

# Postcards by Pinch

Vol IV | October 2024





# Celebrating Diwali with Sustainable Practices



## This Diwali, as we light up our homes, let's make sure we aren't darkening the skies.

While the festival of lights is a time for joy and celebration, the environmental cost of some of our traditions is becoming impossible to ignore. In cities like Delhi and Mumbai, where air quality is already a serious concern, Diwali celebrations often push pollution to dangerous levels. The Central Pollution Control Board (CPCB) reports that during the festival, PM2.5 levels in Delhi regularly soar beyond 400  $\mu\text{g}/\text{m}^3$ , over ten times the World Health Organization's safe limit. But the good news? A growing number of households are rethinking how they celebrate, opting for eco-friendly practices that honour tradition while protecting our planet.

More and more families are now choosing to light up their Diwali in cleaner, greener ways. Instead of bursting firecrackers that fill the air with harmful pollutants, many are opting for beautiful light displays powered by energy-efficient LED lights. These modern lights don't just create a magical glow—they use 80% less energy than traditional incandescent bulbs, making your celebration brighter for the planet too. Beyond lights, there's a rising trend of using organic and biodegradable decorations, like handmade clay diyas and vibrant, natural flower rangolis. These choices allow us to embrace tradition while cutting down on plastic waste, which is a growing issue, with India generating a staggering 3.3 million tonnes of plastic waste annually.



We're also seeing a shift in how people spend during the festive season. Many are moving away from mass-produced, disposable goods and are instead supporting local artisans who offer eco-friendly, handcrafted alternatives. In fact, a recent PwC survey revealed that 60% of Indian consumers are now willing to pay more for sustainable products. From thoughtful gifts made by local craftspeople to sustainably sourced sweets, these purchases don't just spread festive cheer—they also support a circular economy that benefits both the community and the planet.

Air quality is another major concern, especially in cities already struggling with pollution. But awareness is growing, and citizens are taking action.



Initiatives like Delhi's 'Cracker-Free Diwali' campaign and Mumbai's restriction window on cracker-bursting are encouraging more families to celebrate in cleaner, quieter ways.

Schools and community organisations are playing a key role too, teaching children the value of sustainability and the importance of reducing pollution. These efforts are ensuring the next generation learns to celebrate Diwali with a lighter environmental footprint.

This shift toward a greener Diwali is more than just a trend—it's a movement. By making thoughtful, eco-friendly choices, we can still honour the spirit of Diwali without compromising our planet. This year, let's celebrate not only with lights and joy but with a deep commitment to sustainability. After all, a Diwali that shines brightly for our homes and our earth is the most meaningful celebration of all.



## To Adorn

# Cushions by Pure Home and Living

If you're looking to enhance your living space with elegance and comfort, these organic cotton cushion covers from The Bombay Store are the perfect addition. Sustainably made and beautifully designed, these covers add vibrant colour and texture to your home, creating an inviting, eco-conscious setting. Whether you're preparing for festive guests or simply want to refresh your décor, these cushion covers effortlessly blend style with sustainability, making every corner of your home feel luxurious and mindful.

## To Listen

# Anoushka Shankar - Bhairavi

Let your senses be enveloped by the meditative, soulful rhythms of Anoushka Shankar's "Bhairavi." Perfect for creating a tranquil atmosphere, this live performance blends classical Indian sounds with an ethereal world music experience. Whether you're hosting an intimate gathering or enjoying a quiet evening, this evocative melody will transport you to a place of inner peace, setting the tone for a reflective and harmonious celebration.





## To Bask

# Cinnamon and Clove Essential Oil Diffuser Blends

Infuse your surroundings with the warm, comforting scents of cinnamon and clove with this natural essential oil diffuser blend. Perfect for creating a cosy festive atmosphere, these aromatic notes evoke memories of hearth and home, enveloping you in a sense of calm and serenity. Whether you're unwinding after a long day or setting the mood for a celebration, this blend promises to fill your space with an inviting, soulful aroma that lingers in the air, enriching every moment.

## To Gift your Staff

# Electric Halogen Room Heater by Glen

If you're looking for a thoughtful way to show appreciation and care this winter for your domestic staff, the Electric Halogen Room Heater by Glen is the perfect gift. Designed to keep any space warm and cosy, it offers reliable warmth during the cold months. Whether they're relaxing at home or working through the season, this energy-efficient heater ensures comfort without spiking electricity bills. It's more than just a gift- it's a gesture of warmth and wellbeing, allowing them to enjoy the winter season in complete comfort, transforming chilly days into moments of ease.



 Pinch

Make Time for More

