

# PHURO INNOVATIONS

## ECOLOGICAL PEACE

R & D



Understanding  
Attempt at it  
Together





Addressed to Honorable Finance Minister Smt. Nirmala Sitharaman  
Proposed Political Agenda - General Election 2024

**Author - Rachna Sharma**

**08.03.2024**

## **PROBLEM**

Children & society call for urgent attention and comprehensive strategies to mitigate Delhi Air Pollution.

Children are impacted the most, the hazardous air with daily AQI of 150 plus and hazardous for four months, is having more impact on children than adults. It involves not only lungs - leading to respiratory disease and asthma but also heart and brain, leading to high risk of heart attacks and neurological conditions. It impacts their growth, disrupts their education, and makes them disoriented and disinterested for months in one go. They have disturbed sleeping patterns as they can't breathe while lying down and mostly stay up the entire night causing them to dysfunction the next day.

Reduced productivity, increased economic losses, increased healthcare costs, and a decline in tourism are just a few consequences. Businesses and industries are grappling with the challenges posed by the deteriorating air quality, thereby impacting their operations. The daily lives of citizens are disrupted as outdoor activities become hazardous, schools are forced to close, and recreational spaces/ food & beverage places/ cinema halls remain empty.

The time to act is NOW, for the sake of future generations who deserve a city that is vibrant, healthy, and environmentally sustainable.

## **SOLUTION**

Subsequent to my White Paper addressed to Honorable Prime Minister on 4, February 2024, I am therefore enclosing a flow chart and valid documents we have acquired from specialists and study of the last one year.

Here is the explanation of the enclosed flow chart.

As a "Unveil Delhi Plan" Phuro Innovations is requesting for Policy/ Funding of Green Hydrogen & establishing an IGO as a sustainable solution to Delhi's Air Pollution. Both requests on implementation can produce immediate short term, mid-term and long-term results making New Delhi a model state for the world.

The AQI of Delhi touches hazardous levels, meaning we have no choice left but to step ahead of everyone else and embrace change.

Being the finance minister of the nation, it is therefore imperative for you to understand why you should allocate funds for Green Hydrogen and where you may divert those financial resources from.

As we understand from the study conducted by IIT Kanpur, the main pollutants which impact Delhi AQI are household consumption, transportation, construction/ dust, and open waste burning. Others add to this already harmful toxic air and make it hazardous.

# UNVEIL DELHI

Plan By Rachna Sharma

## DELHI AQI PLAN

Model City Delhi

Shift of average AQI to 100

Shift of average AQI from 500 to

**LONG TERM**

**OPTION A**

Establish IGO

Enforce Peace Treaties  
Reduce Defence Budget and Reallocate Funds to Green Hydrogen

**Short Term  
2 Years**

1. Household Consumption (LPG, Kerosene Oil etc.)
2. Construction (Dust) - Green Cement
3. Stubble Burning
4. Open waste burning

**IMMEDIATE**

**OPTION B**

Green Hydrogen Bank

Establish Green Hydrogen Bank like European Green Hydrogen Bank  
Allocate USD 3 Billion seed fund

**Long Term  
4 Years**

Replace on-ground transportation  
Railways, Trucks, Buses

**IMMEDIATE**

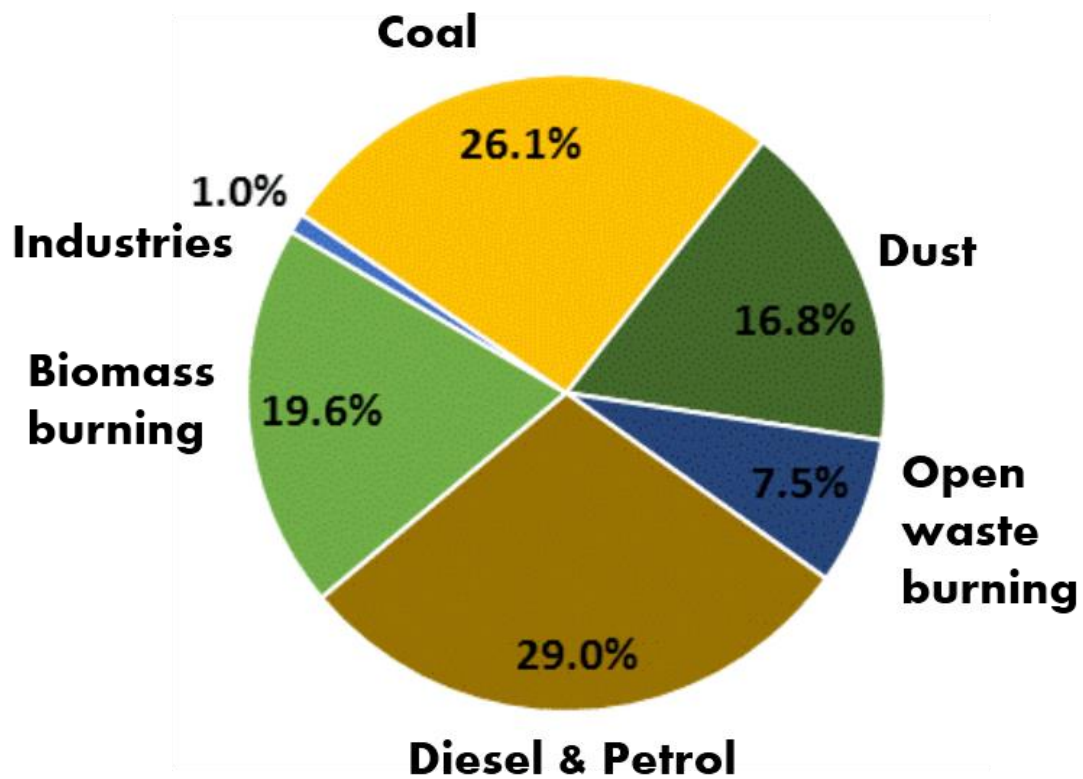
**OPTION C**

Green Hydrogen Bank in Public & Private Partnership or Fully Privatised Bank

Bank will raise seed fund directly

Green Hydrogen is sustainable long-term solution. See comparison.

## STUDY BY IIT KANPUR



Factors contributing to Delhi Air Pollution

## Phase One

When I studied this further, I defined a timeline to each factor, and realized that household consumption is solely dependent on LPG/ Kerosine Oil/ Coal and Cow Dung in remote areas, which can be easily replaced with Green Hydrogen Gas. **The LPG lines are already in place, which means the infrastructure is already** in place. We just have to start producing this gas for Delhi UT, to begin with. It will give us leverage that till the larger issue of stubble burning is solved, Delhi gets a breather in first year itself.

The storage system of Green Hydrogen is easily manageable, and the supply chain could remain the same. This is a low-cost change and doesn't require much effort on-ground either. This only needs the will of the government.

## Phase Two

This would give us an opportunity to start a Green Hydrogen Bank, so we can further look at manufacturing or influencing automobile companies to create Green Hydrogen compatible engines. We already have a few in place, Honorable Minister Nitin Gadkari has already flagged some of them. If we can begin with replacing all trucks/ heavy transports/ public conveniences and railways which is a profitable PSU and just by replacing the engines, we could significantly reduce our carbon emissions. By doing so we could reach a breakeven point of lesser pollution which contributes to making the air hazardous.

**This is a massive campaign and would require a lot more time, however this is very much possible. Infact, I would like to put this on record, this is the future.** We have to accept the future rather than the future forcing itself on us. The choice is ours.

Simultaneously we can look at Green Cement, give a timeline to manufacturers and users to utilize the already made stock and start manufacturing the Green Cement. Once this becomes a RERA policy, the third contributor, construction and dust can come under control. I have already submitted a policy note to RERA on this.

Stubble and Open waste burning seem a much easier problem with a solution.

Providing farmers with alternative methods of managing crop residue such as mulching, composting, and vermicomposting can solve the stubble burning issue, by creating an ecosystem in addition to facilitating the connection of equipment owners with end-user industries such as **bio-energy plants, ethanol production, briquettes production, paper mills and chemicals among others.** The governments could create standing committees in each state as a mandate from the Centre and ensure this is implemented on-ground.

## Phase Three

This is very critical for our region. Today we have entered a new energy era, the last energy era was of coal, this is about green energy.

We must tap into our full potential and establish an IGO, which has a bank associated with it. So far South Asia has survived due to nineteen most important treaties and post that there has been no activity in the

entire region due to which our defense budget is disproportionate and touches about USD 60 Billion per year.

The new treaties on peace and cooperation on developing Green Hydrogen and its usage can help us reduce the defense budgets, **solve the climate change problem and we can allocate those finances to generate wealth. This IGO led by India, could change the face of South Asia, become a Green Hydrogen leader for the world to see and adopt.**

Similarly, we could study different states and neighboring nations and implement Green Hydrogen, our savior from climate change and its repercussions.

While we begin our journey by creating Green Delhi, that could also become an example for the world. A first city which has adopted change and is ready to show light to this world; India to begin with.

This will solve the Delhi Air Pollution problem in less than 5 years.

## REQUEST - WHY SHOULD YOU DO THIS

The next two years involve the biggest risk which the world will face

A global report mentions that climate related damage costs the world 16 million dollars per hour. We have no system in place to measure this critical data for India.

Declining social mobility and increasing inequality are fueling frustration e.g. Delhi Air Pollution, could present an existential threat to political systems.

Interstate armed conflict could arise due to unjust policies on air, environment and migration load due to mountain areas facing floods like situations and heavy rains.

At present environmental concerns dominate the risk and concern for next ten years, time is passing by, India must act and form an IGO to solve these problems.

While I understand that the Honorable Prime Minister may have other priorities due to which Delhi has not made it to his list so far. I also feel Prime Minister **Modi is driven by a Value of Sanatan, which is VERAGYA, due to which he perhaps may not realize the pain a mother goes through when she feels powerless due to external problems which are not manageable by parents.** Everyone wants to give the best upbringing to their kids, to bring them up with fresh air to breathe and a vibrant city.

Since our current Head of the state is devoid of feminine energy, which is essential at this point of change, he perhaps is unable to recognize the pain of parents whose children breathe poison every day in Delhi NCR region. While we know that Prime Minister Narendra Modi will come back in the third term, there is no one else who can solve this problem, so when he retires in his next term, he puts New Delhi on a path to recovery. He helps South Asia with the establishment of IGO and save future generations from climate change and its long term damage.

A noble cause of getting us to breathe fresh air thus also will be recognized worldwide.

While I say this, I mean good for our nation and Honorable Prime Minister Modi and his entire new government. We want him to pay attention to this request and there is no one better than you who can convince him.

Phuro Innovations is ready to take any responsibility/ any task that would require passion and knowledge to deliver this task on ground. We are ready to work with the government and solve this problem together.

Critical biodiversity loss, changes to earth systems, natural resource shortages, uncontrolled migration, loss of life, these are flashing ahead of us, and no one is sensitive enough to notice this. Nature is giving all signs, data is supporting these signs, we need sensitive governance at this point.

You are a mother yourself and have the compassion to relate to this bitter reality. I would thus request you to kindly try to convince the Prime Minister. We need to balance the masculine and feminine energy to arrive at a solution immediately.

The increasingly competitive global environment and a **non-existing intergovernmental / intra-regional governance/ IGO will lead towards more severe longer-term risks** with no one taking responsibility for it.

**Please give us fresh air in New Delhi. Unveil Delhi.**

*PS - Source IIT K - March McLennan & Zurich Insurance Group, WEF Data, Enapter*





Addressed to Honorable Prime Minister Narendra Damodardas Modi  
Proposed as Political Agenda - General Election 2024

**Author - Rachna Sharma**

**24.02.2024**

# ANNEXURE

1. About Phuro Innovations
2. Proposed Climate Change Policy/ Laws and Delhi Air Pollution
3. Proposed Political Philosophy for South Asia - Establish an IGO to  
save South Asia from further destruction and poverty
4. Why Phuro Innovations



## About Phuro Innovation's Vision

To be a leader in World peace by managing peace in South Asia, Phuro Innovations long term goal is to influence an IGO for South Asia. We are South Asia's social impact agency for civil society. Our current members are Business owners, Spiritual leaders and Retired Diplomats, Bureaucrats & Political Veterans, Bankers, Senior Law firms and independent senior Lawyers to help us bring this vision into reality.

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 / related parties about the benefits of Green Hydrogen leadership in the long term and that risking their finances in frontier markets like South Asia is safe in the long term. We are further supporting the idea of generating commonwealth for South Asia, by influencing the Green Hydrogen Bank. We participate in democracy and development as South Asia's agency for civil society.

**PROPOSED CLIMATE CHANGE  
POLICY/ LAWS AND DELHI AIR  
POLLUTION**

## About Climate Change - Delhi Air Pollution

On behalf of the people of Delhi, NCR Phuro Innovations wants to engage citizens towards building awareness that they have a golden opportunity to solve this problem, for themselves and their children as the India General Elections are approaching and the Government is open to engaging with citizens directly.

In a democracy the single most important thing is citizens Vote, that must be valued. We have the right to suggest what political agenda or political problem we need a solution to. Hence the proposed political agenda has been summarized and will be handed over to the government directly via several online platforms.

As a citizen's platform for good, we are patriots, who would like to request the Prime Minister to kindly adopt the following as political agenda for the next term.

***Request One - Climate Change Policy, Laws & Funding in Green Hydrogen.***

***Request Two - Delhi Air Pollution (Fifth largest killer in India) In Delhi, poor quality air irreversibly damages the lungs of 2.2 million or 50 percent of all children.***

The First policy will have a direct impact on the second, as the primary causes of pollution are household consumption, city transportation & winter season primarily apart from other smaller factors like subtle burning, burning of effigies, bursting of firecrackers during Diwali etc. About 80% of agricultural land is used for animal agriculture, so animal agriculture can also be attributed as a factor in Delhi's air pollution problem.

Delhi CM, Arvind Kejriwal had announced to shut all the schools along with government offices for weeks due to the severe air pollution. The AAP government told the Supreme court that they are confident and prepared for a complete lockdown. The Supreme Court asked the center and states of the NCR region to consider remote work policies for the employees.

As a citizens' platform, we are worried with such management style of the government, as lockdown doesn't even hit the local businesses. It makes many poor people run out of daily needs like food and impacts the overall mental health of the citizens. It impacts the education system of the kids, who get deprived of important school activities.

However, overall AAP being a smaller organization, is only a state government and might not have solutions such as access to funds, policy and overall cooperation from other cities and implementation of law on ground. Thus, things like Climate Change & Air Pollution are not the state's problem alone, they are also

the center's responsibility. Hence the current government must take into consideration our request and solve this problem.

## **Political Solution**

Air quality or ambient/outdoor air pollution is represented by the annual mean concentration of particulate matter  $PM_{10}$  (particles smaller than 10 microns) and  $PM_{2.5}$  (particles smaller than 2.5 microns, about 25 to 100 times thinner than a human hair).

Haryana and Punjab, coupled with north-westerly winds, have also affected Delhi's air quality since the 1980s when crops are being harvested.

This is also one of the biggest causes of air pollution as the air quality drastically deteriorates in October, the season of crop burning in Punjab and Haryana. During the crop-burning season, the practice can account for up to 45% of Delhi's pollution, according to government meteorologists. While Delhi & Punjab have AAP government, Haryana falls under BJP's governance.

Perhaps the government can have better chances to rein Delhi or Punjab once the correct political agenda is adopted in these two states.

## **It's a Public Emergency - Effects on Children**

2.2 million children in Delhi have irreversible lung damage due to the poor quality of the air. In addition, research shows that pollution can lower children's immune system and increase the risks of cancer, epilepsy, diabetes and even adult-onset diseases like multiple sclerosis. Children are more vulnerable to the negative effects of air pollution as they are growing and developing which means that they breathe a higher rate of air per kilogram of their body weight. They also spend more time outside and are thus more exposed to it.

The current majority of analysis sources are hinting towards colder weather, stagnant winds trapping the various sources of smoke.

In fact, during last year's Diwali Shopping, I personally had shortness of breath and vomited with severe headache due to severe pollution during my shopping and transport that day. This made my resolve stronger than before. If I am not able to tolerate outside exposure, what will happen to children, whose immunity is yet building. This did not sound less than Bhopal Gas Tragedy to me except that it happened in minutes, and this is happening slowly and steadily.

How long can we remain indoors stuck next to air purifiers, and what will happen to those who do not have the means to buy air purifiers and who will think about the homeless, who are exposed to this poison throughout.

I would thus call Delhi, the Delhi Gas Tragedy and would request the government that they have the means to stop this probability from manifesting in reality.

## **CASE STUDY BEIJING**

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Beijing quickly rose from World's most polluted city to world's best city, as the government realized that the image of the city was not attracting FDI, locking their economic growth. China quickly responded to this global crisis and saved Beijing from air pollution.

Delhi is India's Capital and India is a developing nation. We are not only showcasing to the world our ineffective politics as well as making the investors think twice. This is the time when we need the FDI for fighting climate change, to ensure our transition to a green economy is swift and natural rather than forced and under immense crisis management. Thus, we need to correct our house to ensure we are giving them confidence.

Delhi is on the world map and represents India. Delhi's air pollution problem means India's air pollution problem at global platforms.

## **Response of Expatriates and Government**

To contend with the poor air quality, embassies and international businesses in Delhi are considering reducing staff tenures, advising staff to reconsider bringing their children to Delhi, providing high-end air purifiers, and installing expensive air purifiers in their offices.

The Delhi government said that to control the pollution in Delhi they will also be adding 1000 extra CNG buses. The Civil Defense Unit will also be checking the registrations and pollution certificates of the cars randomly to curb the pollution. Diesel cars above 10 years and Petrol cars about 15 years are banned in Delhi due to the pollution they cause.

The Delhi Government on 27 November 2021, banned the entry of commercial petrol and diesel vehicles in Delhi in view of the increasing pollution in Delhi. However, they have not been able to solve this problem, and over the years it has only increased. Giving them a benefit of doubt this is perhaps the lack of political

will, party size, lack of enough parliament presence to make policies and access more funds to reallocate resources in eradicating the air pollution and providing security to citizens from the poisonous gas.

## **Request to add this to the Political Agenda for General Election**

At Present times, we must first understand the nature of the problem attentively. When we say, climate change, air pollution, water scarcity or food chain disruption, we are talking about problems which transcend time, race, religion, cast and borders within or outside India.

This becomes everyone's responsibility, citizens as well as governments, to understand and take action on it now.

Climate policies must be implemented, irrespective of political differences. We request the government to kindly take the initiative to not only make this political agenda, it must also reflect in our foreign policy as the times ahead are difficult and need timely preparation.

Perhaps the government can have a National Committee which consists of like-minded participants from Government as well as civil society members.

By taking a step towards solving the yearly "Delhi's Air pollution problem", democracy will get an example that its voice is included, heard and acted upon by the government.

*Source - Most of the data and facts mentioned are from Wikipedia on Delhi Air Pollution; a very credible source to state macro data.*



**PROPOSED POLITICAL  
PHILOSOPHY FOR SOUTH ASIA -  
ESTABLISH AN IGO**

By creating a powerful institution like United Nations in South Asia, led by future superpower India efficient enough to take decisions on behalf of and for South Asia. An institute which thinks greater good of all and provides security against climate change and Delhi Pollution.

Among the oldest IGOs are the United Nations, which deals with diverse topics, however OPEC, on the other hand, is composed only of countries that produce oil. Specialized IGOs, such as NATO limit their activities to a particular field.

Similarly, Phuro Innovations is thus focused to create the IGO limiting its activities to Green Hydrogen economy to begin with.

OPEC, the Association of Southeast Asian Nations (ASEAN), NATO, the African Union (AU), the European Union (EU), and the Organization of American States (OAS) are among the largest non-UN IGOs. However, we are not limiting ourselves to only large organizations. There are many smaller organizations doing interesting and challenging international work, such as the African Development Bank (ADB) and the Asian Development Bank. IGOs may focus on trade (e.g. European Free Trade Association), security (NATO), or international crime (Interpol). You'll find that many UN Committees have **non-UN IGO** groups that offer a regional alternative to working within the UN.

Phuro Innovations long term goal is to offer itself as a regional legal alternative; proposing the honorable Prime Minister's office to empower us, especially at a critical time of climate change and when all other institutions and IGOs are failing in doing so. Phuro Innovations will mobilize all its global resources to put a foundation for a bright future.

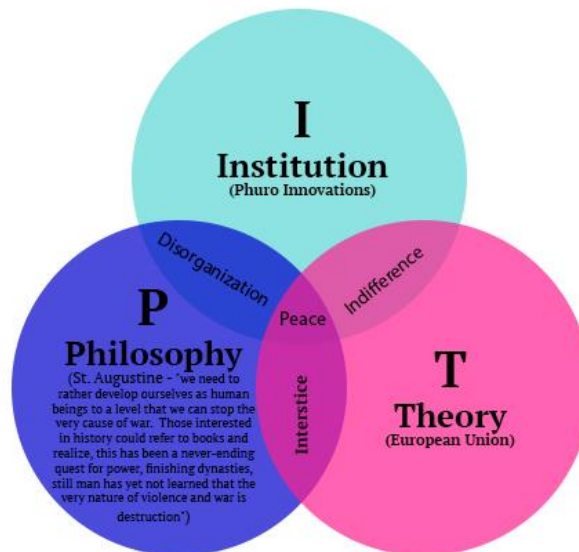
IGOs typically have the financial, political & legal support of its members along with legal expertise to an IGO's dispute resolution mechanism or executive body. The autonomy of these types of bodies varies, even within the same multilateral organization. These are autonomous bodies of the member states, and thus we would request the Prime Minister's office to honor us by becoming our member state, so we can take this awareness within India and South Asia. An IGO in South Asia needs to cover topics like Climate change & immigrations, poverty-stricken population alternatives to rehabilitation and Green Hydrogen Economy boost within the region.

Kindly accept our request keeping in mind the moral duty to save the children of South Asia from climate change repercussions.

# WHY PHURO INNOVATIONS



## Venn Diagram of Peace



$$\frac{|P \cup I \cup T|}{\text{Territory}} = \frac{|P|}{\text{Philosophy}} + \frac{|I|}{\text{Institution}} + \frac{|T|}{\text{Theory}} - \frac{|P \cap I|}{\text{Disorganization}} - \frac{|T \cap P|}{\text{Interstice}} - \frac{|I \cap T|}{\text{Indifference}} + \frac{|P \cap I \cap T|}{\text{Peace}}$$

This is about Rachna Sharma's purpose which she translated in an action post coming back from Harvard Business School, you will find the hard work she has put in to measure World Peace in South Asia on the website [Phuro Innovations](#).

“Today offers me the opportunity to build peace in South Asia, contribute to world peace, resolve political differences, and see the children healthy and happy becoming the leaders of this great Bharatvarsha tomorrow and most importantly believe in God. Even though I faced opposition on each step of mine, I kept walking”.

Each new generation of youngsters struggles to maintain their ideals amid great pressure to abandon them. When the goal is money or material success, individuals can find ready support from society and even

family members. But when the rewards are more abstract, the support can be less forthcoming. At that crucible moment you turn towards GOD.

My story is not less than belief in my inner voice and God has paved the path for me holding my hand at every important crucible as well as celebrating with me every small milestone.

Challenging questions like "So could you explain to me why you're taking a job in which you work harder and do not get paid?" My parents, husband and to a certain level of society, thought I am pursuing a hobby.

When I became a mother of twin daughters, I further heard that I was doing time pass, how can a mother of two young children be a leader etc.

And most importantly what's my skin in the game negating the TIME and hard work of all these years. It's not the fault of people, as I did not fit their mold of success, namely, a big job in a big firm or an e-commerce startup right after my return from Harvard as everyone would expect.

It is extremely hard to turn one's back on that kind of logic, especially when the world is riding on external motivations and rewards and is thus struggling internally, purposeless and stressed.

That's why today we speak about climate change, our collective consciousness is burdened with our ambition which has been nothing short of depleting mother earth of its resources in the pursuit of one more dollar... rather than peace.

***I use reflection as a mindfulness technique to access my purpose from time to time...***

If you could talk with yourself as a 10-year-old, what would he or she want you to do?

While I do not believe that there is any single path to happiness or to a particular goal, I am sure that one only ever truly succeeds at what one loves. When I talked to myself, I loved building temples outdoors in my farm, with feasts and then inviting my friends for collective prayer & celebration. Since this was an outdoor activity, At times I would be very upset as it would get destroyed by nature, rain, storm, street dogs... but I would go back and rebuild that. I would rebuild that.

Today, Phuro Innovations is that temple for me, I have rebuilt it several times in spite of several challenges and now I want to fence by proposing the government establish an IGO for Phuro Innovations. So that we have the walls, the roof and a resilient community. South Asia is that temple for me.

Most importantly, we breathe clean air, especially in New Delhi as our first step. Every journey starts with one step at a time.



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DEVELOPING CULTURE OF  
PEACE

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INDIA@PHUROINNOVATIONS.COM