



DA Demonstrates its Innovations at WED Exhibition

The World Environment Day Exhibition 2018 was held from 2nd – 5th June 2018 in the Vignyan Bhavan Lawns, New Delhi. Development Alternatives (DA) was an exhibitor, wherein it showcased the work on various dimensions of development – Innovation, Implementation and Influence. One of the major attractions was the demonstration of LC³ - Low Carbon Cement products. LC³ (Limestone Calcined Clay Cement) is a construction material that highly reduces the amount of CO₂ emissions and saves on natural resources. It is one of the leading innovations of the DA Group and partners, slowly gaining world-wide recognition. It has much higher durability and strength, and much lower costs as compared to conventional cement, and has been tested through various demonstration buildings constructed in India. The demonstration of this innovation ignited much interest and curiosity in the attendees who had various queries and expressed desirability for its use. The next demonstration was that of TARAGram products, which stem out of the ideology of creating jobs at grassroots level, and are part of the programme on sustainable livelihoods for Sahariya Tribal women in Central India. A wide range of elegant products was showcased, including diaries, wall hangings, lamp shades, stoles & scarves, candles, pens & pencils, bookmarks, and so on. These products are recycled from fruit pulp, milk cartons and PET bottles, and work on the concept of 'waste-to-wealth'. The display attracted many customers who were keen on purchasing these products from the store and Amazon Saheli. In addition to this, a team from Radio Bundelkhand showcased its information & dissemination methods - recorded programmes on Climate Change and its environmental aspects, which had been broadcast in the rural areas of Bundelkhand region. This community radio is jointly managed by DA and the Bundelkhand community in Madhya Pradesh. They use Bundeli dialect and original folk songs to communicate with the women, youth and marginalised groups. DA also spread information on its programme focusing on Mainstreaming Green Economy in India. As a member of Green Economy Coalition, DA is building an active network of civil society, labour groups, small businesses, researchers and practitioners in India, and is campaigning for green economy policies and institutional transformation. On the occasion of WED 2018, DA released a declaration to focus on greening the micro, small and medium enterprises, emphasising their critical role in greening the economy. DA's stall witnessed over 300 visitors - professionals, students, government officials and other interested individuals.