



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 eventually 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 a warning for us. In our tempt for materials and conveniences, we seem to have mastered the ability of damage and neglect.

The pace of our modern day lifestyles and schedules have left us no time to think of the state and health of our environment that will control the quality of our well beings in the coming times. It is quite difficult under these circumstances to imagine the impacts our everyday decisions and actions are constantly making to the habitats in which we work or conduct our businesses in. As a matter of routine this thought doesn't even occurs to us.

It is time to realise that today we are living in a world which is consumer oriented and constantly driven by commercial forces. It is a consequence of these engaging dynamics that we are getting addicted to material things of convenience that we would otherwise easily do without or would not necessarily need.

Anything we can imagine with total clarity has the potential of becoming a reality. After all isn't this the foundational principle we 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 harm our commercial actions and activities are causing at different places across the country.

As the socially privileged people of a stimulating profession, every one of us can be part of the betterment of our fraternity and its global eco ranking, we just need to introduce a fresh thought into our minds - "let us go eco". A small change in our mindsets is all that is required to start paying thoughtful attention to our environment.

It is fascinating to notice that most people across the world today now feel immensely inclined towards doing business with companies which respect their own environments and habitats. This trend is picking up at a rapid pace, especially in this post pandemic era. Apart from this, it has been demonstrated that 'eco-friendly' businesses, homes and places also save money in routine costs, maintenances and annual expenses. In addition to this, they render over 45% more health benefits to human life.

**Go Eco** is the magic-wand to this boon. Tourism and other businesses around the world are going eco not only to protect their own 'habitats and surroundings' but also in the long term interest of their staffs and indigenous communities. The extraordinary feeling of wellbeing at the places where we conduct business is like a wave of euphoria, which once experienced would turn into a life long obsession. Incorporating appealing visuals and sensible aesthetics with elementary disciplines of eco logic is the ultimate art of eco nirvana.

Below is a 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, homes and daily lives, in such a way that we minimize the impacts we make on our immediate surroundings and the habitats in which we execute our commercial commitments.

Let us leave behind the eco ignorance of the past and look up towards the future of our organisations, which should be eco-friendly in their conducts and core values. Embrace the age of environmentally responsible global business practices that do not neglect or damage the health of the habitats in which they foster their livelihoods.

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