



# QUARTERLY NEWSLETTER

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## Growth vs Environmental Conservation: GCP for Bridging the Binary!

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### THE EDITOR'S NOTE

Dear Readers

Greetings!

The India led Global Movement of Mission LiFE (Lifestyle for Environment), under the leadership of our Honourable Prime Minister Narendra Modi calls for a proactive, participatory and collective approach towards sustainability. The same has been echoed during the deliberations of recent G20 Summit: 2023 (under the Presidency of India), which was weaved around the theme of 'Vasudhaiva Kutumbakam: One Earth, One Family, One Future'.

Also, in India, the recently introduced Green Credit Programme (GCP) seems promising in nudging the philosophy or idea of Mission LiFE for Greener Planet, by incentivising positive environmental actions or



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practices across diverse sectors and stakeholders. Infact, for the Industry stakeholders, GCP provides lot of scope to bridge the existential binary of growth versus environmental conservation, thereby strengthening their commitment towards Decarbonisation of Industry and achieving Net Zero Goal.

In this backdrop, the October issue (2023) of EcoTech Talks presents details and perspectives on the Green Credits Programme. We hope that through this edition of EcoTech Talks, the readers will get prompted to reflect on the various aspects of GCP for bridging the binary of growth versus environmental conservation.

Have a happy reading!  
Warm Regards



Shri Bhupender Yadav

Union Cabinet Minister for Environment, Forest & Climate Change  
(MoEFCC, Government of India)

India's climate policy is directed towards sustainable development and poverty eradication, while striving continuously to decouple emissions from growth and achieve energy efficiency across sectors.

The Green Credit Programme is a market-based instrument to incentivise positive environmental actions, and mirrors the same vision. Under Honourable Prime Minister Narendra Modi, the growth paradigm of India has been designed to ensure development and environmental conservation are not antagonistic in nature, rather grow parallelly. The recently concluded New Delhi Leaders' Summit under India's G20 Presidency put its stamp of approval on the 'Green Development Pact for a Sustainable Future'. It laid emphasis on "Implementing Sustainable, Inclusive and Just Transitions Globally, while leaving no one behind."

Speaking at the event, PM Modi emphasised on the pressing need for global cooperation to combat climate change and fund the transition to sustainable energy systems. He also said, "I feel this is the time to talk about green credit, India is working in this direction by developing Green Credit Framework through which we can initiate climate positive actions." and "we should think towards how to develop business by using Green Credit Programme, which is positive for developing 'Pro Planet People'. I'm pleading to all world-renowned business experts to collaborate and create a business plan towards green credit."

On the domestic front, GCP was announced in the Union Budget of 2023-24 and the draft implementation rules were

## The Green Credit Programme offers a push to embrace Lifestyle for Environment

### GREEN MESSAGE BY THE HONOURABLE MINISTER

published on June 26, 2023, under the Environment (Protection) Act, 1986. The GCP aims to create a market-based mechanism for providing incentives, in the form of green credits to individuals, Farmer Producer Organisations (FPO), cooperatives, forestry enterprises, forest management committees, sustainable agriculture enterprises, government entities, self-help groups, urban and rural local bodies, private sector industries and organisations/entities for environment positive actions. GCP also aims to create a mass movement around environment positive actions to promote the vision of Mission LiFE, which aims at encouraging Lifestyle for Environment by driving consumers towards behavioural changes that promote environment-friendly actions.

It will allow green projects to get incentives beyond just carbon.

The implementation of the programme has been envisioned in a phased manner. Initially, activities in the eight identified sectors will be covered under the mechanism. In subsequent phases, additional activities from the chosen sectors will be included. For each activity, methodologies may be developed for generation and issuance of one unit of Green Credit.

### THE IDENTIFIED EIGHT SECTORS INCLUDE:

- (i) **Tree Plantation-based Green Credit:** To promote activities to increase the green cover across India through tree plantation and related activities.
- (ii) **Water-based Green Credit:** To promote water conservation, water harvesting and water use efficiency/savings, including treatment and reuse of wastewater.
- (iii) **Sustainable Agriculture-based Green Credit:** To promote natural and regenerative agricultural practices and land restoration to improve productivity, soil health and nutritional value of food produced.
- (iv) **Waste Management based Green Credit:** To promote sustainable and improved practices for waste management, including collection, segregation, and treatment.
- (v) **Air Pollution Reduction-based Green Credit:** To promote measures for reducing air pollution and other pollution abatement activities.
- (vi) **Mangrove Conservation and Restoration based Green Credit:** To promote measures for conservation and restoration of mangroves.
- (vii) **Ecomark based Green Credit:** To encourage manufacturers to obtain Ecomark label for their goods and services.
- (viii) **Sustainable building and infrastructure based Green Credit:** To encourage the construction of buildings and other infrastructure using sustainable technologies and materials.

In implementation of GCP, fungibility will be ensured across sectors. The

environmental outcome, achievable by any green credit activity, will be based on equivalence of resource requirement, parity of scale, scope, size and other relevant parameters, and will be considered for allocation of one unit of Green Credit in respect of each activity. The power of Digital India will be put to use in implementation. Digital processes will be developed and established for GCP, including self-certification of eligible green credit activities for registration of activities, verification and issuance of green credits and for other processes.

### The steps involved in the functioning of GCP will include:

The Green Credit registry will be in the form of a standardized electronic database which will contain inter-alia common data elements relevant to the issuance, holding, transfer and acquisition of Green Credits.

GCP will be based on voluntary participation. It will elicit the demand for the green credits by way of enhanced consciousness among stakeholders to adopt sustainable ways of production and consumption as well as increased integration of environmental aspects in doing businesses. It will encourage private sector as well as other entities to meet their existing obligations, stemming from other legal frameworks, by taking environmental actions which are able to converge with activities relevant to generating or buying green credits. The stakeholders who undertake environment-friendly actions can apply for green credits through a portal. The registration of the activity will be done using technology-based tools. The vetting of the details submitted for registration will also be undertaken through technology/digital tools primarily.

The programme is expected to benefit people, private businesses, cooperatives, small-scale industries, forestry enterprises, FPOs, agriculture sector, urban local bodies, zila parishads, gram panchayats, and others who take part in the green credit activities.

The private sector, through generation or purchase of green credit, may be able to demonstrate environmental and social responsibility. This may help the private sector access low-cost capital from investors as well as financial institutions.

It may help private sector as well as individuals/communities to protect and conserve the environment and to improve resource efficiency and sustainability by taking up environmentally positive activities. Pro-environmental actions will help bring about positive changes in behaviours and attitudes among individuals, communities, industries and other stakeholders.

This would enable to build a mass movement around environmental positive actions and sustainable lifestyle. It would help build a planet where individuals/communities and industries embrace sustainability as an integral part of their thoughts, behaviours, attitudes and actions.

GCP will play an important role in creating a mass movement around environmental positive actions. It is set to be a unique initiative that would enhance and deepen environmental sustainability.



# THE EXPERT OPINION

## GREEN CREDITS IMPLEMENTATION RULES FOR THE INDIAN INDUSTRY



**Dr. EVR Raju**

**Expert Appraisal Committee Member  
(Industry-1 sector)  
(MoEFCC, Government of India)**

The Author, is one of the Expert Appraisal Committee Member for the Industry-1 sector of the Ministry of Environment, Forest and Climate Change (MoEFCC) and is responsible for recommending the Environmental clearances, after due environmental appraisal, of the Iron & Steel, all other Metals, Mineral beneficiation, Cement, Paper, Leather and Asbestos industries in the country. Based on his vast experience of 30+ years in different fields of environment, the author has further suggested few more activities that need to be included in proposed Green Credit Programme.

In the backdrop of the present climate change crisis looming on our planet threatening the very existence of life on it, the whole mankind, including the governments, industries and the people, need to take urgent actions to save ourselves and the whole environment of this planet. It is well established now that the GHGs, Carbon Dioxide being the prime GHG, resulting from our industrial processes are the main culprit for this crisis. Energy generation related activities contribute to 73.2% of the total GHG emissions, out of which 24.2% comes from energy use by the Industry sector. Cement and Chemical industry contributing additionally 5.2%. The balance being from Agriculture, Forestry & Land-use and Waste generation. Therefore, about one-third of the total GHGs are contributed by the Industry sector. Then, what could be the solution? Decarbonisation of the industry sector and also other carbon intensive activities. But, how to accelerate the Decarbonisation Programme? Besides a robust Net Zero Policy framing and implementation strategies by different global governments, encouraging and promoting the industry sector by way of awarding Green Credits could help to achieve the Net zero targets set by the government. Also, the Government of India introduced 'LiFE' - 'Lifestyle for Environment', as a grass-root, mass movement for combating climate change, enhancing environment actions to propagate a healthy and sustainable way of living. It has decided to institute a domestic voluntary market mechanism "The Green Credit Programme" for providing incentives in the form of Green Credits to individuals, Farmer producer organisations, cooperatives, forestry enterprises, sustainable agriculture enterprises, urban & rural local bodies, private sectors, industries and organisations for environment positive actions. It has proposed a notification for 'Draft Green Credit Programme Implementation Rules 2023 on 26th June 2023.

Thus, an environmental activity generating Green Credits may have climate co-benefits such as reduction or removal of carbon emissions. An activity generating Green Credits under the Green Credit Programme may also get Carbon Credits from the same activity under carbon market. Green Credits will be tradable outcomes and will act as incentives. Sectors identified for the GCP, Provisions relating to Methodology of generating Green Credits; Functions of the Steering Committee, GC Programme Administrator; Technical Committee, Green Credit Registry; Trading Platform; Knowledge and Data; Accredited GC Verifiers; Demand Generation for Green Credits are described in the 'Draft Green Credit Programme Implementation Rules.

### FEW MORE ACTIVITIES SUGGESTED BY AUTHOR THAT NEED TO BE INCLUDED IN PROPOSED GCP

- Ecosystems restoration, Nature based solutions, Soil conservation with the focus on Biodiversity conservation.
- Rejuvenating ponds/ lakes and wetlands thereby reducing the overall Water Foot print.
- Integrated farming systems, Agroforestry models, and Ecological parks.
- Waste to wealth initiatives and adopting Circular economy.
- Green transportation modes.
- Coastal ecosystems.
- Adopting Green Building principles.
- Decarbonisation based Green Credit: To promote measures for reducing use of fossil fuel based energy, reduce carbon intensity operations and supply chains; adopt Energy transition pathways from fossil fuels to Renewable energy and implementing carbon sequestration activities, carbon offsetting and carbon capture, use and storage (CCUS) strategies.
- CER (Corporate Environmental Responsibility) based Green Credit: To promote Enviro-Societal based activities, especially by the corporates and Industries in their surrounding areas of operations.

It is pertinent to mention that most of the above mentioned activities have been adopted and are being implemented by the industries either voluntarily or under the compliance obligation of the environmental clearances granted to the industries. Now, with the introduction of the Green Credit Programme by the government, which would soon become a part of the Environment Protection Act of the country, will definitely incentivize and boost the morale of the Indian industry towards their commitment towards a cleaner environment, establishing a Decarbonized industrial economy and in combating the Climate crisis.

## UNVEILING GREEN CREDITS PROGRAMME: A CRITICAL ANALYSIS



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In a world grappling with climate change, the need for policy-level changes has become evident. As part of the global effort to address these challenges, Ministry of Environment, Forest and Climate Change put forward a pioneering initiative by launching the draft Green Credit Programme Implementation Rules, 2023 on 26th June, 2023 under Environment (Protection) Act, 1986.

The Green Credits Programme (GCP) aims to encourage and reward environmentally responsible behavior by building a domestic voluntary market mechanism. It encourages and provides incentives for various sectors and entities, including small-scale businesses, private industries, and Farmer Producers Organizations, to fulfill their environmental obligations and obtain green credits. The green credits issued can be further traded with stakeholders unable to adhere to or achieve the emission targets set by the government, creating a platform where the stakeholders could buy and sell the green credits amongst themselves.

The draft rules identify list of 8 sectors as Green Credit generating activities, with the scheme to be implemented in stages, with the first two or three activities considered for design and piloting. One of the positive points of this groundbreaking initiative is that Green Credit Programme may also receive Carbon Credits from the same activity under the carbon market, contributing to the LiFE movement, which promotes mindful consumption.

GCP will impact Industry Stakeholders on various fronts of Production and consumption and

aim to reduce capital costs for new projects and develop land close to forest land, utilizing selective green credits for compensatory afforestation and addressing Climate Change.

Green Credits Programme has certain concerns such as Green Washing (companies making false and exaggerated claims and creating a positive image with little to no work on ground), fair monitoring and accounting by Indian Council of Forestry Research and Education as they shall act as the Administrator of GCP. Transparency and clarity for smooth and efficient conversion of Green Credit into Carbon Credits which is now an internationally exchanged commodity will be strenuous task in the implementation. Moreover ensuring the sustainability of environment-friendly activities against which green credits are granted will remain a key challenge as it is difficult to establish the parity between various environmental positive actions. There is a pivotal need to emphasize how the generation of Green Credit will impact Nationally Determined Contributions (NDCs) as India aims to become net zero by the year 2070.

If the idea is to lure companies with market incentives, then lessons must be learnt from India's attempt to incentivize via market measures. One such measure was Perform Achieve and Trade (PAT) scheme of Bureau of Energy Efficiency (BEE) using energy savings certificates which failed because of low standards for delivery which in turn lead to flooding of market with energy savings certificates.

Nonetheless, Green Credit Programme leverages a competitive market-based approach and is expected to incentivize individual or community behavior, encourage private sector to meet their obligations and take environmental actions.





# OUR GREEN INITIATIVES AND ACTIVITIES

## #BEAGREENWARRIOR: OUR GREEN CAMPAIGN INSPIRED BY MISSION LIFE



### SUSTAINABILITY INITIATIVE FOR A GREENER PLANET

- **#BeAGreenWarrior:** A sustainability campaign by H.M.E. - Waste Management.
- **Key Inspiration:** India led Global Movement of Mission LiFE (Lifestyle for Environment).
- **Campaign Objective:** To mobilise the people to take up Environmentally Conscious Lifestyle and become Pro Planet People.
- **Green Resolution for 2023:** Under #BeAGreenWarrior campaign, H.M.E. resolves to sensitize and mobilise at least ten thousand people (in the year 2023) to become Green warriors or Pro-Planet People.

### AWARENESS DRIVES FOR MOBILISING YOUTH AND COMMUNITY

During the third quarter (July- September: 2023), we have collaborated with 6 New Green Warrior Institutions and conducted awareness drives on 'Mission LiFE & E-waste Management' by involving multiple resources, beneficiaries and pedagogies.



**28th September, 2023:** Awareness Drive for faculty members & students of Amity Institute of Behavioural and Allied Sciences (AIBAS, Amity University: Noida, U.P)



**23rd September, 2023:** Awareness drive for youth and community during "Swachhata Aur Paryavaran Utsav: Indian Swachhata League- 2", hosted by MCD at Shaheedee Park (Waste-to Art Museum Park, Delhi).



**22nd September, 2023:** Awareness Drive for faculty members & students of Banarsidas Chandiwala Institute of Hotel Management & Catering Technology (BCHMCT: Kalkaji, Delhi).



**12th August, 2023:** Awareness drive for residents of Safdarjung Enclave RWA (Delhi).



**9th-10th August, 2023:** Awareness dissemination among participants and visitors of Recommerce Expo: 2023 (Bengaluru)



**30th July, 2023:** Awareness drive for residents of Noida Sec-15 RWA (U.P).

### GREEN EXCHANGE WITH ENTREPRENEURS FOR CHANGE

H.M.E. team took part in the 'Expert/ Stakeholders Meet' organized by the Institute for Industrial Development (IID: An Incubator of MSME) on 25th August (2023) at their Noida office. Our team shared about H.M.E.'s Green initiatives and contribution towards a Greener planet. It was attended by entrepreneurs from diverse fields. Our team also informed them about Mission LiFE and new E-waste management rules (2022) so that they can have a pro-planet approach in their start-ups and businesses.



### PARTICIPATION IN E-WASTE EXPO FOR WIDER DISSEMINATION

H.M.E. team participated as an exhibitor, in the Recommerce Expo: 2023, held at Bengaluru on 9th -10th August (2023), and interacted with stakeholders from e-waste industry. Our team exchanged information and updates related to Mission LiFE, new E-waste rules (2022) and E-waste recycling. Shri Eshwar Khandre (Honorable Minister of Forest, Ecology & Environment, Government of Karnataka) also appreciated H.M.E's green efforts and commitment towards sustainability.



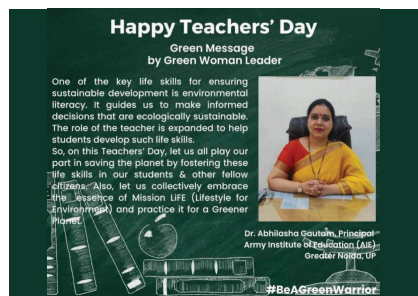
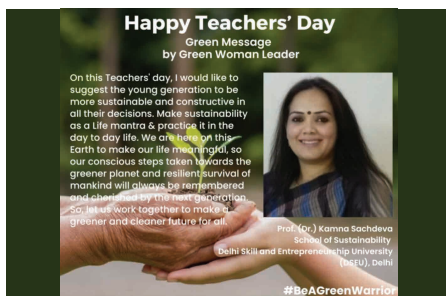
### WINNING THE AWARD OF BEST EMERGING START-UP IN E-WASTE

H.M.E- Waste Management has been recognised and awarded the Recommerce Circular Economy Vision Award: 2023, under the category of "The Best Emerging Start-up in E- Waste", by the jury members of Recommerce Expo:2023.



### GREEN MESSAGE BY GREEN WOMEN LEADER

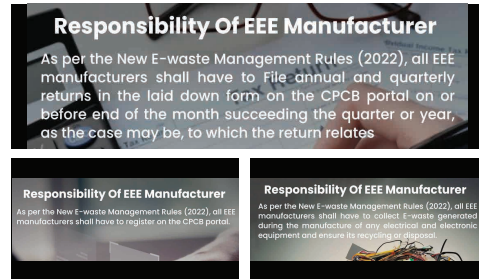
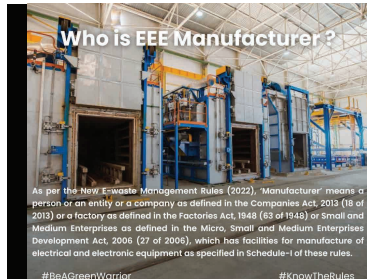
On the occasion of Teachers' Day (5th September: 2023), Prof. Kamna Sachdeva (School of Sustainability, Delhi Skill and Entrepreneurship University) and Dr. Abhilasha Gautam (Principal, Army Institute of Education: Greater Noida), shared their Green Messages with H.M.E. to motivate the youth to be the Changemakers for Sustainability.



### #KNOWTHERULES

Under #KnowTheRules initiative, specific details related to new e-waste rules have been disseminated through informative posters on our social media.

- Who is EEE Manufacturer?
- Responsibility of EEE Manufacturers:





# GREEN COLLABORATION AND ACTION FOR GREENER PLANET

On the occasion of Independence Day, H.M.E. team collaborated with Larsen and Toubro to promote Decarbonisation and Net Zero Carbon/Emissions Goal.

A series of mega tree plantation drives were facilitated by H.M.E & executed by **Larsen & Toubro (L&T: Dwarka 50 MGD WTP Project)**, in which a total of 25000 saplings were planted (during 14th Aug, 2023 - 17th Aug, 2023) at Delhi Skill and Entrepreneurship University (DSEU: Dwarka, Pusa, Okhla-2 & Okhla-3 Campus), Area nearby Dwarka Sector-10 Metro Station, Army Institute of Education (Greater Noida Campus), NX- One Area (Greater Noida) and Jai Prakash Narayan Sarvodaya Vidyalaya (Ghaziabad).



A series of mega tree plantation drives were also facilitated by H.M.E & executed by **Larsen & Toubro (L&T: Chandrawal 477 MLD WTP Project)**, in which a total of 26000 saplings were planted (during 15th Aug, 2023 - 17th Aug, 2023) at Lajpat Nagar- 3 Area (under Metro Pillar), Community Centre area under RWA Lajpat Nagar- 3, South Extension Part 1 RWA Area, Shanti Stoop Indraprastha and Noida Sector-75 Area.



## #ACT4NETZEROCARBON

### OUR DIGITAL INITIATIVE FOR GREEN CAMPAIGNING

We started our green initiative #Act4NetZeroCarbon to raise awareness and promote actions for achieving the Net Zero Carbon/Emissions Goal.

### WHAT'S NEXT IN OUR PLAN

1. Celebrating E-waste day (14th October, 2023) by organising interactive session with waste warrior community.
2. Conducting awareness drive on "Mission LiFE & E-waste Management" at identified educational institutions & community areas of Delhi-NCR.
3. Continuing the digital initiatives of #KnowTheRules & #Act4NetZeroCarbon.
4. Strengthening green collaboration with various stakeholder institutions to contribute towards Mission LiFE & Net Zero Goal.

## H.M.E-WASTE MANAGEMENT

Let us take a step towards sustainable future!



ALL-IN-ONE STOP FOR YOUR E-WASTE MANAGEMENT NEEDS

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