

# Think Nature, Think Alternative!



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*Alternative 2017 was a highly successful environmental event with innovative ways and illuminating ideas, creating awareness among people about their responsibility to save the nature.*

*Along with other awareness programmes, 'Alternative 2017' also witnessed a special musical performance by Grammy winner Ricky Kej and sand art by Raghavendra Hegde. On this occasion 400 saplings were distributed among participants.*

**A**lternative energy sources – solar and wind and such – are no longer an option, they have become necessity in the face of depleting conventional natural resources and consequent carbon footprint. It is with a view to create this awareness among the people 'ALTERNATIVE 2017' was organized. The one-day event organized on 2 June in at New Horizon Engineering College in Bengaluru by UV Green Energy, green energy start-up, in the lead up to the World Environment Day 2017.

The event proved to be a highly successful in its first edition with large participation of citizens, environmentalists, NGOs, CSR teams from corporate houses etc. among its target group. "Through this initiative, we wanted to create more awareness about the environment among the citizens

of Bengaluru, and encourage them to choose alternatives. Instead of using natural resources, people need to bring in change in their lifestyle, and should opt for sustainable forms of energy like wind, solar and such," Vinay Shinde, head of UV Green Energy and organizer of the event said. Luminaries and experts discussed environmental issues and enlightened with innovative ideas in the course of this day-long conference. The event covered various aspects of the environment including tackling garbage disposal, water management, protecting the green cover and more.

Among the participants were Rajendra Singh, who is well-known as the 'Waterman of India', and Varadaraj Rangarajan, who is called the 'Plastic Man of India'. Varadaraj, who is also the brains behind roads made of plastic, urged people to 'use plastic for the roads and not on the road.'

*Alternative 17 is the stratagem of Mr. Vinay Shindhe, CEO-UV Green Energy. Excerpts from the conversation:*

**What was the driving motto behind 'Alternative 17'?**

UV Green Energy is start-up green initiative firm, primarily focusing on CSR framework and competency development to the corporate world in the field of environmental solar projects and solutions.

An initiative of ALTERNATIVE 17 is the education program of campaign and awareness to the corporate world, NGOs, institutions by way of environmental music consciousness, green talks from contributors to sustainability, nature art and few niche product exhibitions.

We feel every social entrepreneur should have larger objective of social need of the development. This is the 1st initiative of 2 year old start-up firm UV Green Energy, connecting people to the nature by celebrating World Environment Day with own funding and taking the collaborative approach from various partners.

**What were the target groups of the event? And how spontaneous was their participation?**

Targeted intended group was corporate employees, CSR & sustainability team, NGOs, institutions & community. The event witnessed good participation from corporate and institutions.

**Did the event focus on the role of industry which is the biggest consumer of conventional energy and contributor to carbon footprint?**

The focus is more with bringing awareness to every citizen of the country to GO WITH ALTERNATIVES to protect the planet and our mother earth with the concept of greener together. Our focus is more towards highlighting alternative options to bring the change in every part of our life cycle including the organic food to water, waste plastic and alternative energy.

**Could you share with us some of the innovative and alternative ideas for protection of nature that were discussed or unveiled at the event?**

- As for Green Talk Series the various topics for the discussion were...
- 'River Rejuvenation, Making Drought free Karnataka' by Dr. Rajendra Singh- Water man of India,
  - 'Innovative Bio Gas Production' by Mr. Sanjay Kumar Patel, CEO, SP Ecofuel
  - 'Biotech Solution for Global warming' by Mr. Sampath Kumar, CEO, Nualgi
  - 'Plastic Waste Management' by Dr. R. Vasudevan- Plastic Man of India
  - 'Widening the way of Organic Farming' by Mr. H. R. Jayaram, CEO, The Greenpath
  - 'Corporate Responsibility for sustainable development of villages' by Dr. Ashok Das, CEO, Sunmoksha
  - 'Urban Lakes Rejuvenation for water security' by Dr. T. V. Ramachandra, IISc
  - 'Citizen Role to Greener Bengaluru' by Mr. Clement Jayakumar, Whitefield Rising
  - 'Future of Electric Mobility' by Mr. Kartik Gopal, Head-strategy & Business Planning, Mahindra Electric
  - 'Save water Save Bengaluru' by Mr. A. R. Shivkumar, Principal Scientific officer, IISc

**Do you plan to emulate the strategies adopted for Bengaluru in other Indian cities as well which are equally or even more in the perils of environmental degradation?**

After the successful event, we received feedbacks from industrialist & corporate as part of their sustainability program that ALTERNATIVE concept should reach to every major Indian city to connect the people to nature by ways of ALTERNATIVE.

This awareness was largely needed to the corporate world CSR teams, so that corporate social responsibility team should brainstorm and come forward for protecting the nature and alternative source to reach social need way of CSR funding.



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-Vinay Shindhe  
CEO-UV Green Energy



*Inaugural ALTERNATIVE 17 – Lighting the lamp by WATER MAN OF India ( Jal Purush) –Mr Rajendra Singh & Namma Bengaluru Foundation CEO –Mr Sridhar Pebbishetty & Vinay Shindhe ( CEO –UV Green Energy)*



*Grammy Winner Ricky Kej & Team Performed ALTERNATIVE 17 on the occasion WED. Vinay Shindhe ( CEO UV Green Energy ) & Mahesh Babu ( Mahendra Electric CEO*