



SUSTAINABILITY IN INDIA FACTSHEET



Population | The most populous country in the world with diverse ethnic groups and languages

Economic Status | One of the fastest-growing major economies

Sustainability Context | Crucial position due to its large population, rapid urbanization, and economic growth



“Gen Z in India exhibit proactive environmental stewardship, advocating for sustainable practices, demanding eco-friendly products, and actively engaging in climate activism for a greener future.”

Tulika Sheel, Senior Vice President, Kadence India

Government Policy and Legal Framework

REGULATORY BODIES

- Ministry of Environment
- Forest and Climate Change
- Central Pollution Control Board

KEY LAWS

- Environment Protection Act
- National Green Tribunal Act
- Forest Conservation Act

POLICY CHANGES

- Recent shifts towards renewable energy
- Pollution control
- Sustainable agriculture

International Commitments

Paris Agreement commitment with an emissions-intensity target of 45% below 2005 levels by 2030

63%

Adults in India believe businesses should contribute significantly to finding ways to **reduce waste and reuse/recycle materials**

Major Areas of Concern

CHALLENGES

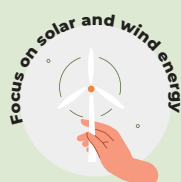
- Air and water pollution
- Deforestation
- Water scarcity

CLIMATE CHANGE IMPACT

- Increasing vulnerability to climate change
- Impacts on agriculture and coastal regions

VISION & TARGETS

- Attain 50% of **electric power capacity** through cumulative installations
- **National Action Plan on Climate Change**, alongside smart city projects and setting ambitious renewable energy capacity goals



Certification Standards



Indian Green Building Council (IGBC)



Bureau of Energy Efficiency (BEE) ratings

ISO 14001, Leadership in Energy and Environmental Design (LEED)



Corporate Sustainability Practices

TRENDS

Growing emphasis on Corporate Social Responsibility (CSR), and green energy adoption

INCENTIVES

Tax exemptions for renewable energy projects and subsidies for electric vehicle manufacturing

SUPPORT MECHANISMS

Government schemes like Faster Adoption and Manufacturing of Hybrid and Electric Vehicles (FAME)

OPPORTUNITIES

- Expanding market for sustainable technologies
- Governmental push for foreign investment in green sectors

SECTORS



61%

LACK OF AWARENESS

is the top barrier for adults to engage in more sustainable behavior

Challenges and Risks in Sustainable Practices



Navigating diverse state-level regulations and policies



Infrastructure constraints, economic disparities



Ensuring authentic, sustainable practices amidst marketing claims

29%

cite human population growth among the top 3 environmental concerns



42%

identify air pollution from transportation and manufacturing among the top 3 environmental concerns



51%

strongly agree they will select a product or service based on its environmental credentials



Survey results from Project Earth global study by Kadence International 2023

Key Resources

Ministry of Environment

Forest and Climate Change

Centre for Science and Environment

Ministry of New and Renewable Energy

Green Building Congress

Renewable Energy India Expo

The Energy and Resources Institute (TERI)

Future Outlook

India's growing commitment to sustainable development and green energy

Anticipated increase in renewable energy capacity, smart city projects, and sustainable agricultural practices

66%

strongly agree businesses are responsible for engaging in sustainable practices

Understanding the diverse socio-economic and culture across Indian states is crucial for implementing sustainability initiatives