

## India's first Environmental protection magazine "Sustainable Environment" launched

India's first English Monthly magazine dedicated towards environment - 'Sustainable Environment' was just launched by Andhra Pradesh Chief Minister Dr. Y.S. Rajasekhara Reddy at his camp office. Releasing the magazine Dr. Rajasekhara Reddy gave a clarion call to show concern for the protection of Nature with ecological balance and pollution free environment. We are all committed to preserve and protect the natural environment by ensuring effective measures, particularly with regard to chemical and related industries with meticulous care and attention.

Sustainable Environment is a multicolour 68 page magazine of glass news print is a brain child of city based NRI who recently relocated to India. The inaugural issue features many interesting articles and feature such as Nature Conservation and Spirituality; Effect of pollution on new born babies; How to use energy efficiently; 100 ways to save environment; Attitude of people towards our environment etc and others.

Mujahid Ali Khan is an engineer and an environmental expert graduated from BITS, Pilani, worked on various international assignments for over 20 years, before coming back to India last year in June. Now besides being busy himself as the Chief Executive of Wildcat for Industry & Commerce (oil/gas drilling services firm based in Hyderabad) publishes Sustainable Environment as an Editor in Chief.

Addressing a press conference in city today Mr. Mujahid Ali Khan, Publisher and Editor in Chief of Sustainable Environment said Earth has natural resources sufficient enough for everybody's needs and not for their greeds. But, today we see our environment being damaged without any care and concern. If it continues, we will soon realise that we will not have a sustainable society, if we continue destroying the environment. We have been consuming the world's resources at a pace that outstrips the earth's capacity to sustain the life. Humans are consuming more natural resources than the earth can produce. The quantity of freshwater and population of marine species have gone down tremendously in the last 20 years. The earth has its limited capacity to renew the natural resources. We are running an environmental debt which we wouldn't be able to make good unless the users i.e individuals, industries and governments of course, bring back the balance between our consumption of natural resources and earth's capacity to renew them.

The stars, the sun and the moon would have disappeared long back, if they would have been within easy reach of human hands. We will realise that we can't eat money, only when the last river is polluted, last tree is cut and last fish is caught.

Preserving environment is very simple and needs no expert knowledge or skills. Its easy and simple. Consume less, share more and enjoy life. Preserving environment is of prime importance. Individuals, industry and the governments should stop wasting natural resources and switchover to promote energy efficient technologies and renewable energies, informed Mujahid Ali Khan.

Between these 20 years where I left and came back, I saw a noticeable difference in the state of environment, standard of living and hygiene and implementation of pollution policies and procedures. Today, we have CNG transportation, no-smoking policies and a step forward towards waste segregation and cleaning.

Adding further he stated what I am trying to do is to stand out and do something which is much needed. We all gain a lot of education in our lives. But, I think environmental education is the one which relates to humanity, a noble cause, a social justice and something that has become essential for us to have in order for us and our future generations to live in a relatively less polluted world, he added. And urged his fellow citizens and residents to get their green on and spread the word and unite to save environment.

The magazine initially made available in Andhra Pradesh, will be gradually introduced in the South and all over India. With a cover price of Rs 20/- the magazine is reasonably priced is expected to be well received in the market place.

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