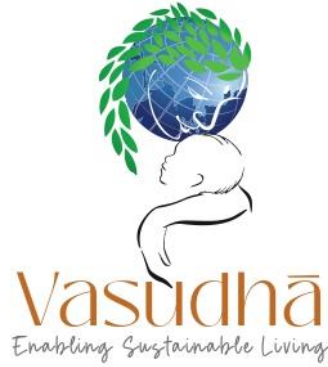


Vasudhā Calling

A newsletter for enabling sustainable living

14th April 2025 (Tamil New Year Day)

Volume: 1 Issue: 1



Comprehensive Platform for Knowledge Sharing on Sustainable Living



Vasudha – Enabling Sustainable Living

Shri. G. Vasudeo

In recent decades, the world has witnessed a profound shift in human attitudes towards nature. This shift, largely driven by materialism and consumerism, has led to a disconnect from the fundamental truth that humans are an integral part of the natural world. The consequences of this disconnect are dire, with rapid resource exploitation, environmental degradation, and social unrest becoming increasingly prevalent. There is a critical need to realign human behaviour with the principles of sustainability and to promote sustainable lifestyle practices among the people.

In response to these problems, Vivekananda Kendra-Natural Resource Development Project (VK-NARDEP) an integral part of Vivekananda Kendra, Kanyakumari, Tamil Nadu, has promoted Vasudha, a resource centre for sustainable lifestyles. Inspired by the teachings of Swami Vivekananda and the indic vision of Divine permeation, VK-NARDEP has been at the forefront of promoting sustainable development for over four decades.



The Vasudha programme aims to fill the gap in existing sustainability efforts by providing a comprehensive platform for knowledge sharing, capacity building, and policy advocacy. It will serve as a central resource hub for individuals, communities, governments, businesses, academia, and civil society organizations, fostering collaboration and collective action for sustainable living.



Vasudhaa, meaning *Mother Earth*, symbolizes the nurturing bond between humanity and the planet. Inspired by the story of Bhagiratha and Earth's transformative journey, it urges us to restore balance through sustainable living. The logo depicts Earth as a loving mother and uses blue (sky and sea), green (growth), and brown (soil) to reflect harmony with nature. Vasudhaa is a call for collective action—a movement to protect, nurture, and sustain our planet for future generations.



The Resource Centre has multiple disciplines to cater to the requirements of different target groups. As part of knowledge building, three special volumes published in Kendra Patrika enrich academic discourse on sustainable living. The first volume explores Indian philosophical and practical approaches; the second examines sectoral themes like agriculture, health, and education; and the third showcases global best practices and book reviews. Authored by senior practitioners, scholars, and policymakers, these 79 articles and 60+ book reviews offer diverse insights and reflections, serving as a valuable resource for researchers and sustainability advocates.

The Vasudhaa digital exhibition was inaugurated on 12 January 2025 at the Vivekananda Kendra campus in Kanyakumari. Designed to offer an immersive experience, the exhibition uses digital screens and interactive audiovisual content to explore key themes such as unsustainability challenges, sustainable food, housing, water use, health, mobility, and stories of responsible living. Sri Goura Kishore Nanda, Company Secretary of BrahMos Aerospace, launched the exhibition and its website. Dr. Indumathi M Nambi from IIT Madras delivered a special address highlighting the role of education and technology in sustainability. Sri A. Balakrishnan, President of Vivekananda Kendra, presided over the launch event.

The Vasudhaa website (www.vasudhaindia.in) brings the spirit of the physical exhibition online, making its message accessible to a global audience. Rich in multilingual audio-visual content (English, Hindi, Tamil), it covers key themes like environmental awareness, sustainable practices, energy efficiency, and responsible consumption. Highlighting innovations and best practices, the site serves as a dynamic educational platform for students, professionals, and enthusiasts alike. Regularly updated, it inspires individuals to adopt and advocate for sustainable lifestyles in everyday life.

Vasudhaa 2025: Colloquium on Sustainable Lifestyles, held on 10–11 January 2025 in Kanyakumari, brought together 30 participants—practitioners, students, NGOs, and thinkers—for dialogue and cross-learning. The event fostered collaboration, shared best practices, and inspired awareness and action toward sustainable living among communities, youth, women, and policymakers.

We've created 30 impactful short films on sustainability, featuring best practices from India and storytelling videos that inspire action. Additionally, we've developed 15 podcast episodes with experts sharing insights on sustainable living. These audiovisual resources aim to educate, engage, and encourage the adoption of sustainable practices.



A working group of practitioners and thought leaders meets weekly to collaborate on digital exhibition content, publications, and audiovisual products. Their combined expertise fosters creativity, accountability, and innovation. Regular reviews and constructive feedback ensure high-quality outputs, enriching the project's efforts to promote sustainable living.

The programme's success sets the stage for future expansion. Plans include promoting content on social media, standardizing training modules, engaging schools and colleges, reaching rural and urban communities through mobile exhibitions, and advocating for sustainable policies with government collaboration to drive systemic change and broader impact.





Nature Proposes - Man Disposes

Shri. Dileep Kulkarni

This series of articles, written by a deep ecologist who is also an activist for more than four decades, as well as a practitioner, compares two systems through the lens of sustainability: one, the natural system, and the other, the man-made system. It provides many insights into making changes to move towards sustainability.



We all know that there is 'nature' on Earth, which has been functioning for millions of years. When any system operates for such a vast period, we can infer that there must be something in its method of organization and operation that makes this possible. In this series, we will explore some of the salient features of nature's system that give it sustainability.

Until the year 1750, humanity lived in this system as part of it. Humans undoubtedly used various forms of energy and technologies—something no other species does—but the usage was very limited, with a low environmental impact. Around 1750, the invention of the steam engine brought about a paradigm shift. With the new paradigm of 'produced energy,' both energy usage and technologies scaled up significantly. With the help of these, humanity achieved what is now called and understood as 'development.' However, in the process, sustainability was compromised to the extent that today we face the threat of the 'sixth extinction.'

In such a situation, it becomes crucial to learn lessons from nature's system. We have deviated too much from it. Unless we align man-made systems with those of nature, there is little hope for survival.

In this series of articles, we will examine the salient features of nature's system one by one and understand the shortcomings of the human system in comparison.

The features we will consider are:

- Cyclicity
- Give and take
- Mutual dependence
- Equal importance to all
- Biodiversity
- Dynamic equilibrium
- Decentralization
- Limits to growth

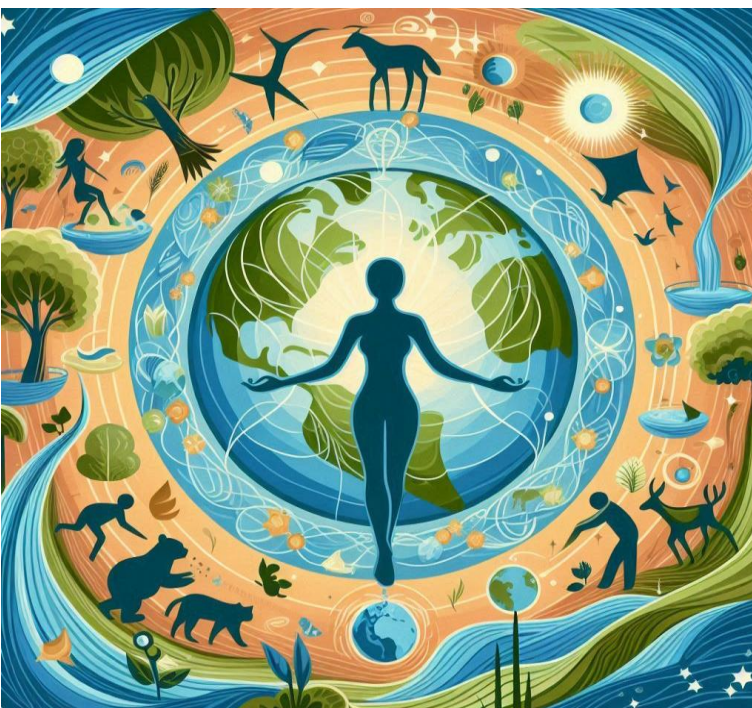
We will explore what nature proposes in these aspects and how modern humanity is intent on disregarding them. This introspection will guide us toward the direction we need to take for development to be sustainable.



Eternal Law of Interdependence

Shri. Raghunandan Trikannad

Our cultural heritage venerates Planet Earth as Mother Prithivī or Vasudhā, recognizing her as a Divine Nourisher. The awareness of Earth as a living entity plays a significant role in fostering sensitivity and respect towards all existence. For the first time in history, this profound realization was dramatically captured when astronauts viewed our planet from space. Their perception of Earth, in all its radiant beauty—a blue and white globe floating in the vast darkness of space—deeply moved them. It became a spiritual experience that forever transformed their relationship with our planet. The breathtaking photographs of the 'Blue Jewel,' brought back by these astronauts, became a powerful symbol for the environmental movement and one of the most significant outcomes of the space programs. Even our daily experiences, if we are sensitive, can point us towards such an understanding.



A rose flower swaying in a gentle morning breeze, with dewdrops on its petals reflecting the rising sun, is an example of nature's beauty. As the moon sets in the west, the breeze spreads the flower's fragrance in the air. Often, such marvels of nature go unnoticed in our preoccupied lives. Yet, there are moments when we are moved by nature's beauty. Unfortunately, even in those moments, we often fail to see the intimate connections within the universe. The rose is part of a bush with leaves and thorns protecting it. The bush depends on its roots that spread deep into the Earth. The Earth, in turn, connects with air, the sun, the moon, the space, and even the distant stars of the universe. Separate the rose from these, and it withers away. Like the rose, every one of us is intimately connected to each other and to the entire universe.

The food on our table is linked to the efforts of many—farmers, transporters, shopkeepers, and cooks. It also connects with the elements of nature, such as the Earth, water, air, rain, the sun, and dew, which nurture its growth. This awareness fosters sensitivity and respect for the food we consume. Similarly, every object we use for survival has an innate relationship with and dependence on countless factors and beings. Through our perception and interaction with the world, we realize that none of us is independent; we are interdependent on everything else. This understanding encourages mindfulness in our actions, recognizing that each action has either a positive or negative impact on the world around us. From this mindfulness springs empathy for suffering and a desire to help, even in small ways. It also brings the realization that our so-called problems may pale in comparison to those faced by others. Acceptance emerges with the understanding that one can smile even in adversity.





BEST PRACTICE

Light-smart Living: Switch off and Save



💡 DAILY ENERGY-SAVING CHECKLIST

Before Leaving a Room

- 👉 Did I switch off the lights?

Before Going to Bed / Leaving the House

- 👉 Have all unnecessary lights been turned off?

In Daylight Hours

- 👉 Is natural sunlight enough? Turn off lights if yes.

When Using Devices (TV, Computer, etc.)

- 👉 Is there extra lighting I don't need?

In Bathrooms, Kitchens, and Storerooms

- 👉 Did I check for any forgotten lights

💡 REMEMBER THESE LIGHT-SAVING TIPS

- ✨ Use LED bulbs – they save more energy!
- ✨ Install motion sensors in low-use areas.
- ✨ Use timers or smart plugs to automate lighting.
- ✨ Add reminder stickers near switches.
- ✨ Start a "Light-Off Hero of the Week" challenge!

🌍 EVERY SWITCH-OFF COUNTS!

Be the spark for change. Save power. Save money. Save the planet.





Understanding and Reducing Your Carbon Footprint

Shri. A. Madhan Kumar

In faces of climate change, one of the most impactful actions to understand — and reducing your carbon footprint, the total amount of greenhouse gases (mainly carbon dioxide), emitted by one's activities, especially in cont.



Online carbon footprint calculators offer a practical way to measure and reflect on the environmental impacts of our

- **Cool Climate Calculator** (University of California, Berkeley)
(coolclimate.berkeley.edu)
- **The Nature Conservancy Carbon Footprint Calculator**
User friendly and educational, helps you understand travel, diet, energy use and consumption, fit lifestyle changes and offsets (nature.org)
- **WWF Footprint Calculator (UK-focused but globally useful)**
Interactive questionnaire site on diet, travel, home, and purchases compares your footprint to national and global averages (footprint.wwf.org.uk)
- **CarbonFootprint.com Calculator**
Offers calculators for both individual and businesses. Includes options for carbon offsetting and project support (carbonfootprint.com)

How to Reduce Your Carbon Footprint

- **Travel:** Use public transport, cycle, walk or carpool. Avoid frequent air travel.
- **Home Energy:** Switch to renewable energy, insulate your home, and use energy-efficient appliances.
- **Food Choices:** Eat more plant-based meals, reduce food waste, and buy local.
- **Consumption:** Buy less, choose sustainable brands, recycle, and repair rather than replace.
- **Offset:** Invest in verified carbon offset projects if emissions cannot be avoided.

Final Thought

Every small step counts. By regularly assessing your carbon footprint, which not only reduces broader change: Start with a calculator, reflect on habits, and take action today.

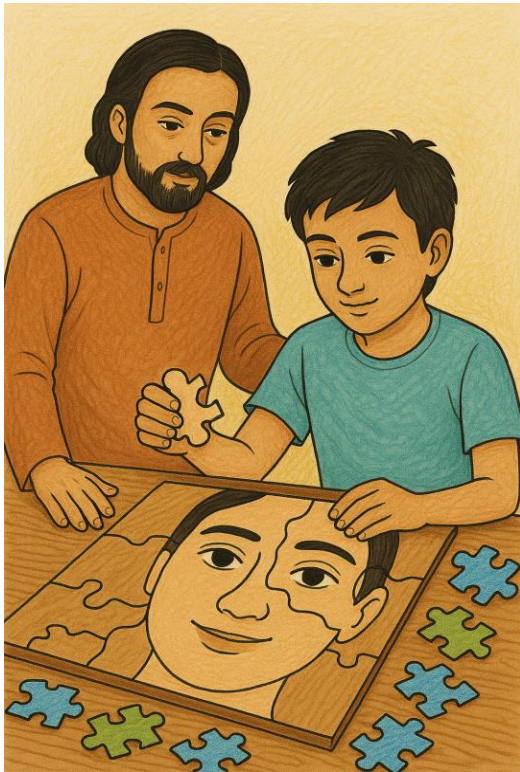




Fix the man, Fix the world

Shri. N. Krishnamoorti

uddhared ātmanātmānaṁ nātmānam avasādayet |
ātmaiva hy ātmano bandhur ātmaiva ripur ātmanaḥ || (6.5) - Bhagavat Gita



"Uplift yourself through your own efforts, for you are your own best friend — or your own worst enemy".

"Son," said Father Jnanadev, handing a bag to Karmadev, "piece together this torn world map."

Karmadev spread the scraps but grew frustrated. "It's too complicated, Father."

He then noticed an eye on the back of a piece, a smile on another.

"Maybe I can fix the face," he thought. Carefully assembling the human face, he finally flipped it over — the world map was complete!

Father Jnanadev smiled and asked, "How did you manage it?"

Karmadev replied, "I focused on fixing the man, and the world came together."

Father nodded, "When man is right, the world is right."

Insight: Be the change you want to see

Learning Journey

I. Seeds of Understanding:

- a) Self-Transformation Leads to World-Transformation
- b) Inner Vision Shapes Outer Reality
- c) Human Life is a Sacred Opportunity

II. Lessons from Living:

- a) Recall a time when a small personal change influenced others around you.
- b) Reflect: How has your mood shaped how you view the world?
- c) Think of a small beginning you made that led to a bigger impact.

III. Reflections for Growth:

- a) What inner changes can help me see more beauty and goodness?
- b) How well do I live the truth of being connected to all life?

How do I use my imagination to build a better world?





Experience the Harmony of Nature at Vivasayee's Life



Nestled in the serene landscapes of Tirunelveli, Tamil Nadu, Vivasayee's Life is a beacon for sustainable and natural farming enthusiasts. Founded by the passionate duo, Noushadya and Sudhakar, this initiative transcends conventional agriculture, embracing a lifestyle that harmonizes with nature's rhythms.

Since its inception in 2018, Vivasayee's Life has blossomed into a collective of over 20 dedicated organic farmers from Tirunelveli and Tenkasi districts. Their commitment lies in cultivating the land with utmost respect, avoiding synthetic pesticides and fertilizers, thereby preserving biodiversity and promoting a healthier lifestyle.

The Vivasayee's Life blog is a treasure trove of experiences and knowledge. It delves into topics ranging from the nuances of natural farming to the challenges and triumphs of sustainable living. Articles like "Organic Vs. Natural Farming: What is the fuss all about?" provide readers with a deeper understanding of the philosophies guiding their practices.

Vivasayee's Life warmly invites you to immerse yourself in the tranquility of farm life through their Vaanavil Farm Stay. Here, guests can engage in farm tours, savor farm-fresh meals, and learn about sustainable practices firsthand. It's more than a stay; it's an opportunity to reconnect with nature and understand the essence of living in harmony with the environment. To delve deeper into their journey, explore their offerings, or plan your visit, visit their official website <https://vivasayeeslife.com/>.





SUSTAINCAST: Sustainable Living Education using Podcasting as a Learning Method

Shri. N. Karthikeyan

The Sustain Cast Guidebook is both informative and engaging. It is designed to help individuals adopt a more



sustainable lifestyle using podcasting and guided learning modules. In the Sustain Cast project, podcasts are part of a larger toolkit—paired with the guidebook, video guides, and challenges.

Podcasts offer flexible, on-the-go learning through storytelling and real-life examples, making sustainability education more accessible, relatable, and emotionally engaging—especially for busy adults and non-traditional learners.

In the Sustain Cast project, podcasts are part of a larger toolkit—paired with the guidebook, video guides, and challenges. This multi-format approach

supports different learning styles and reinforces behavior change through reflection and action.

The project is based on the European Green Comp Framework, which defines key sustainability competences. These include systems thinking, critical thinking, collective action, and responsibility for future generations.

The guidebook is divided into six modules, each focusing on a key area of sustainable living: Food and Water, Clothing, Transport, Travel, Plastic Waste, and Energy

Food and Water emphasizes reducing environmental impact through mindful eating and water use. It promotes plant-based diets, seasonal and local produce, cutting food waste, and saving water through practical household measures. A “3-week footprint challenge” supports behavior change.

Clothing discusses the environmental harm caused by fast fashion. It introduces the EU’s circular textile strategy and encourages actions like buying second-hand, repairing clothes, and using sustainable fashion apps.

Transport addresses emissions from cars and air travel, promoting alternatives like public transit, carpooling, and cycling to reduce carbon footprints.

Travel explores sustainable tourism, encouraging reduced air travel, local travel, and support for eco-friendly accommodations and local businesses.

Plastic Waste outlines the dangers of plastic pollution and encourages using reusables, avoiding single-use plastics, and recognizing misleading greenwashing practices.

Energy focuses on reducing energy consumption and transitioning to renewables. It supports the EU’s climate-neutral 2050 goal and promotes solar energy, efficient appliances, and smart energy use.

Each chapter includes relevant video links and reading references, which enhance the reader’s interest and make the content more interactive. A must read for the practitioners and aspirants of sustainable lifestyles.

Download the guidebook from: <https://www.sustaincast.eu/en/home/home/scroll-offer>





RESEARCH REVIEW

The LOHAS (Lifestyle of Health and Sustainability) Scale Development and Validation” by Sooyeon Choi and Richard A. Feinberg

Shri. N. Karthikeyan



This research paper focuses on a lifestyle trend called LOHAS, which stands for Lifestyle of Health and Sustainability. People who follow this lifestyle care deeply about their health, well-being, the environment, and social justice. The idea of LOHAS became popular first in South Korea and then spread to the U.S. and other countries.

(For more information about LOHAS, refer: <https://themunicheye.com/lifestyles-of-health-and-sustainability-lohas-a-deeper-dive-into-its-meaning-and-significance-5445>)

Under the LOHAS framework, a few guiding questions can help navigate daily decisions:

- **Is this good for my holistic health?**
Health is not just the absence of illness but the presence of vitality in body, mind, and spirit. Choices should nurture well-being across all these levels.
- **Does this choice sustain or deplete natural resources?**
Considering the environmental impact of our consumption habits is crucial. Sustainable choices protect the planet for future generations.
- **Is this action ethically sound and socially fair?**
Ethical living demands that we weigh the human and ecological cost of our actions. Supporting fair labor, respecting animal rights, and promoting justice become central to decision-making.
- **Will this strengthen my connection to others and my community?**
A LOHAS-oriented life fosters strong, healthy communities. Choices that build relationships, encourage collaboration, and create shared value are prioritized.
- **Does this contribute to my personal and collective growth?**
Personal development and social progress are intertwined. Activities that cultivate inner growth, education, empathy, and empowerment enrich not only the individual but also the broader community.

LOHAS shows that personal fulfillment and global responsibility are not separate paths—they are one and the same. Living in a way that promotes health, sustainability, fairness, and growth creates a life of deeper purpose and connection.

The authors of this study aimed to create a reliable and valid scale (a set of questions or indicators) to measure how much people follow the LOHAS lifestyle. The researchers reviewed past studies and created a new, multi-dimensional LOHAS scale.

To develop the scale, the researchers collected responses from hundreds of people using online surveys. They used statistical tests to ensure the questions grouped well under each of the six categories and that they reliably measured what they intended. The study used Cronbach's Alpha for reliability, Exploratory Factor Analysis (EFA) with Varimax rotation, KMO and Bartlett's tests, Confirmatory Factor Analysis (CFA) using AMOS, Structural Equation Modeling (SEM), and tests for Composite Reliability (CR) and Average Variance Extracted (AVE) to ensure validity and model fit.

Together, these tools played a crucial role in shaping the LOHAS scale into a robust and meaningful measure.

Research paper citation:

Choi S, Feinberg RA. The LOHAS (Lifestyle of Health and Sustainability) Scale Development and Validation. *Sustainability*. 2021;13(4):1598. doi:10.3390/su13041598





Vasudhā

Enabling Sustainable Living

Let us join hands to help her in self- rejuvenation,
by living holistic life lived and preached by sages

THANK YOU