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MAGAZINE NOTES

Grassroots Case Studies (January 1-15)

15 January 2026 ·

ENVIRONMENT

ECONOMY

SOCIAL ISSUES

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GS3

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Grassroots Case Studies (January 1-15)

 **Down to Earth** Chapter 16 · 1 min read ·

Banofi Leather — Circular Economy Innovation (Mumbai)

- Founded by **UNEP Young Champion Jinali Mody**
- Creates high-performance vegan leather using **banana crop waste** mixed with natural rubbers and starches
- Slashes carbon and water emissions by **over 95%** vs animal leather
- Eliminates toxic heavy metals (chromium) from tanneries
- Provides secondary income for smallholder farmers

Paani Foundation — Community-Led Climate Resilience (Maharashtra)

- Co-founded by filmmaker **Kiran Rao**
- Launched “**Water Cup**” **competition** teaching villagers watershed management science
- Transformed water scarcity from crisis into joyful community movement
- Empowered women as leaders; broke caste/social barriers as villagers worked side-by-side

Makanaka Plastics — Grassroots Plastic Eradication (Goa)

- Discarded fabric upcycled by local women into cloth bags
- Continuously circulated among shopkeepers and vegetable vendors
- Permanently replaces single-use plastic at neighbourhood level

ERDS Foundation — Biodiversity Education (Rajasthan)

- Ecology, Rural Development and Sustainability Foundation
- Takes schoolchildren into scrublands to teach native biodiversity
- Counters local extinction of species like the **Great Indian Bustard**
- Transforms eco-anxiety into actionable ecological awareness



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