

Go green, save mankind



PHOTOGRAPH BY PAREN ADHYARU

In business, we had this mantra, 'Go global, think global, act global'; now we needed to go with 'Go green, think green, act green'.

Changing our lifestyle to a more eco-friendly one isn't that difficult, finds out **Ruzan Khambatta**

Going green is now slowly changing the way we live and the way we conduct business. Not only does going green help preserve our planet, it pays off as well. When I first heard the words global warming, carbon footprints and carbon credits, I thought it was just jargon designed to scare us. Funnily, in my own way, I defined global warming as global 'warm welcome', carbon footprints as something to do with impression, and carbon credits as some new kind of credit card.

When I explored further, I realised that these words held a graver meaning. Global warming was actually the heating up of the earth, which was mainly due to deforestation. The overuse of energy due to industrialisation caused an increase in release of greenhouse gases like CO₂, water vapour and methane, which resulted in the heating up of our atmosphere. The more I read, the more I felt alarmed about the irreversible damage we seemed to be causing the environment. News

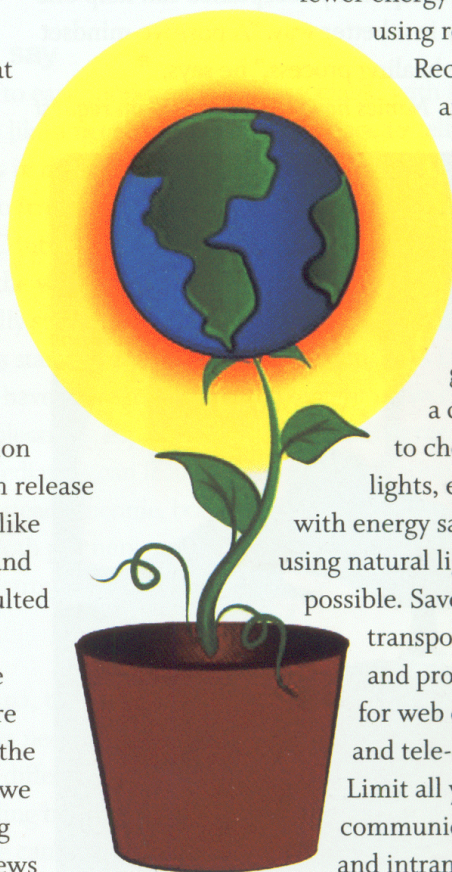
reports of increasing cases of floods, droughts, unexpected storms and other natural calamities keep appearing, reiterating the fact that the damage we are doing to our planet must be stopped now. It has become an urgent need of the hour to bring about a change in the way we live our life.

In business, we had this mantra, 'Go Global, Think Global, Act Global'; now we needed to go with 'Go Green, Think Green, Act Green'. One can easily go green by using

fewer energy resources or using renewable energy.

Recycle or reuse and waste fewer resources—that is what we need to do in every aspect of our lives.

You can be green by making a conscious decision to choose CFL/LED lights, electronic items with energy saving ratings and using natural light as much as possible. Save fuel as well as transportation costs, time and productivity, by opting for web conferencing and tele-conferencing. Limit all your internal communication via email and intranet message boards





PHOTOGRAPH BY MADARTISTS (DREAMSTIME.COM)

and reuse envelopes and papers. Many business houses have even stopped getting brochures printed and customers too are happy with e-brochures. Such small but definite steps are helping to not only save our planet, but cut costs to a large extent.

The more I was able to incorporate green changes in my work environment, the more I thought about doing the same in my personal life. Using a bucket to bathe instead of the shower helps save water. And for those of you like me who might find that habit a bit hard to get rid of, surf the Internet, and you'll find showers that have sprinkling water, thus helping you save water while catering to your preferences. Similarly, I shifted to

a microwave oven instead of a conventional oven, and to just heat food or beverage, the microwave is in fact faster than the gas and saves energy. And then, of course, one needs to recycle goods (we're all very good at it, whether it's with gifts or leftovers). It all ultimately helps cut down costs.

Most of us will question whether these small changes would truly make a difference. My answer is, 'YES'. By just changing my lifestyle to a greener one, I know I am doing my bit to preserve our planet. Come to think of it, these weren't big sacrifices that I was making, but small changes to break old habits—something that isn't all that hard to do, when you know the long term benefits of the

same. By going green, we are not only saving Mother Earth, but saving human kind. Of course, there's also the added benefit of saving money and increasing productivity and efficiency.

How many of us know when the world celebrates Earth Day? I came to know about it last year, and that too, because somebody sent me an SMS which read: 'Save Earth, Go Green. This Is the Only Planet with Girls!' I truly believe that and hope that the next time you switch on that light or notice a tap of running water, you know exactly what to do. ●

The author is an IT entrepreneur, businesswoman and columnist