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Do your bit.



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### **Global warming is happening now**

The planet is getting warmer. The trend is clear and unmistakable. The global temperature has been rising steadily for the past 37 years. The 12 warmest years on record have occurred since 1998. Globally, the average surface temperature has increased more than one degree Fahrenheit since the late 1800s, the maximum increase occurred over just the past three decades.

### **We are the cause**

We are overloading our atmosphere with carbon dioxide, which traps heat and steadily drives up the planet's temperature. Where does all this carbon come from? The fossil fuels we burn for energy ... coal, natural gas, and oil ... plus the loss of forests due to deforestation, especially in the tropics.

### **The scientific evidence is clear**

Within the scientific community, there is no debate. An overwhelming majority of climate scientists agree that global warming is happening and that human activity is its primary cause. This broad consensus, supported by ample scientific evidence is often downplayed and distorted by a small and vocal group of people who stand to make short-term gains from delayed action on climate change.

### **We have a choice**

We can act now to reduce our carbon emissions, slow the pace of global warming, and pass on a safer, healthier world to our children.

Or we can choose to do nothing, continue pumping massive amounts of carbon into an already overloaded atmosphere, and suffer the increasingly costly consequences.

**We must take steps at once to help save our planet for future generations**

At Siddha we have begun already. All it takes is a simple pledge to better the environment.

Our pledge bloomed with successful planting and maintenance of thousands of trees across Kolkata. As part of our annual plan we will conduct a Save Water drive, Say No to Plastics drive and arrange for nature-walks. Citizens will be encouraged to litter less and recycle waste. We hope to adopt ways to reduce carbon footprints, vehicular pollution, noise pollution, waterbody pollution and garbage pollution. This year in particular has been critical. Drought, the biggest single threat with global impact, affects more than 534 million people annually. In India alone we have more than 330 million people across 10 states who have been hit by the drought this year. It is in this context that we at Siddha have chosen to focus on water conservation. We hope to do our bit by raising awareness regarding water wastage alongside educating people about ways to conserve water. It will be our endeavour to advocate simple yet effective methods to manage natural resources for a healthy future.

**Together we can make a difference. Let's pledge to do what is possible within our means. Not more.**

**Here are some ways to start now.**



**1. Utilise your washing machine to capacity**

Run your washing machine only when it is full. You will save water as well as electricity.



**2. Stop leakage of water**

If your faucets drip, get them fixed or at least put a container under the drip in the meantime and use the water. If you're brushing your teeth, turn off the faucet between rinses.



**3. Recycle water for flushing, gardening and car washing**

Statistics say that by 2030 the global gap between water supply and demand could reach 40%. The practice of water recycling can help address the situation.



**4. Practice rainwater harvesting**

Rainwater is free from pollutants as well as salts, minerals and other natural and man-made contaminants. Rainwater harvesting helps meet drinking and washing needs as well as reduces water bills.



#### **5. Soak used utensils before cleaning**

When washing utensils by hand, do not keep the water running. Instead, let them soak for some time and scrape them clean later.



#### **6. Turn off water while grooming**

Turning the tap off while brushing teeth or lathering hands when washing them can save up to 12 litres of water per minute.



#### **7. Use stored water to wash/thaw foods**

Thaw frozen foods and clean fruits and vegetables in a pan of water instead of holding them under running water.



#### **8. Opt for tea over coffee**

Coffee has one of the highest water footprints per pound. Drinking one less cup of coffee or opting for tea can also help reduce wastage of water.



#### **9. Reuse plastic products**

Steer clear of things like disposable plastic cups, plastic bags, and any item you don't need. It breaks down slowly and damages aquatic life. Look into ways that plastic can be recycled in your area.



#### **10. Plant trees in your balcony or terrace**

They absorb carbon dioxide. If you can't have a garden, try potted plants. Trees located near your home can also help keep your home cooler in summer.



#### **11. Pay bills online**

If all households paid their bills online and received electronic statements instead of paper, we'd save trees, reduce CO<sub>2</sub> and other greenhouse gases.



#### **12. Don't use pesticides, herbicides, or chemicals**

Pesticides that enter a waterbody can cause oxygen levels to drop, killing aquatic life and posing risks to other species. Consuming such water leads to health problems.



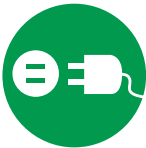
#### **13. Buy products that are recycled**

By purchasing recycled products you help to conserve natural resources and protect the earth. Always look for 'made from recycled waste or post-consumer waste.'



#### **14. Replace light bulbs with CFL or LED**

CFL or LED last longer than conventional light bulbs and use only one quarter of the energy. They help reduce electricity bills too.



#### **15. Turn off electrical devices when not in use**

If you're not using it, turn it off. This goes for lights, televisions, computers, printers and so on. Save on your electricity bill as well as reduce wastage.



#### **16. Reduce usage of AC**

Air conditioners use a great deal of electricity. Use natural ventilation or a fan to keep cool.

Remember to set your AC to a slightly lower temperature than it is outside. Setting your AC just 2 degrees higher in summer could save about 2,000 pounds of carbon dioxide each year.



#### **17. Wash with cold water**

Do not use warm water for washing clothes. Detergents are efficient enough to get your clothes clean at low temperatures. Heating up water requires energy.



#### **18. Use cloth bags for shopping**

Cloth bags are reusable. This way you can avoid buying plastic bags, which are non-recyclable.



#### **19. Avoid using lights during day**

Daylight is way brighter than artificial lights. Make the most of it and save on your electricity bill.



#### **20. Set your refrigerator temperature right**

Set it at a level that will maintain freshness without sacrificing energy. This also reduces electricity consumption.



#### **21. Use paper judiciously**

By using and discarding less paper, you are conserving resources. It also helps to reduce deforestation and energy use, preventing pollution and ultimately reducing your stationery expenditure.



#### **22. Start a carpool with your colleagues or classmates**

Share a ride with someone. Reduce carbon dioxide emission and cut down fuel costs.



### **23. Turn off car ignition at traffic signals**

You can reduce carbon dioxide emissions by adjusting your driving style. Choose proper gears, do not abuse the gas pedal, use the engine brake instead of the pedal brake when possible and turn off your engine when your vehicle is motionless for more than a minute.

Follow these simple steps to save money on both fuel and car maintenance.



### **24. Ride a bicycle to nearby destinations**

Avoiding just 10 miles of driving every week would eliminate about 500 pounds of CO<sub>2</sub> emissions a year. It helps you stay fit as well.



### **25. Use biodegradable products**

Plastic packaging can take up to 1000 years to 'degrade' naturally. Packaging made from plants can be turned into natural compost after use in just 12 weeks. Switching to sustainable packaging can substantially reduce carbon footprint.

**Share your voice and environmental concerns with anyone you know.**

## **Because Siddha cares**

We believe a house is not mere bricks and mortar.

Neither is it a place where you just live encased in four walls.

We believe in homes.

Led by Group Chairman Chandra Prakash Jain and Group Managing Director Sanjay Jain we create and sell high-quality housing in India.

Our forthcoming and select ongoing residential projects will be green homes conforming with IGBC's Silver Rating System.

### The green people

Established in 1876 the Kolkata Municipal Corporation, (KMC) is a government body that envisions Kolkata as one of the best cities in the world. The Corporation oversees and maintains government-aided schools, hospitals and municipal markets through borough committees. It contributes towards urban planning and road maintenance as well.

KMC collaborated with the real estate group Siddha to address certain pressing environmental issues. The 'Environment Awareness Initiative' was essentially to benefit people in the city. This booklet was created to further the cause. It encapsulates 25 simple and effective ways to shape a healthier environment.

**Care about the planet? To know more visit [siddhagroup.com](http://siddhagroup.com) or mail your suggestions to the address provided.**

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