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Fortune India

The Indian Magazine For Business, Finance And Investment

FI corporate scoreboard: **Rs 30**
2100 select companies

H P Corporation, I-flex
Trent, Abbot India, MICO
Fluidomat, Gontermann
Salzer Electro, Power Build
G E Shipping, Jayant Agro

Sensex and Gold in heady tango



What should investors do?

A feature on



Chemexcil Export Awards

A wake up call for India

INDIA has good reasons to lead the charge against climate change, says **Malini Mehra**

This is a small pamphlet, forming part of the initiative of Climate Challenge India. It has been brought out to coincide with the 60th anniversary of India's Independence when the country is slowly becoming "a rising global star" with strong ambitions.

While this may be so and quite likely India would soon turn out to be an economic force to reckon with, global climate change could possibly wreck or throttle that rosy future. Malini Mehra, an active participant in the Kyoto Climate Conference in 1997, has lucidly explained how India, with a long coastline and huge population, could be amongst the worst affected.

Terming it as "the challenge of a generation", she forcefully argues that climate change must be re-framed not as an agenda of fear and entitlement but of growth and opportunity. She has made a powerful plea for "enlightened leadership" from India's political class on climate change. Noble Peace Prize winner in 2006, Muhammed Yunus has also suggested a worldwide lifestyle change for all nations to prevent global warming.

According to the author, India has more reason to worry over global warming because of its extensive 7,500 Kms. coastline. Not a year passes without some portion of the vast coastline of the country being hard-hit by storm, thereby flooding low-lying areas and damaging economic assets and infrastructure significantly. Or, for that matter every summer the number of deaths due to sunstroke in the North particularly is on the rise.

What should be done to control all these natural calamities? According to Mehra, our country may not be the largest global emitter of toxic or greenhouse gases, but has to be very proactive in addressing their impact on our people and society. In a carbon-constrained world, growth has to be clean and green. In fact there is no choice between investing in social/ economic development or in environmental protection; we need to

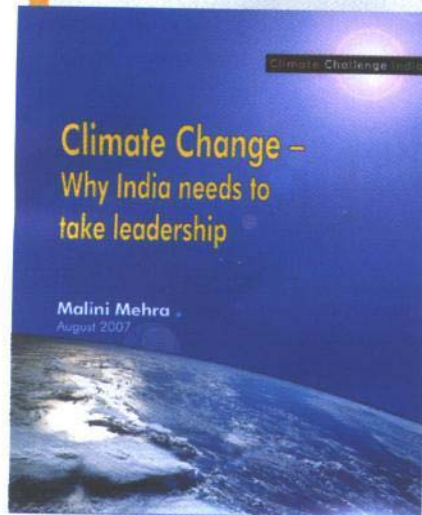
have both.

To succeed in this, she has rightly stressed that our country does not lack in either capital or brains. India has more billionaires than Japan and an army of domestic venture capitalists eager to explore new and greener markets. As an example, she has revealed that ITC's building at Gurgaon in Haryana is platinum-rated by US Green Building Council's Leadership in Environment & Energy Design (LEED). Likewise, Bangalore's hybrid RFVA Car has a good export market. And Infosys, the IT giant, is currently engaged in an effort to build a foundation for Indian firms to benefit from carbon emission management:

If some leading private firms can do it, why can't the Government take the initiative and openly support such measures? The Prime Minister had also recently admitted that "our future will be at peril" unless people change their lifestyles. The author has even gone a step further and suggested that PM's bold words would carry greater weight if it were followed by small gestures - like switching to a low-emission car!

All through the book, the author has made a strong case for the government to come out with a bold action plan aimed at environmental protection. Surely, her point of view would be widely shared. The important thing is that the government has to pay heed to the alarm signals sounded by her to save the country from an environmental disaster. It is earnestly hoped that the publication would serve the purpose.

— **Bookworm**



CLIMATE CHANGE- WHY INDIA NEEDS TO TAKE LEADERSHIP

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