

# Waterfalls: hopping in the Finger Lakes region of New York

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## Glen Cathedral

Gushing under a suspension bridge is the broad and high Glen Cathedral Waterfall. The ledges in this area support drought-resistant wildflowers, plants and shrubs that grow in both sunny and shady sections of the gorge.

With the sky becoming darker, we started our way out of the park before sunset, enjoying for the second time the eye-catching waterfalls.

## Shequaga Falls

In the nearby Village of Montour Falls is a large frothy cascade called the Shequaga Falls. This imposing 165-foot-tall waterfall is visible from just about anywhere in the downtown area of the village. We could stand less than 100 feet away from the base of this impressive waterfall.

Our next stop was Ithaca and the

surrounding area, also known as “Gorges” place, where we saw five out of hundreds of awesome waterfalls carved out by glaciers millions of years ago. Here are three really alluring waterfalls.

## Taughannock Falls

This single-drop waterfall in the town of Ulysses plunges 215 feet into a deep bowl-like depression. The rocky cliffs of the gorge tower nearly 400 feet. It is the tallest waterfall east of the Rocky Mountains, 33 feet taller than Niagara Falls but narrower with a much smaller volume of water. We saw this amazing

wonder of nature from above and from below right at the drop zone.

## Ithaca Falls

This 150-foot tall and 175-foot-wide



cataract near Cornell University and downtown Ithaca is one of the region's most powerful falls. It was perhaps our favourite because we could go extremely

close to the waterfall and have a genuine experience with it. With towering cliffs bordering the falls, this gem is an oasis offering a quiet refuge amidst the hustle and bustle of the campus town.

## Lower Falls

With a 30-foot drop into an open amphitheatre, this is a magnificent waterfall in a state park near Ithaca. What makes this waterfall so great is its semi-circular fan shape. Also, the orange-coloured rocks and the green moss add a lovely colouration to the falls.

Finally, the moderate hikes and surreal beauty of the waterfalls that we saw during our three-day jaunt were well worth the trip. We will come back again because we felt that the appeal of the waterfalls has more layers and depth to them that need to be explored further.

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By Dr Quamrul Haider

Photo: Dr Quamrul Haider

# Building leaders of a sustainability-focused world

Proof is hardly demanded any more to realise how much the world is changing around us. The environmental, social, and business worlds are at a place of convergence, heavily discussing the need for leaders of tomorrow who can bring organisational harmony to the global chaos.

Developing sustainable business practices in organisations is extremely crucial yet difficult, especially in Asian countries where profitability becomes the key concern for business owners.

Sweden has been one of the role models for businesses around the world for innovation and established green businesses. Swedish Institute, an agency of the Swedish Government runs leadership programmes to create sustainability leaders across continents.

## The Programme

In their recent Management Program for Asia, Bangladesh took part for the first time along with six other countries – China, Indonesia, Thailand, Vietnam, the Philippines, and India where 32 business leaders from Asia travelled to Sweden, with a common objective of exploring sustainable business practices and leadership. As the week-long programme unfolded, these leaders were immersed in a world of knowledge and inspiration, and their experiences have yielded ten vital lessons that can shape the future of sustainable leadership.

Anisa Murshed, Head of Offline Marketing and Media at the largest e-commerce platform in Bangladesh, was among the 32 global participants. Over the past 10 years, Anisa has been working to bring sustainability to multiple global brands. During the weeklong programme, she had an enriching learning experience, among which nine key learnings have been summarised here.

## Not a goal, but a habit

One of the key takeaways from SIMP Sweden Week is the universal language of sustainability. Leaders from diverse industries and countries found common ground in their passion for creating a more sustainable future, starting with the day-to-day. This reinforced the idea that sustainability is a global mission that transcends borders and backgrounds.

## Urgency matters

The participants recognised the importance of a sense of urgency when it comes to sustainability. They left

the broader impact of their decisions on society and the economy.

## Knowledge sharing is vital

One of the cornerstones of SIMP is knowledge sharing. The participants learned that collaborating and sharing ideas is fundamental to driving sustainability. They were inspired by Swedish practices and each other's experiences, reinforcing the value of open dialogue upon the impact.

## Every level is affected

From top executives to middle managers, the programme highlighted the need for

profitable business ventures.

## Real-life case studies strengthen the goal

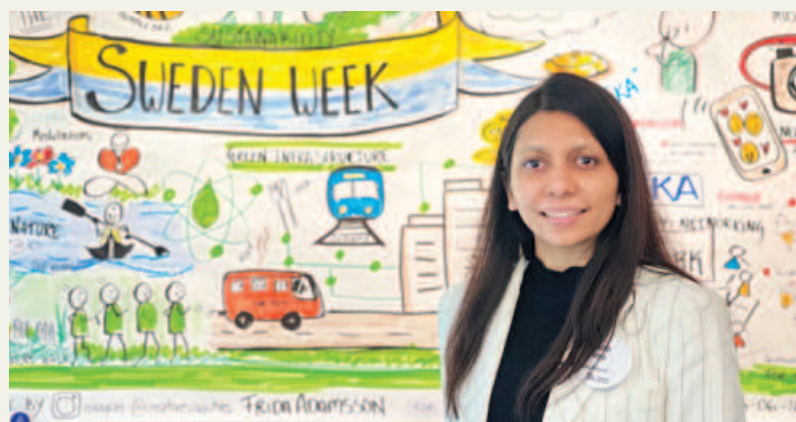
Visits to innovative companies and organisations in Sweden provided real-life case studies of sustainability in action. These practical examples helped the participants visualise how to implement sustainable practices within their organisations. The participants were exposed to local sustainability initiatives with global relevance. The world's first recycling mall, ReTuna Återbruksgalleria, is a prime example. It showed them that local solutions can have a significant global impact.

## Visionary leadership makes the difference

A key lesson from the programme is the importance of visionary leadership. Leaders were encouraged to create a vision for sustainable change and to inspire their teams to work towards that vision. Leadership is not just about managing; it's about setting a direction for a sustainable future. To simply communicate that the word 'sustainability' does not merely entail practices which lead organisations away from profitable business, but an urge to get out of the comfort zone of traditional models towards even greater communal return on investment.

In just one week, the SIMP Sweden programme has imparted a wealth of knowledge and inspiration to Asian business leaders. They have returned to their respective countries with a renewed commitment to sustainability, armed with practical insights, and a network of like-minded peers.

*Anisa Murshed is an experienced marketer and bead artist from Bangladesh, with a speciality in bringing sustainable growth to global brands.*



Sweden with a collective commitment to make sustainability a top priority and to take immediate action. The clock is ticking, and the time to act is now.

## Everything is interconnected

Sustainability goes much beyond the environment, and could even be a catalyst for greater profit. The programme emphasised the importance of a holistic approach that includes social and economic sustainability. Leaders were encouraged to consider

sustainability to be integrated at every level of an organisation. Leaders realised that meaningful change requires the involvement of every team member, regardless of their position.

## Business models have changed

In Sweden, the participants witnessed innovative business models that prioritise sustainability. They learned that sustainability is not a cost but an opportunity for innovation and growth. Sustainable practices can lead to