

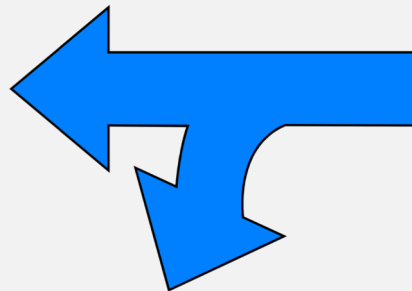
# Sufficiency in our homes

Where are you hiding?

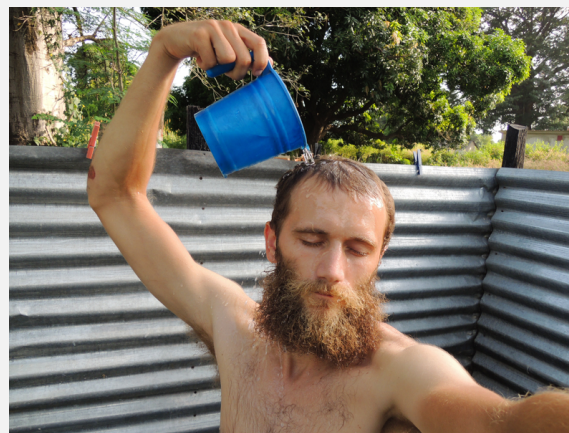
— *Problem Statement*



Limitless Growth



Sufficiency



## — Context

*Sometime in the early 2010's, I saw this ad for a newly built apartment building in Mumbai*



## — Context

*my environmental 'Avenger' was ecstatic!*



*Sunita Narain, Coca-Cola Slayer, CSE*

## Context

*But then, a sharp U-turn to neo-liberalism in mid-2010's.  
'growth-at-all-costs' government: blocking of 'blockadia'*



#WorldEnvironmentDay

**STAND FOR  
THOSE  
STANDING UP  
FOR INDIA'S  
ENVIRONMENT**

#ISupportGreenpeaceIndia

## — Context

*In 2019, the return to 'predatory' capitalism in the Real-Estate world in India is nearly complete.  
This is how that same company advertises for its new homes in 2019*

**MY  
WORLD  
— IS —  
PARAMOUNT**

A SNEAK PEAK AT  
THE RESIDENCES. OR  
AS THEY'RE BETTER KNOWN,  
ENVY-MAGNETS.

## Context

*The idea of 'enough' is essentially obliterated.....*

THE NEXT BIG DEAL IS WAITING  
AT THE TENNIS COURT.  
OR PERHAPS, THE  
PERFORMANCE DECK.

SHARE SPACE WITH A GENTRY AS EXCLUSIVE AS YOU.

Just some of the corporations whose head honchos will  
call Rustomjee Seasons their home.

Google

WELSPUN INDIA  
HOME TEXTILES

citibank

ICICI Bank

Deloitte.

kotak

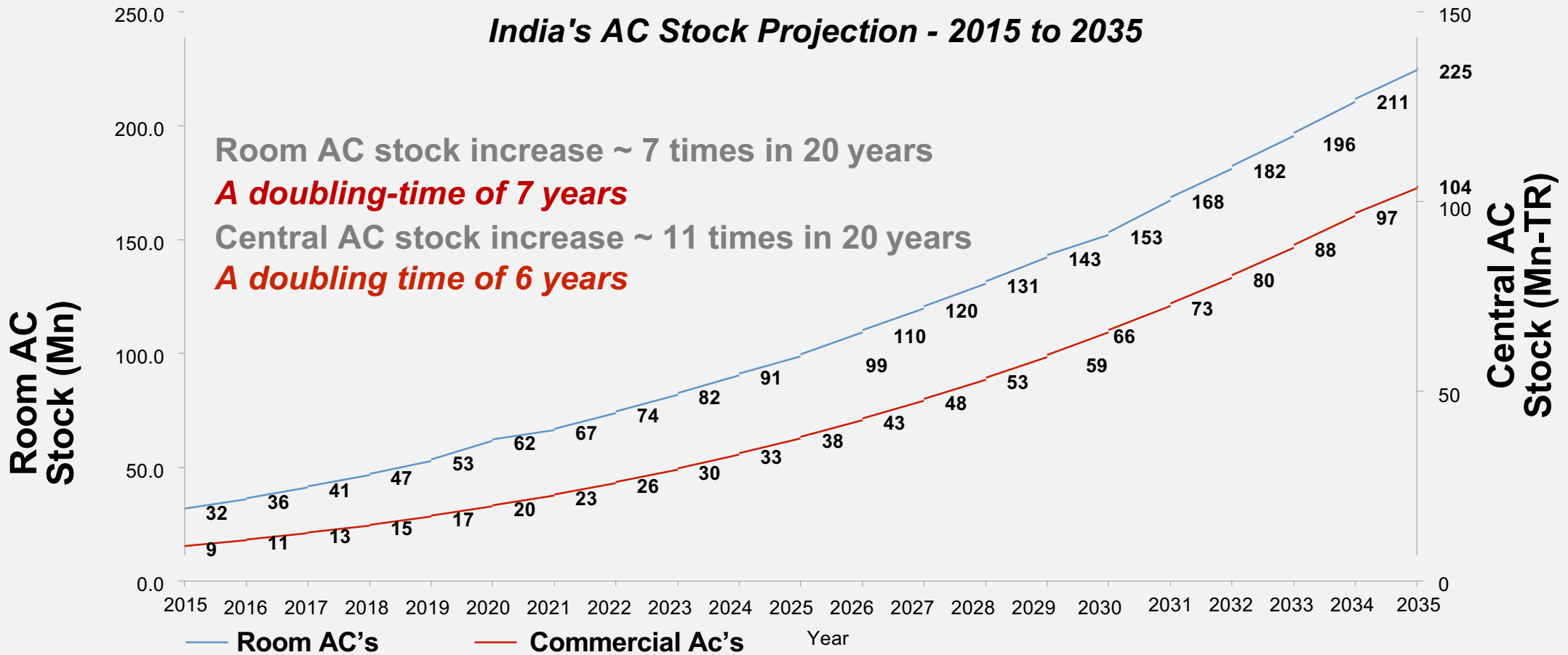
Standard  
Chartered

KPMG



## Context

*more of the same & this is where we're headed*



Source: Fairconditioning & Chaturvedi V, Sharma M, Chattopadhyay S, and Purohit P. HFC emission scenarios for India. CEEW report



## — Context

*Understandably, my environmental 'Avenger' is not happy anymore!*



# Context

*The 'limitless growth' story is extremely well marketed in India.*

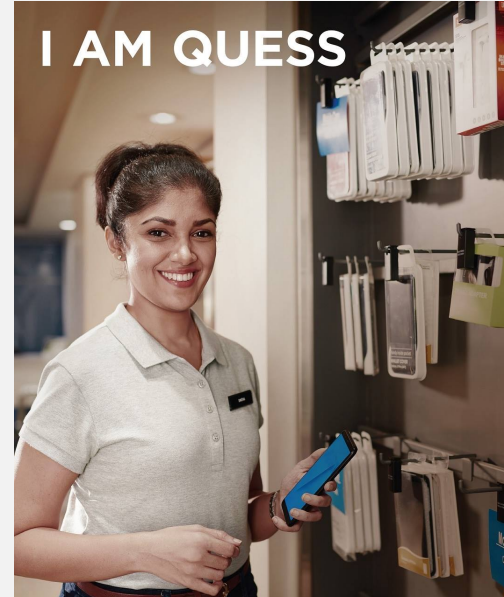
*More hyper-individualistic competitive-interest based policies will only reproduce the problem*

*Or as Audre Lorde, the Black Feminist Poet once put it.....*



Delivered 76,000 packages yesterday.  
79,000 today.

INDUSTRIALS | FACILITY MANAGEMENT  
PEOPLE SERVICES | TECHNOLOGY | INTERNET



1.6 lakh of our employees working  
for top Indian brands.

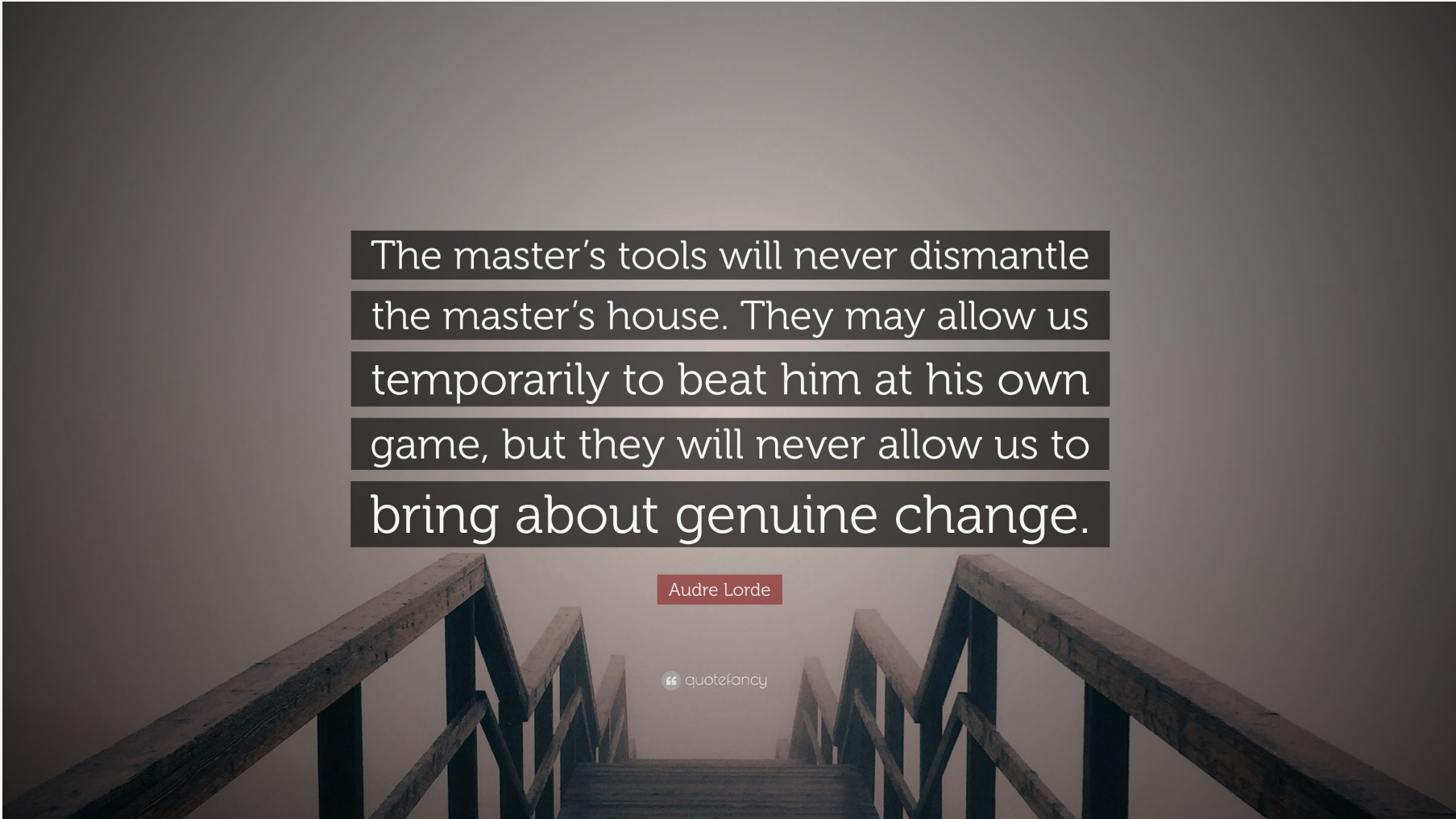
INDUSTRIALS | FACILITY MANAGEMENT  
PEOPLE SERVICES | TECHNOLOGY | INTERNET



Managing over 220 million sq.ft. of space,  
with room for more.

INDUSTRIALS | FACILITY MANAGEMENT  
PEOPLE SERVICES | TECHNOLOGY | INTERNET





The master's tools will never dismantle  
the master's house. They may allow us  
temporarily to beat him at his own  
game, but they will never allow us to  
bring about genuine change.

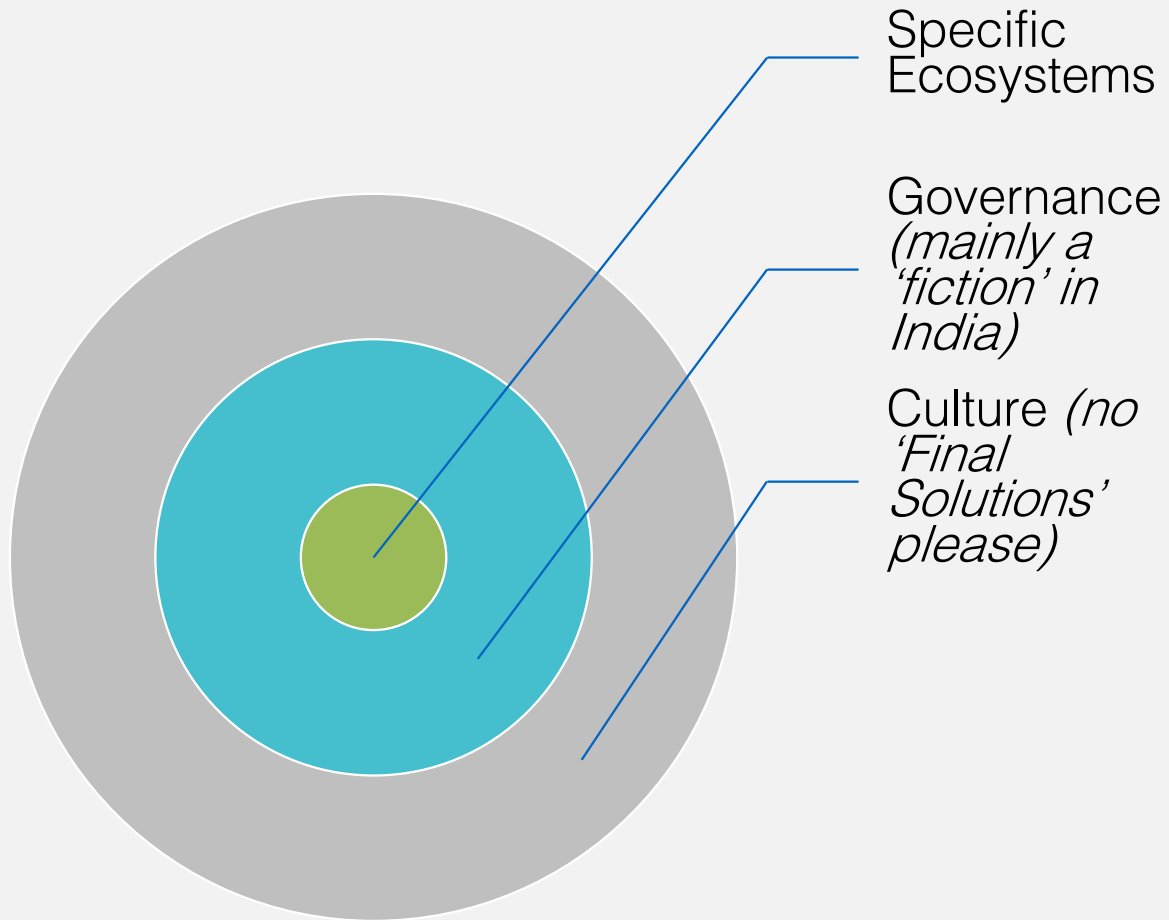
Audre Lorde

quote fancy

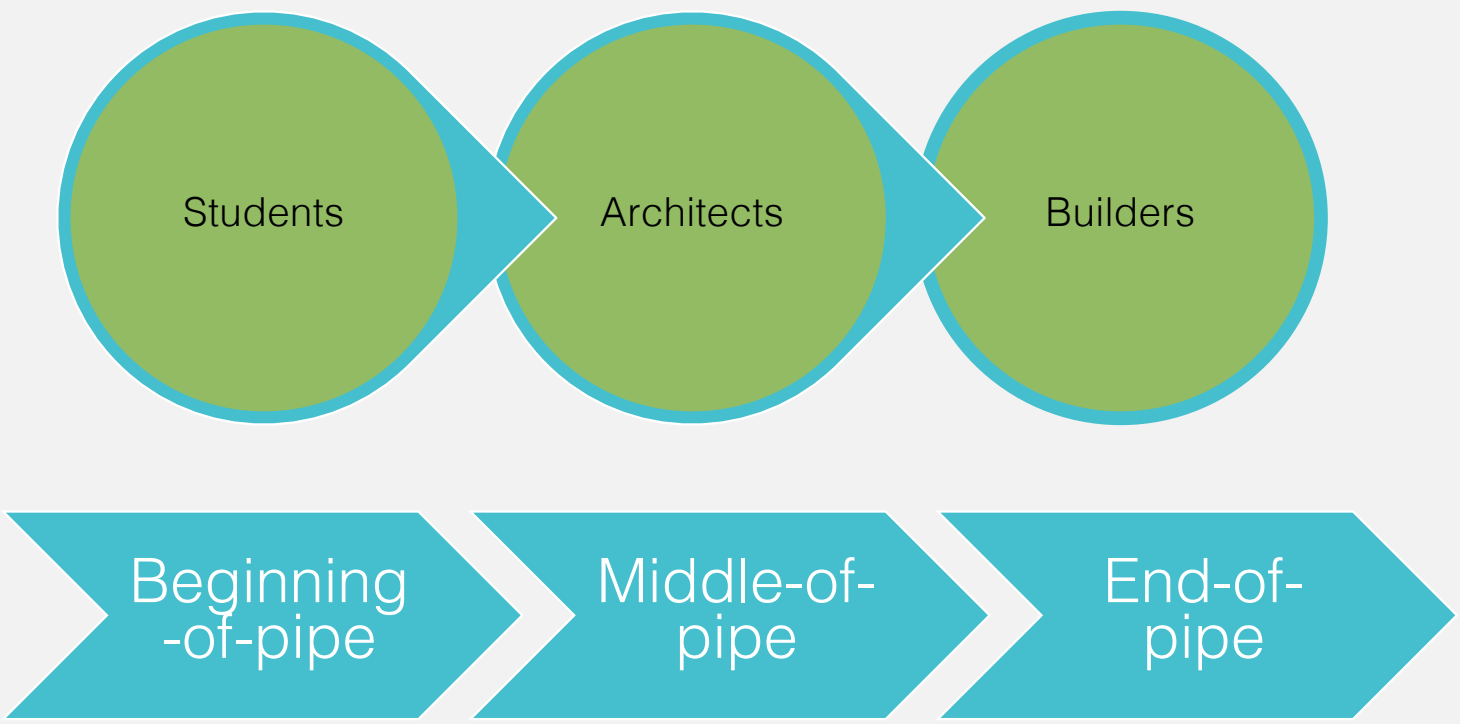
We can only think wisely about what we actually know well. Global thinking 'imposes' solutions – reproducing the problem we're trying to solve.



# — *'Levers' of Change*

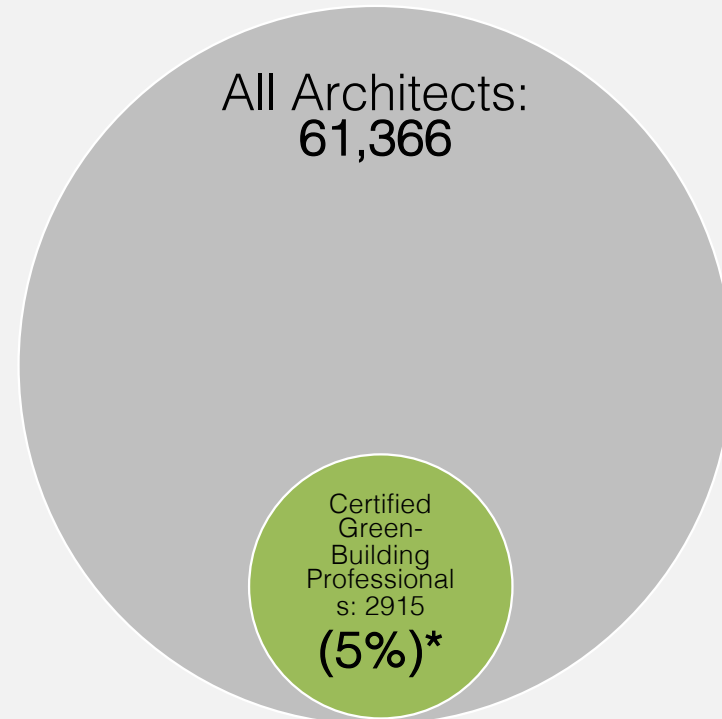
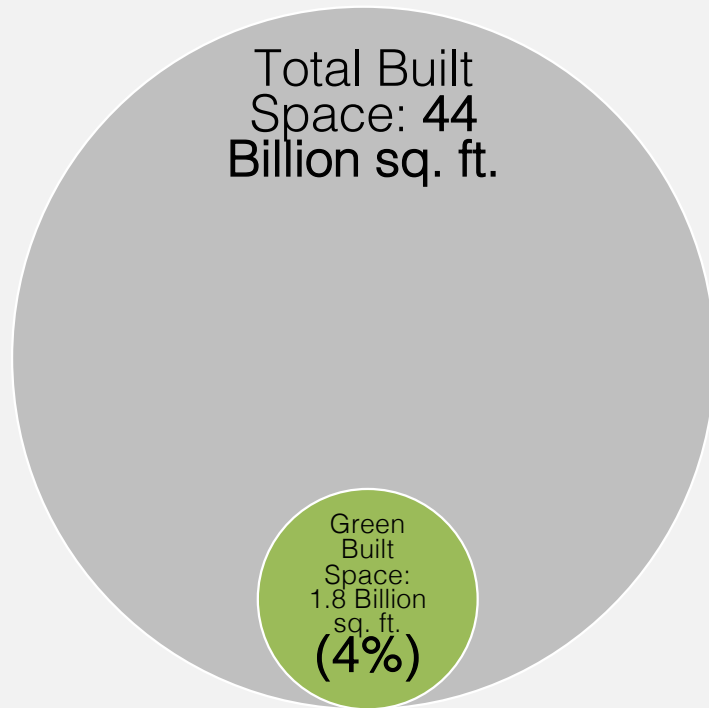


— *Ecosystem*



# — Master's Tools

Green Building Movement – enough?



Source: <http://www.grihaindia.org>, <https://iqbc.in>, ClimateWorks Foundation, April 2010, LBNL India Energy Outlook, 2010, Energy Conservation and Commercialization (ECO-III), June 2010





## *— Story-Circles with Multi-Story Builders*

Young  
builders  
make 'Net  
Footprint  
Reduction' a  
non-  
negotiable  
value



# Upby2

## Corporate Dress Code & Thermal Comfort Policy Change



## —‘Invisible’ Curricula-Change in Architecture & HVAC Engineering Colleges

A ‘Moral Climate’

2 sides to every Airconditioner

It all in the ‘humanities’ stupid!

More ‘shock’, less ‘awe’

Sleeping with the ‘enemy’



# — Non-Negotiable Value vs. Value-Addition

Don't  
Ask,  
Don't  
Tell

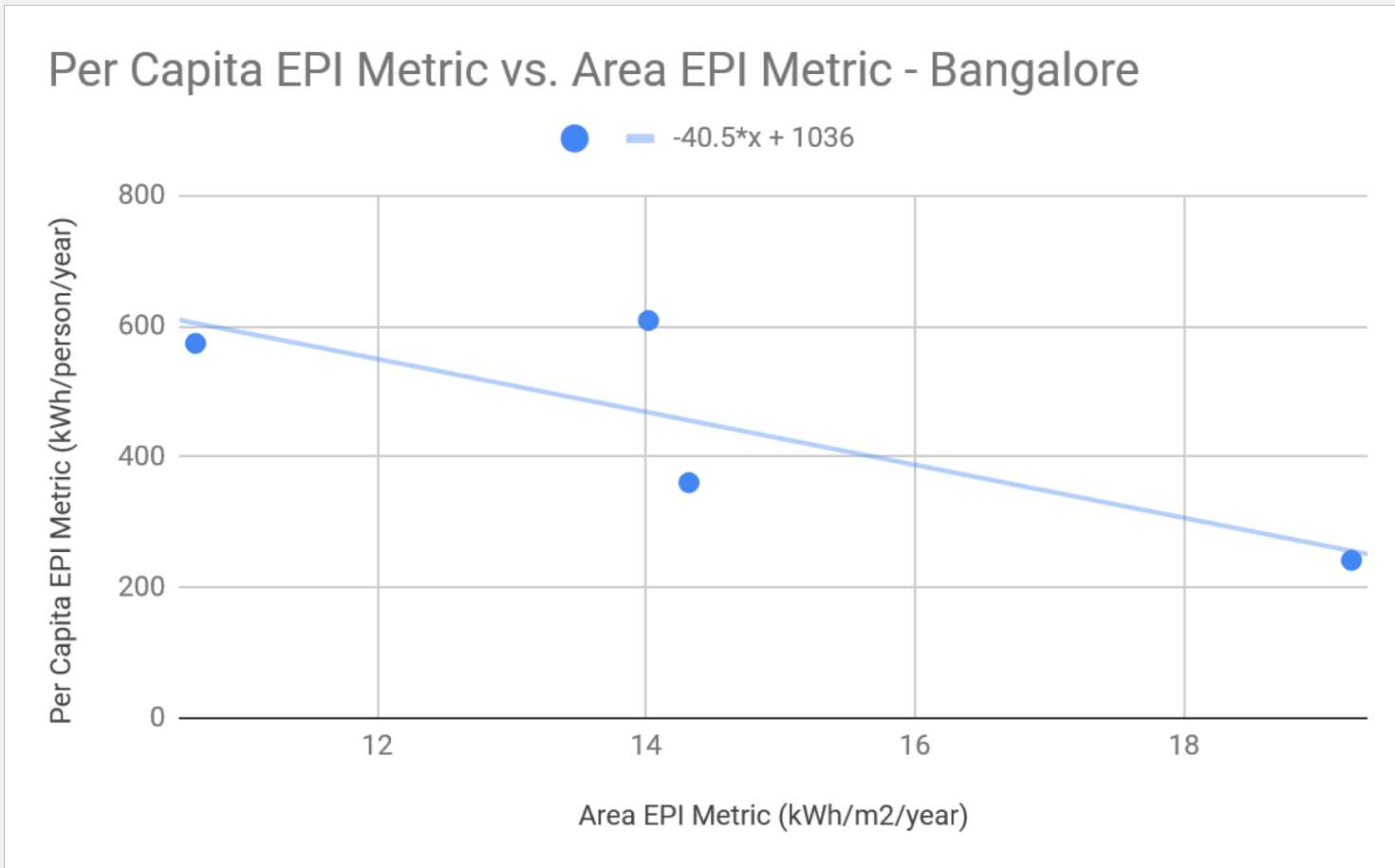


What's the  
payback  
period of the  
Italian Marble  
lobby?

— Collective dropping out from the 'rent' economy



# Evidence-Based Policy Making



*Do to the Area-based 'efficiency' metrics, what Bhutan did to GDP*

*Goodbye 'per-m<sup>2</sup>'*

*Hello 'per-person*

— *how should we dialog?*

No more 'by the few, for the many'  
'empathetic listening' in solidarity  
with the oppressed

Not Thatcher's 'T.I.N.A', but  
'T.A.T.A' (atleast for India I think)

