

# Going green to overcome economic crises



Wind power -- a green energy option

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and neurological illnesses. Air pollution originating from vehicles is a major cause of respiratory distress in urban Bangladesh. According to the National Institute of Diseases of Chest and Hospital (NIDCH), near about 07 million people in Bangladesh suffer from asthma. Old vehicles, brick fields, dust from roads and construction sites, smoke from traffic jam and toxic fumes from industrial areas are major air pollutants in Bangladesh. Waste management is a severe environmental problem in Bangladesh. The waste is generated from different sources like domestic, commercial, industrial, street sweeping, health services etc. The concept of transfer

stations, resource recovery, minimisation and recycling are absent in our waste management system. The authorities are now grappling with the problems of high volume

waste, the costs involved, the disposal technologies, and the impact of waste on the environment. Different studies show that our municipalities and city corporations can collect only half of waste and the rest remains on roadsides and open areas.

**Green solutions**  
The existing economy creates economic disparity, poverty, and environmental degradation. A green economy can serve all living organisms and offer antidotes to the current breakdown. The writer tends to suggest eleven green-economy solutions to today's economic mess:

**Green energy:** The starting point to rejuvenate green economy will be to focus on energy sector. Bangladesh is in one of the most advantageous positions to generate sufficient renewable energy. The country having highly abundant sunlight year round is rich with renewable energy sources. It has the hun-

dreds of miles long coastal areas, river banks, hilly areas, and islands providing plenty of wind for wind turbines. Bangladesh is a riverine country having sufficient wave and gravity driven water flow for eco-hydroelectric generators. So, the country can be considered a "renewable energy mine." Now it's the time to call for a green energy revolution.

**Green job:** This green energy revolution will create large scale deployment opportunities. Green job is related to preserving or restoring or maintaining the environment, producing energy from renewable sources, improving energy efficiency, preventing and cleaning up pollution and greenhouse gases, reducing carbon emissions and conserving natural resources.

**Reduce, reuse, rethink:** Living lightly on this God's planet, saving resources for the next generation and sharing resources with others should be the princi-

ple of green economy. We should reduce our over-consumption, reuse our natural resources, rethink about our over-consumptive lifestyles, and turn to the principles of simplicity. We need to plant gardens, conserve energy, and work cooperatively with our neighbours to share resources and build resilient communities.

**Go green:** From home to garden, food, health, technology, policy, politics, administration, economy, tourism, industrialisation, urbanisation and transportation there are millions of ways we can make our lives greener, and guide ourselves to Go Green. When we do something, it is essential that those activities benefit the green and our economy so that every single step of an individual helps to solve our social and environmental problems.

**Green investment:** We shall be happy to see small business grants and loans made to green companies so that they can survive, thrive and go for more green. It will be immense pleasure to see the investments for all businesses going green and creating green job opportunities.

**Green waste management:** On an average, a person generates about 02 kg of waste per day. This waste can be reused to generate clean and renewable power. A study shows that 145 million tons of municipal solid waste produced 75 billion kilo-



Solar energy -- another green option

watt-hours of energy, which is enough to power 650,000 homes every day. Green waste management puts the four R's -- Reduce, Reuse, Recycle and Recover the resource into action.

**Green agriculture:** Green agriculture is the use of on-farm resources including crop residues, organic fertilizers, cropping diversification, mixed cropping, crop rotation and no use of chemicals for the maintenance and enhancement of biodiversity to make the agricultural system environmentally sustainable.

**Green transportation:** Green transportation is any sort of transportation or vehicle which has no negative impact on the environment. Walking, bicycling, electric scooters and bikes, green vehicles (powered by solar, electricity, hydrogen, wind, or bio-fuels), car sharing, public transports (buses, trains, subway) are considered as green transportation.

**Pure food security:** The goal of pure food security is to ensure that the public food supply is safe from disease caused by infection from human handling or by

contamination from chemical or other hazardous substances. Such contamination can occur during all phases of food production, including cultivation, harvesting, processing, packaging, storage, and cooking.

**Biodiversity conservation:** The main threats to our biodiversity are: habitat loss, habitat fragmentation, habitat degradation, colonisation of alien species, overexploitation of natural resources, poaching, piracy, urbanisation, industrialisation, shifting cultivation, overpopulation, dependency on natural resources and climate change. Adaptive Collaborative Management, Integrated Conservation and Community based Co-management can improve the current scenario.

**Ecotourism:** The universal definition of ecotourism is "responsible travel to natural areas that conserves the environment and improves the well-being of local people." The nexus of conservation, local people, and sustainable travel is ecotourism. The main principles of ecotourism are: minimum impact, environmental and cultural awareness and respect, and direct financial benefits for conservation and local people.

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Atomic energy -- also considered a non-polluting option

## Green banking : Go green, think green

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customers but also increase the productivity of employees;

● Reduce carbon foot print in all branches and head offices of all banks;

● Create awareness amongst the stakeholders about environmental and

social responsibility enabling them to adopt environmentally friendly business practices. The theme of World Environment Day 2012 is "Green Economy: Does it include you?" UNEP defines a Green Economy as 'one that results in improved human well-being and social equity, while significantly reducing environmental risks and ecological scarcities.

Green Economy is one whose growth in income and employment is driven by public and private investments that reduce carbon emissions and pollution, enhance energy and resource efficiency, and prevent the loss of biodiversity and ecosystem services. These investments need to be catalyzed and supported by targeted public expenditure, policy reforms and regulation changes. This is why Green Banking initiatives by all banks are moral obligation to save the people. And the time has come for all lenders to "go green" and "think green" by setting their mindset taking remarkable footsteps through successful green banking initiatives.

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In recognition of its consistent performance, Bangladesh Business Award by DHL - Daily Star, awarded Puruli Bank as the Best Financial Institution

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