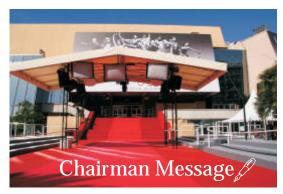


### Festival of Cannes: with difference



Cannes, a city in South of France, is known for the star studded International Film Festival. Recently I was there, taking stroll on the sea side and around the Palais des Festivals' where we see every year a filmy gala of glamour and bounty of beauty from all over the world. The smell of French perfumes blend with sensuous smile of celebrities.

Not far from Cannes, more inspiring annual event takes place, called 'Festival of Honey'. Nearly 4500 of the beekeepers from 'Provence'- South East corner of France participate for 'honeytasting' sessions, workshops on best practices in beekeeping, for conducting demonstrations on what bees can do and for competitions in beehive constructions. Filled with a smell of lavender and thym amalgams, honeybased recipes of well - known chefs from South of France who gather there to show their culinary creations are worthwhile. Worker-bees, queen-bees and beekeepers galore like stars in Palais des Festivals.

Media does not take note of festival of honey, which in fact promotes respect and gratitude for the honeybees that help in feeding 7.2 billion people on this globe. Countries like India and China, do not emulate such festivals to promote the values and essential existence of bees that not only are connoisseurs of colorful flowers but also pollinate them to build the base for the food security in the world.

As per Food and Agriculture Organization (FAO), more than 30 percent of all plants or plant products eaten by humans are directly or indirectly dependent on bee pollination. Globally, 264 crop species have been identified as being dependent or partially dependent on pollination. Pollination improves yields and therefore the availability of food, as a general rule, this makes food more affordable.

More than 50 percent of the world's oilseeds such as cotton, rape, sunflower, coconut, groundnut and oil palm are related to the pollination by bees. We only know the value of honey collected by bees. But the value of beepollination is estimated to be 50 to 100 times the value of honey depending on the type of crop.

According to the report of UNEP lead The Economics of Ecosystems and Biodiversity (TEEB) report (2010), the total economic value of insect pollination globally is estimated to be €153 Billion, this equates to 9.5% of agricultural production. The global stock of domesticated honeybees is growing slower than agricultural demand for pollination. And the global stock of the film and entertainment industry is growing faster than the demand from society.

Alas, we cannot entertain ourselves with empty stomach. We need International Festival of Bees all over the world!



- Rajendra Shende Chairman TERRE, former Director UNEP



### **SPOTLIGH**

Mr. Sumit Kumar, a Prime Minister's Rural Development (PMRD) Fellow is doing extraordinary work in Saranda forest, Jharkhand. Mr. Sumit Kumar



He is doing an inspiring work in the most difficult and poor area of India, by linking people's aspirations to the existing development schemes and promoting social entrepreneurship to help them improve their life.

As a native of Jhakhand, also known as land of forest, Sumit has always found himself close to nature and part of it. His experience of working in Saranda forest (once Eastern Regional Bureau headquarters of the CPI Maoist) located in West Singhbhum district of Jharkhand further augmented his interest towards nature and communities dependent on it.

Sumit is associated with the district administration of West Singhbhum as Prime Minister's Rural Development Fellow under the Ministry of Rural Development. Working in this area has turned out to be a great learning experience and challenging for him.

PMRD Fellowship is an initiative of the Ministry of Rural Development (MoRD) where in the focus is to reduce poverty and improve the lives of people in rural India. Ministry of Rural Development aims to develop a cadre of committed and competent development leaders and facilitators, who are available as a resource for rural development over the long term.

Sumit is working closely with the District Collector in the backward and remote parts to improve programme delivery and interact with marginalized sections, with the aim to reduce the

Continued on page 2..

he most important feature of ancient Indian culture is

that it does not regard village as different and away from 'Vana' (forest) because it considers entire space as forest and villages and settlements are only its part. 'Vana' does not mean only the expanses of trees but, supposed to contain villages, fields, orchards, deserts, ponds etc. and therefore regarded as all pervasive. Since habitation is but a small part of these vast expenses every law of nature has to be strictly respected and observed over and above the individual or

economic considerations. The cultivable land is not more important than the existence of gardens, groves and orchards. Only by maintaining the proper balance the village community can survive with its fuel needs, pasture lands, wood for multifarious purposes, medical care and healthy environment. That is why a different set of trees than 'Panchavati' is advocated for the village



Continue from page 1...

developmental and governance deficits which is one of the main reasons for the spread of naxalism.

As a PMRD Fellow Sumit is fulfilling twin objectives, one is providing short term catalytic support to the district administration in remote areas of the districts to improve programme delivery like Mahatma Gandhi National Rural Guarantee, Indira Awas Yojana, etc and second is long term approach of empowering the tribal about Forest Rights Act and Right to Information Act.

Sumit was associated with TERRE before his selection as PMRD Fellow. He keeps close contact with TERRE on his progress on fellow ship.

Sumit's efforts were appreciated in a national newspaper few days back. Please read the same at-

Www.terrepolicycentre.com/TERREin-News.asp

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community as a whole. The tree thus mentioned are those which provide wood for the fuel, building houses, implements, food for animals, ingredients for medicines, fruits or supplement for food etc. It was a considered opinion that to judge the wealth and health of a village, community or society one should look at its surroundings. If the surroundings have proper balance and flourishment of forest, groves, orchards, ponds, pasture lands only then it can be concluded that particular village or society is rich. By destroying this balance for rapid economic gain one can show immediate prosperity in terms of material wealth but ultimately they are doomed.

At one place it has been said that it is no use giving birth to sons who are deficient in Dharma, than planting a tree on roadside because it can at least provide shade, flowers, fruits and wood to a common man. A tree is like ten sons and endows one with as much 'Punya' (heavenly deed).

This deep and vast knowledge about plants also extended to medical uses and details of about four hundred thousand varieties of herbs. Modern science recognizes and makes use of just a few hundred trees. Traditionally encyclopedias of plants and trees found in different parts of the country and their different names in various regions, the peculiarities of particular trees and plants in particular region with detailed description for easy recognition have been prepared.

In fact, man is forbidden from exploiting nature. He is taught to live in harmony with nature and recognize that divinity prevails in all elements, including plants and animals. The Bhagavad Gita advises us not to try to change the environment, improve it, or wrestle with it. If it seems hostile at times tolerate it. Ecology is an inherent part of a spiritual world view in Hinduism.

Aranya: The land of no war

Earliest reference to 'Aranyak' are found in the 'Veda's the earliest sacred books of Hindus. There is rich treasury of 'Aranyaka's and 'Upnishda's forming part of four 'Vedas'. These two categories are called such since they were composed in the forests many centuries back by seers and hermits. They contain the real quest for knowledge (Gyan) and action (Karma). Forests were the places where discourses' took place for the benefit of the citizens. Most of the Indian scriptures were first delivered as discourses. When we look at the ancient Indian classical literature and a long and rich tradition of discourses contained in the sacred books the common feature of them all is being attached to 'Aranya' or forest. These composers use to stay away from the centers of civilization or the seats, sometimes in secluded places, sometimes in 'Ashrams' (forest abode of hermits).

The impact of this 'Aranya' based on culture and civilization is so deep rooted in the Indian psyche that even in modern India when Gandhi decided to challenge the might of British colonialism, he well versed himself in 'Aranyak' tradition and established his 'Ashram' (Abode) in a lonely place far away from the centers of power and lived there like a seer or saint as in old days. The deep roots of this 'Aranya' culture in the Indian people immediately aroused a sense of confidence.

> - Dr. Vinitaa Apte President, TERRE

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# Effective policy governance can herald sustainability

Like every year 22nd April 2014 was celebrated as World Earth Day. Was 2014 just another year? This year's theme was 'Green Cities'. Would it remain just a theme? Policy Governance to support this theme can make this year's Earth Day more meaningful.

There is popular belief that 'Sustainable development' means a return to some sort of pre-industrial lifestyle. However, it is about getting a better quality of life, not worse, by efficiently deploying resources. The key is to use technology, and not to shun it, by ensuring optimum resource achieve efficiency to help sustainable development. "The current development trajectory is undermining the environmental preconditions for human flourishing and failing to address adequately the urgent development needs of the world's poor. Sustainable development is above all a governance challenge. It is about reforming institutions and social practices to ensure a more environmentally sound and equitable

development trajectory."(1) promote grassroots To begin with, to move towards sustainability, novel accountability mechanisms are needed that would include mandatory families transparent disclosure legal accessible, comprehensible occupy;

and comparable data about government and corporate sustainability performance. All departments of the government and corporates should make public the annual reports on progress sustainable mainstream development through policy operations. In case of energy production and use, India has shown leadership by institutionalizing the programmes designed by Bureau of Energy Efficiency (BEE) on energy star rating of home appliances and sectoral industry wise 'Perform, Achieve and Trade' (PAT) scheme are good examples of policy governance for sustainability.

In the sector of nature conservation and ecological restoration, sustainable policy governance needs to be promoted from the grassroots. At rural level, current participatory methodology used and the principle of paying communities for not engaging in deforestation does not ownership. Under conservation unit programme which seems effective, the

have ownership on the land they they

can be registered as being granted the right by the government to live there and be rewarded tax free voluntary income for tendering. helped in Similar efforts have permanent conservation of 5000 hectares and an average annual

conservation of 6000 hectares in

# Number of the Month 100

Making copy paper from 100% recycled content fiber instead of 100% virgin forest fibers reduces total energy consumption by 44%, net greenhouse gas emissions by 38%, particulate emissions by 41%, wastewater by 50%, solid waste by 49% and wood use by 100%.

Source: Environmental Paper Network, 2007. State of the Paper Industry.

Finland.(2)

Sustainable Procurement by the government can lead by example by buying more sustainable and efficient products and engaging with its suppliers to reduce the impacts of supply chains. United Nations has provided overall guidelines and UK government is updating 'Government Buying Standards' to set minimum mandatory specifications government buyers and promoting voluntary best practice standards in production processes, is a notable example.(3)

Continued on page 4...

# Effective policy governance can herald sustainability

Continue from page 3...

Governance to achieve sustainability holds great significance for India as it can help to build capacity and create new green jobs and ultimately achieve inclusive and green growth.

### GENGEN GENGEN

- Amol Ghorpade Project Leader, TERRE

- 1. 'Governance for Sustainable Development: Meeting the Challenge Ahead', PRI Project, Canada (March 2009)
- 2. Forest Biodiversity Programme METSO 20082016, Ministry of Agriculture and Forestry, Finland
- 3. Mainstreaming SustainableDevelopment the Government's vision and what this means in practice', Department for Environment, Food and Rural Affairs, Government of UK (February 2011)

# What is the global total economic value of insect pollination?

- \$200 billion
- \$180 billion
- €153 billion
- €100 billion

### (35)(35) (35)(35)

### Answer for the last quiz

We received few entries, but none was correct. The water footprint of  $1\ kg$  of onions is  $30\ liters$ .

CREOCREO CREOCREO

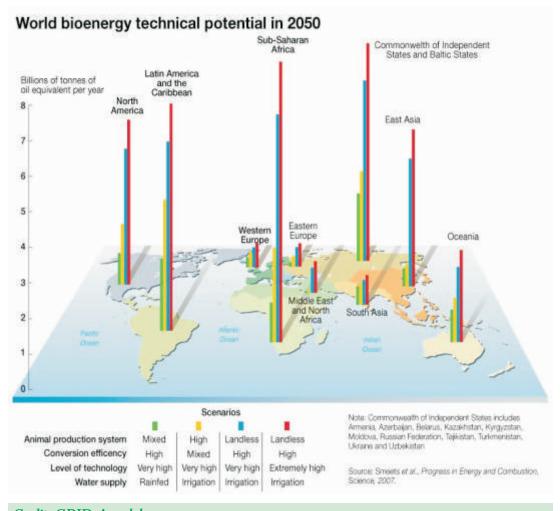
If you know the answer, send in your entry to us at: info@terrepolicycentre.com

### Quick Question

## World bioenergy technical potential in 2050

Studies indicate that global bioenergy use is approximately 10 percent of the global energy mix, with a growth rate of 1.3 percent per year. Future projections for the supply of bioenergy are shown in the figure. The analysis is based on four scenarios for environmental targets, based on technical potentials that differ depending on agricultural efficiency, production systems, technology and water supplies. The scenarios span a

wide range of global bioenergy potentials, and experts argue that the high-end projections play down technical constraints such as available land or realistic yields. It seems the potential of bioenergy crops is at the lower end of the range and is associated with integrated optimisation. Researchers say that future capacities of bioenergy, and biofuels in particular, lie in residues from agriculture and forestry.



Credit: GRID-Arendal
Further read- http://www.grida.no/graphicslib/detail/world-bioenergy-technical-potential-in-2050\_8e1e

The Edible City: Watch an animation that shows how to turn a conventional community into an edible city. Learn how to transform unproductive spaces into agricultural landscapes that help fight obesity and reduce food deserts.

Http://vimeo.com/41291365









Earth Day 2014: changing attitude to climate change is urgent, says Ban Kimoon



Changing our attitude to climate change is vital to protecting the planet for the future, Ban Ki-moon has said to mark the 44th Earth Day. Http://www.telegraph.co.uk/earth/e arthnews/10779788/Earth-Day-2014-changing-attitude-to-climatechange-is-urgent-says-Ban-Kimoon.html

How a small African recycling project tackles a mountainous rubbish problem



Waste and resources in the UK has now evolved into a mature industry - employing thousands, turning over billions of pounds..

http://www.theguardian.com/lifeands tyle/2014/may/01/small-africanrecycling-project-tackling-mountainousrubbish-problem

Sherpas End the Everest Climbing Season in Nepal



One week after the deadliest day ever on Mount Everest, the climbing season on the Nepali side of the mountain is over. Sherpas, clients, and guides are packing up and... http://news.nationalgeographic.co.in/ news/2014/04/140425-mounteverest-climbing-sherpas-avalanche/

Scientists probe Earth's last warm phase



Scientists now have a fuller picture of what happened at the poles during the last warm phase on Earth. Known as the Eemian, this time period extended from roughly 129,000 years ago to about 116,000 years before present. Http://www.bbc.com/news/scienceenvironment-27110880

### HOW TO GREEN EXISTING BUSINESS LINES?



**TERRE Policy Centre** 

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