

Solar electrification in Sri Sri University

Sri Sri University has 8 KW of solar panel installed in the campus which generates 35 units of electricity every day i.e. 13,000 units per annum (**Plate 28**). Further, we also impart training on solar PV installation and commissioning to the local village youth.

Solar electrification projects in Arunachal Pradesh

In an effort to provide clean and affordable lighting solution to rural India, “Light a Home” project was launched during 2012 by our parent organization. High quality and cost-effective solar lanterns, home-lighting systems and solar cookers across India have been provided through this. More than 90,000 people in remote locations have been provided with the solar energy based lighting solutions.

Solar electrification projects in Gujarat (May, 2021)

In an initiative to build a model village (Moraya Chinchore) in Nevasa district, Gujarat the Art of Living in association with Yashwant Samajik Pratishthan carried out solar electrification to provide low-priced electricity to all the houses of the village (**Plate 29**).



Plate 28. Solar Electrification in SSU campus

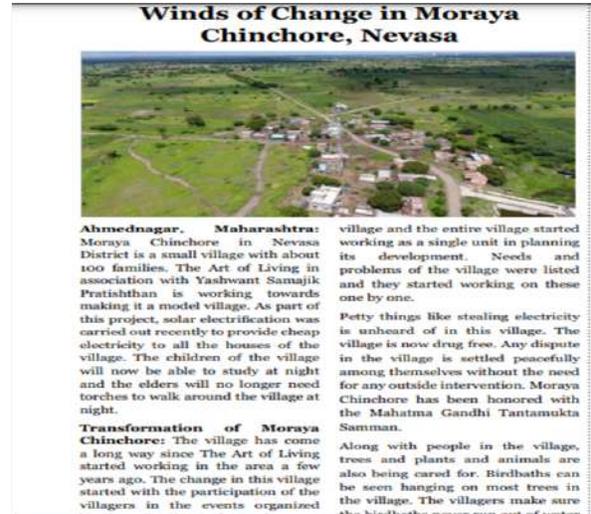


Plate 29. Solar Electrification in Arunachal Pradesh and Gujarat

7. Climate Change and Sustainability Education and Practices

The Resource Centre on ‘Climate Change and Sustainability Education and Practices’ at Sri Sri University is a think-and-do tank platform that engages with policy makers, industry leaders, businesses, NGOs, media, students and academic scholars to find and implement collaborative solutions and innovations to deal with climate change and hence work towards a sustainable world order. The Centre is developed in collaboration with The India Office of Nobel Peace Laureate Vice President of USA Al Gore’s The Climate Reality Project (TCRP), USA and Sparsh Foundation, JK Paper Mills Ltd, Odisha. It is worth mentioning that SSU is ranked 12th in India and 416th in the World for its initiatives taken and eco-friendly practices followed by SSU.

8. Energy Consumption, Smart Building, and Energy Efficiency Standards

Academic buildings in Sri Sri University are designed and constructed in environmentally sustainable way. Kirti building in our campus is designed to ensure reduced heat absorption. This helps in temperature control. Likewise, the Shruti building has natural ventilation and requires minimum lighting.

The buildings in Sri Sri University have naturally ventilated corridors. Further, 24 x 7 physical security and cyber security exists in the academic buildings and hostels for safety.

Sri Sri University has a campus population of 3714 and is spread over 188 acres. University pays close attention to energy consumption at the campus and is equipped with various energy efficient appliances. Energy meters are installed in every building to monitor the consumption. Energy efficient pumps for water, solar street lights, LED street lights/corridors/room lights, air source water heaters with COP (Coefficient of Performance) of 4, VRV (Variable Refrigerant Flow) technology for AC are installed in the campus. Further, water fixtures consuming minimal water are installed across the campus. Toilets with dual flush options, waterless urinals, sensor based flush urinals, low flow water aerators with faucets, sensor-based water level controllers for all the tanks, Internet of Things (IoT) based washing machines, and dishwasher in common kitchen help in reducing the water usage/consumption (**Table 1, Plate 30**).

Table 1: Details of water efficient appliances in the SSU				
Sl. No.	Types of Appliances	Total Number	Number of water efficient appliances	Percentage
1	Toilet (water closets)	725	668	92.1%
2	Urinals (waterless & with water)	120	106	88.3%
3	Low flow water aerators Spouts (Taps)	1550	1175	75.8%
4	Dish Washer	1	1	100%
5	IoT based Washing Machine	9	9	100%
6	Lamps	4500	4500	100%
7	Fans	2300	2300	100%



Plate 30. Energy efficient appliances installed in SSU

9. Awards and Recognitions

Sri Sri University is a recipient of various awards and certificates such as Green Audit certificate, Environment Audit certificate (**Plate 10**), and channelizing electronic waste (E-Waste). Through these awards University has shown its efforts towards green campus, environment, and sustainability.

Sri Sri University is a premier institution, which is open to innovation and has a sustainable approach in the consumption and production processes. In a University set-up there are multiple operations that would consume enormous resources. Sri Sri University endeavour's to walk on the path of development guided by the philosophy of optimal resource utilization with concern for protecting and saving Mother Earth at the core of its functioning.