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## Need for Sustenance

Natural resources, which capital for many businesses have started disintegrating. Beyond a point these resources will disappear forever leading to imbalance.

Various life species are endangered and many are becoming extinct. Land, water, air and sea have been functionally transformed from life-supporting systems into repositories for waste.

Although Mother Nature charitably produces resources but she does not do it at the speed of our greedy consumption. To make one pound comb of honey bees must collect nectar from about two million flowers.

Oil which is lubrication between machine parts has created friction among nations. World needs to break its addiction from oil and find alternatives. Business practices/policies we endorse today will have impact on our children and generations to come.

Ecological footprint model by Mathis Wackernagel states, mankind requires nearly one and a half planets to support its current consumption levels. Ralph Torrie adds, "Environmental refugees now outnumber refugees from war."

Modern concept of sustainability was popularized by 1987 World Commission Environment and Development (Brundtland Commission) Report, "Our Common Future". Sustain comes from the Latin, "Sustinere" meaning "To Uphold" or "to bear the weight of" other definitions include "To keep going" and "To endure without giving away or yielding".

Sustenance is about living and working in a way that does not jeopardize the planet, human society and its economics.

Sustenance is our intergenerational responsibility to ensure that our planet, our home is able to absorb human waste, goals and support all life forms.

India cannot abandon her economic aspirations in order to meet sustainability challenge. Billions of India's living under poverty line.

Therefore, it is more important for us fortunate ones to give equal importance to money as well as quality of life of our countrymen and our ecological systems.

India's key challenges for our growth are climate change, pollution, resource depletion, health hygiene, nutrition, poverty and inequality.

If these issues are not addressed soon, they will create insurmountable barriers to our country's economic growth.

## Engineering Sustenance : Agenda for Action

Earthquake of Fukushima asks us - Is nuclear energy worth these risks? Destruction by Nature can be dealt with but why unnecessary death? So much harm to human life and environment?

We all agree that nuclear power poses calamitous threat. Some may disagree on the extent but why should we build infrastructure/ products that we cannot control? These questions trouble me more because I have prepared the Proposed Project Schedule for one of India's Nuclear Power Project.

Radiation Leak also reminds us our world is a system that connects space, time, nature and humans. World is system in which living beings exist because of nature's consent and nature can withdraw her consent without any notice.

World is system in which pollution in Japan affects life in Australia, contamination of rivers in Pakistan affects fish stocks in Sri Lanka.

## Not just for profit but for common good

Sustainability is not just Ecosystems Thinking and also about Social Justice. Sustainability must attempt to prioritize and integrate social response to our environmental as well as social problems.

If companies are social entities then they must justify their existence by becoming instruments of social progress by contributing positively to the common good.

Sustenance includes conservation of biological diversity, agricultural biodiversity; natural resources helping disabled/needful children should also be necessary ingredient in our business approach.

Conserving biological diversity is important for reasons of both principle and human self interest.

Biodiversity helps humans adapt to a changing environment. Every species has a value and role in nature. It has a right to exist, whether or not it is known to be useful to humans.

What sort of a democracy is that which is unable to protect minority? As citizen of earth, we all must actively exercise our democratic rights to ensure all living species are protected.

Since we educated people have gained so much power over nature, should we not conserve all species?

All life is sacred; and it is our ethical and moral responsibility to protect it.

## We Must Think Green!

No country is hidden from dangers of carbon pollution. We keep on blaming industry and traffic for pollution but forget that we ourselves are the traffic and industry people. Green thinking is not just planting trees or Reduce-Reuse-Recycle philosophy.

Green thinking is not "Control" but "Prevention" of Waste/Pollution. Control meaning cleaning up waste after it has been created. Prevention means minimizing or eliminating waste before it is created.

Our Product and Services designs should be environment friendly; they should be easier to Recover, Rescue or Recycle. Energy consumption must also be low.

Don't wait for Electricity to reach Villages, Create Solar Power, Wind Power and Battery Power - There is huge market and long term profit as well.

Matchstick is a transportable and pocket able fire. Before it was invented, people laughed at the idea just as they do if someone today suggests having an air conditioner of the size of a pen.

With economic growth comes urbanization. Migrating of people to bigger cities is a big problem of today. One of every three people in world lives in a city.

According to the 'United Nations World Urbanization Prospects', the next few decades alone will see 600 million Indians moving into urban areas, thereby presenting an enormous infrastructural and environmental challenge.

Re-think about how our city planning! India's success in the 21st century is going to be defined by manner in which we address the revival of existing cities and the way we plan our new townships.

Ota City, outside Tokyo is Japan's first Solar City. Three-quarters of the town's homes are covered by solar panels distributed for free.

Vatican City, hopes to become world's first solar powered country. They plan is to spend 660 million USD to create 100MW solar power plant for its 40,000 households.

Vatican is also considering introducing Electric Vehicles. Solar Rooftop of in Paul VI hall of Holy Vatican building serves energy requirements of weekly public meetings. Energy Saving Light bulbs have been installed in the city are reported to have cut the energy consumption by estimated 40%.

Some may ask, sustainability itself is a complex moral concept, then why involve religion? Answer is - Spiritualism reflects a holistic view while interpreting life's complicated issues.

Spirituality pervades in every sphere of life. Be it business, management, governance, health care or any other secular social engagement. Greed of future profits have deviated our businesses from their moral orbit.

The spirit of sustenance is basically reviving ancient ethical and value system which is to respect God's creations.

Spiritualism can halt degenerative trends in all these areas and be our remedial response to today's overwhelming techno economic intoxication. Only spiritualism can cure the worst evil - our Indifference towards others!

India Intellect says, "Vasudev Kutumbhukam" and includes even Plants, Animals, Mountains, Rivers as alive identities in our culture.

Traditional Business motto of India is "Shubh Labh": Shubh means benefit and betterment of everyone which must be combined with Labh meaning profit. Meaning we should not be ruled by profit maximization but to pursue business aims profitably.

We abuse earth because we regard it as a commodity belonging to us. When we earth as a family to which we belong, we may begin to use natural resources with love and respect.

Why not see Oil, Natural Gas etc. are like milk of mother-nature, which nourishes, growth of mankind.

Imagine a child wanting to make money from mother's milk? Nature's wealth is gift for our needs but profiteers see them mere resource to be exploited for money making!

Holy River Ganga has been adored as Mother. In this emotional personification lies the true secret of ecological preservation and sanctity.

Even today, people passing by or bathing in Ganga, join their palms, bow to the divine river as mark of respect/gratitude/affection to her bounties.

Such superior spiritual rationality is much better than business rationality of treating river as water resource.

Hence, conservation of Ganga and all rivers can be better achieved by strengthening and reinforcing our traditional and sacred attitude!

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