

Eco-logic

Just as we humans were once ignorantly clinging to the belief that Earth was flat, we are today at the doorstep of a new realisation that will finally redefine and completely reset all our views on the role of environmental realities surrounding our precious lives. The modern age living has also brought with it serious concerns that are fraught with an alarm call for us. In our pursuit of materials gains and convenience, we have mastered the ability to damage and neglect our environment.

The pace of our modern day lifestyles and work schedules have left us no time to think of the state and health of our surrounding environment that will control the 'quality of our well beings' in the coming times.

It is difficult under these circumstances to imagine the impacts our everyday decisions and actions are making to those habitats in which we work or conduct business in. Such thoughts do not even occur to us. It is time for all of us to wake up and understand the truth - that we are living in a world which is consumer oriented and constantly driven by commercial forces. It is a consequence of these dynamics that we are getting addicted to 'materials' which we could otherwise quite easily do without.

Consider this for a moment; anything we can imagine with total clarity has the potential of becoming a reality. After all isn't this the fundamental principle we all apply in our business plans and execution of work. By the very same argument, we can also upgrade to a better and more sustainable business positioning if we can see with proper clarity, the real harm our commercial actions and activities are causing at different places, we operate in.

As the socially privileged people of the tourism and hospitality profession, every one of us can be part of the betterment of our fraternity and its global image and eco ranking, we only need to introduce a new thought into our minds - **"LET US GO ECO".** A small change in our mindset is all that is required to start paying attention to our surrounding environment.

It is encouraging to note, that most people across the world today, now feel immensely inclined towards doing business with organisations and individuals who respect their own environments and habitats. This trend is picking up at a rapid pace, especially now in these present times.

It has also been proved beyond any doubt that eco-friendly businesses and homes save much money in their routine costs, maintenance, and their recurring annual expenses. In addition to this, being eco-friendly, renders over 45% more health benefits to human life.

Going Eco is the key to this boon. Tourism as well as other Businesses around the world are going eco, they are doing so not only to protect their own habitats and surroundings, but also in the long term interest of their staffs and communities.

This extraordinary feeling of eco wellbeing is like euphoria, which once experienced would soon turn into a life long obsession. Incorporating appealing visuals and sensible aesthetics with basic disciplines of eco logic can be the ultimate eco nirvana.

Below is a simple diagram which can prompt us to '**Go Eco'.** Adopting the directives of this tree can help us to be welcomed into the world of increasing business opportunities.



Eco Logic is the sense of managing our businesses, home and daily lives, in such a way that we minimise the impacts we make on our immediate surroundings and the different habitats in which we execute our commercial commitments.

Let us leave behind the follies and ignorance of the past and look up towards the future of our organisations and businesses by ensuring that they are eco-friendly in conducts and values. Embrace the age of environmentally responsible global business practices which do not damage the health of the places in which they foster their prosperity.

Neel Thakur (Author)