



# RACHNA SHARMA'S STRAIGHT TALK ON CLIMATE CHANGE, HUMANITARIAN LEADERSHIP AND POLITICAL UNITY

**RACHNA'S** thought behind Phuro Innovations is really inspiring. She established this platform with hard work & persistence, faced by several changes because she wanted to create inspiration. She has often quoted "to stay inspired" as her purpose at Harvard Business School.

**P**huro is a platform that has been created for a purpose. The driving force behind Phuro Innovations is its deeply rooted passion for addressing the consequences of ongoing conflict and violence in South Asia. With its origins in the founder's personal experience of childhood trauma amid terrorism in the Hindu Kush Himalayan region of Jammu & Kashmir, the company's compelling mission transcends financial gain or recognition. Established through a world peace campaign in 2015, Phuro Innovations has since evolved into a formidable expert in the energy sector now. By championing the Green Hydrogen economy, the company aims to not only combat climate change but also foster global peace, making a lasting and significant impact on our world.

## What Phuro Inspires To Do

Phuro inspired citizens of South Asia to create the Union of South Asia. It wants to create a loose grid and a long chain of goodness, irrespective of size, title, or valuation. All are welcome to join the grid and enjoy its mysterious air, inspired by the soil's Gods and Saints. The branding which I noticed on her publication and photo booth is compelling and has piqued people's interest.

## Political Peace Dialogues

For over four years, Rachna has meticulously analysed and compared the progress of nations that were poor British colonies & gained independence around the same time as India. Through her comprehensive work on already available research, she has highlighted how these countries have successfully emerged from poverty and conflict by actively participating in global institutions and campaigns for the betterment of their citizens. This publication called Peacebook is the foundation for all the work you will see Phuro will achieve as milestones in the coming years.



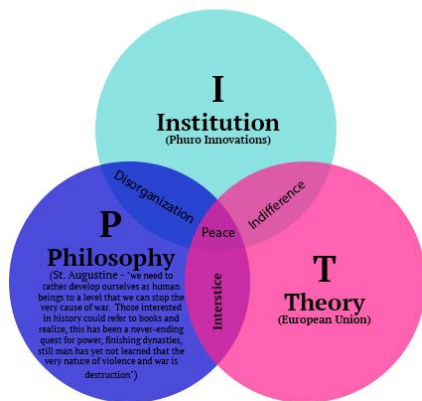
Based on that inspiration, In 202, Phuro Innovations introduced "Political Peace Dialogues" to foster constructive conversations and develop conflict resolution strategies in South Asia. These dialogues brought together a diverse group of stakeholders, including scholars, diplomats, politicians, social activists, business leaders, and government officials, all brought together by the efforts of Rachna.

Through thoughtful deliberation and discussion, participants explored innovative approaches to promote regional stability and cooperation. These recommendations have been meticulously documented and are available on [www.phuroinnovations.com](http://www.phuroinnovations.com).

Besides supporting the United Nations' International Day of Peace every year, the brand developed several frameworks, white papers and articles. Phuro Innovations thus proved the interconnection of Positive Peace and its indicators in an equation suggesting to reduce the region's political conflict and increase economic interdependence to dominate the New World in the coming years positively. That was proved via a Venn Diagram of Peace. The Venn Diagram/ Equation of Peace further highlighted the institutions' task to foster the Union of South Asia assuming European Union as its theory



## Venn Diagram of Peace



$$|PuIuT| = |P| + |I| + |T| - |PnI| - |TnP| - |InT| + |PnInT|$$

Territory    Philosophy    Institution    Theory    Disorganization    Interstice    Indifference    Peace

and St Augustine as its Philosophy.

As a result, Rachna was ranked as South Asia's top Ten Thinkers by Mid-Day, and Outlook magazine also recorded the intent of Phuro Innovations to foster the Union of South Asia. An international publication CPNN named Rachna Sharma as "Thought leader for World Peace". The Culture of Peace News Network (CPNN), a project initiated by the United Nations, based in France, including: – those who edited the World Civil Society Report for the United Nations Decade on the Culture of Peace. The founder and president of the Corporation is David Adams, initiated CPNN at UNESCO during the 1990s. In social impact Rachna's voice was recognized by LinkedIn and they sent her an award for LinkedIn's most powerful Social Impact Profile in 2018. As an alumni volunteer, currently she is also the Co-chair of Harvard Alumni Entrepreneurs South Asia Chapter.

### Awards And Nominations For Phuro

Phuro Innovations was also nominated as "Promising Political Thought Leadership for Economic Policies in South Asia" for Asia-UK Business Meet & Awards 2023 held at House of Commons, UK.

### Phuro And Climate Change

Phuro Innovations had to prioritise, evolve, and accept change. With rampant climate change we are witnessing the repercussions of delay in our Climate Policies or Climate Funding. It is time we make peace with the environment first. As per the most credible reports on climate change from World Bank, IMF Dashboard, and ICIMOD on the melting twelve glaciers of Hindu Kush Himalayan Region, Phuro Innovations established further that South Asia is one of the biggest threats to world peace today.

And it is time to rise for the Himalayas and focus on three SDGs simultaneously addressing SDG 13 - Slow Climate Action, SDG 16 - Absence of Peace, Justice & Strong Institutions, and SDG 7 - Little or No access to Affordable

Clean Energy. Phuro Innovations is now focused on getting cooperation within the country and region on climate change and acceleration of Green Hydrogen economy.

South Asia was left behind in the second industrial revolution when the world found coal. The upcoming green revolution is taking place where Green Hydrogen will be the oil of the future. Hydrogen fuel can be a game changer for the energy security of South Asia which includes a country as vast as India, which imports 85% of its oil and 53% of gas requirements.

### What Resources Do You Need

Acceptance of renewable energies / Green Hydrogen by the South Asian heads of states. Through a continuous engagement we will discuss deliberate and understand issues deeply and create frameworks to resolve them for South Asia.

### How Phuro Works

One of the actions you have to take is to connect with Phuro Innovations to get advice from its on boarded experts. We will hand hold you through the Green Hydrogen market, its technologies, methodologies, infrastructure, investment, and supply chain opportunities. Our first customer is someone who is way past ready to enter the climate change industry but has been confused with information available in the market or half-baked marketing on social media. If you have not got time to read the reports on Green Hydrogen, we have your back. Reach out to us and we will turn around the tables for you.

We are looking to collaborate with expert-based businesses and industry disruptors who like us are ready to take the niche by storm.

### Rachna's Thought Behind Phuro

"That's what I thought... that it was time to convert thought leadership into expert-based business to make concrete contributions in South Asia's poverty reductions which is further showing all signs of worsening with climate change. Poverty is the root cause of violence. Thus, what you see today is a platform we created in collaboration with right thinking minds, who share similar values of humanitarian leadership in climate change. These minds want to generate wealth for all in order to avert climate change issues like displacement, disease and further violence. We have to become energy leaders of the world to save humanity in South Asia and make a significant impact in our lives. Climate change is a huge opportunity, and as an educated and global Bhartiya we wish to participate in it from capacity building to banking and governments.

Phuro Innovations immediate goal is to mobilise the world's largest philanthropic initiative in Green Hydrogen from this region. We also virtually attended the COP28 climate summit in Dubai."



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## Political Unity & Humanitarian Leadership - Climate Change

Therefore, this year's Annual meet was a constructive step to take action for peace, climate change. It was organised in Knowledge Partnership with the Chairperson of Avaada Group, Co-chair of B20 Taskforce on Energy and Climate Change, Co-chair of CII Renewable Energy Council, and a distinguished alumnus of Harvard Business School's Owner President Management; Mr. Vineet Mittal who presided as Chief Guest & Keynote Speaker delivering his technical note on Green Hydrogen Infrastructure, Import, Transport, and Storage.



Avaada Group has recently raised USD 1.07 Billion for Green Hydrogen, making him the humanitarian leader of the region taking risk in frontier markets.

Takuya Kasai Managing Director APAC joined virtually from Japan encouraging energy sector leaders to take risk in frontier markets and invest in Green Hydrogen projects. Mr. Kasai also held a meeting with Phuro Innovations during his business trip in India offering the free resources as co-creator for the betterment of South Asian society.

Souraabh M. Shaw, Managing Director – MAKS Group, Alumnus of Harvard Business School, and Co-chair of Harvard Alumni India Chapter with a knack for energy business shared his key insights into “Green Hydrogen Future” and how optimistic he was to contribute to the Green Hydrogen economy. Rachna Sharma & Amit Sharma, Resident Editor – Dainik Jagran's discussion set the context for world peace as Phuro Innovation's cause, focusing on climate change action in climate emergency and Green Hydrogen economy. The discussion established the need for massive journalism and political unity and why it is critical during the climate change emergency.



Anil Relan, Vice President and General Manager Life Sciences APAC – Jacobs Engineering India Pvt Limited gave an expert presentation on how to build the safest storage systems of Green Hydrogen in the world.

Sh. Som Parkash, Honorable Union Minister of State for Commerce & Industry, Government of Bharat blessed the climate change leaders as Inaugural Chief Guest & congratulated Phuro Innovations for putting together the evening of energy leaders & its supply chain. He further shed light on the various policies and schemes of the Government of Bharat to create and implement renewable energy solutions such as Green Hydrogen for a cleaner, greener and energy efficient Bharat.

The annual meet was co-hosted with MAKS Foundation and Giri Foundation, and Harvard Alumni Entrepreneurs as Outreach Partner. Raghavendra Rathore Jodhpur, Camveda, and Wikka supported the event through their climate conscious gift hampers for speakers.



Wikka is a conscious climate brand made with natural ingredients with net zero emissions. Wikka is consulted by Phuro Innovations to become an exemplary brand for corporations who are looking for carbon neutral fragrance solutions for infrastructures.



Phuro Innovations completed the first stage of applying the methodology and framework given by National Peace Institute and have created prototypes which can be used further by state and central governments. All the materials are available on the website for free as its founder Ms. Rachna Sharma's Philanthropic initiative.

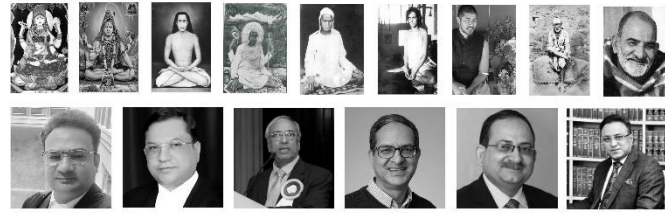
As per the above figure, amongst all the spheres, we have already researched, learnt, and educated people on Our Timeline Personal, Social, Institutional and Political Peace.

This year we are focused upon educating people on the importance of ecological peace. We have identified Green Hydrogen as our tool, to combat climate change and contribute to world peace by steering South Asia in the Green Hydrogen market on time. We are doing so by filtering correct information and bringing the knowledge together under one roof, advising heads of state, their representatives, and related parties.

### **New Climate Change Law**

We are further supporting the idea of Ecological Peace; we did so by hosting a Knowledge Partnership "New Climate Change law" roundtable and seminar at Indian Law Institute and created a white paper which is available for public view. With the help of "Universal Jurist Association" we have reached to more than a few lakh advocates practicing at Supreme Court and High Courts of India, to take an initiative on climate change and equipping them with its data and facts.

By doing so, Phuro Innovations has completed stage one and is working on stage two, with several systematic projects in the pipeline to show action and educate South Asia on the importance of World peace and how its actuality is possible.



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Knowledge Partner



**PHURO INNOVATIONS**

**PRESENTS  
NEW CLIMATE CHANGE LAW**



**Rachna Sharma**  
Founder & President  
Phuro Innovations

"Article 48A - Empowers the nation and states to protect and improve the environment  
Article 51A - Underlines the duty of every citizen towards our natural environment as a fundamental right.  
Article 21 - Implies the right of its citizens for a healthy environment"

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INDIAN LAW INSTITUTE, OPP. SUPREME COURT OF INDIA

