

Continued from page 1



## Build It

In order to save the planet from being completely run over by signs of human occupancy, elements of nature must be incorporated into the building process. Sustainability and a plant-focused approach to making buildings and interiors of spaces have seen a surge in popularity in the last few years. Data published in [researchandmarkets.com](http://researchandmarkets.com) highlights India's green building market is projected to be in the range of \$30 billion to \$40 billion. Mumbai-based Open Atelier is one of the firms leading the way. They rely on meticulous research and often collaborate with a horticulture specialist for projects in order to consciously introduce elements based on green-design sensibilities. Their methodologies include adding suitable species of plants, using renewable materials for construction, minimising waste, and inviting craftsmen from lesser-known design backgrounds who specialise in producing organic work. Mold Design Studio based in Delhi is another example of a plant-first design practice that believes in focussing on a strong indoor-outdoor connection. They use lots of foliage at higher levels to create positive energy aimed at wellness. A reliance on age-old design elements like jalis/screens to reduce heat gain and increase daylight, are other methods used.



"We are always looking at ways to incorporate locally sourced materials. We use lots of sustainable products in our projects like terrazzo/cement flooring, sustainable wood products that are sourced from renewable forests or products like bamboo, exposed bricks and terracotta products. We also often use reclaimed wood for interiors and furniture."

**ANIKA MITTAL DHAWAN** Founder Director, Mold Design Studio, Delhi



## Work Out with It

Health nuts keen on muscle gain and down on animal proteins are increasingly turning to plant-based protein alternatives. These green powders and drink supplements are more affordable when compared to traditional whey protein, along with being more ethical, kinder on the planet and healthier. Data published in [meticuloussupplementsresearch.com](http://meticuloussupplementsresearch.com) shows that the plant-based protein supplements market is expected to reach \$9.57 billion by 2027, at a CAGR of 7.8 percent. Mumbai is a hotspot for this particular trend, having spawned multiple successful brands in the past few years. 'Green Protein', best known for its Berry Blast flavour, uses 100 percent Pea Protein Isolate, which is processed in a way that the protein

molecules have little or no aftertaste, and are easy to digest. Smoothie Republic's mission is to challenge the notion that vegan food can't be tasty. They do this by infusing creativity in the look of the product and relying on a variety of natural flavours to add taste. OZiva has a large selection to choose from—products aimed at improving skin, hair, and building immunity in adults and kids. Their most popular offerings include Organic Plant Protein made with Pea Protein Isolate, Organic Brown Rice Protein and Organic Quinoa, plant-based Collagen Builders for radiant skin and plant-based Biotin for stronger hair. These products are 100 percent clean and completely natural making them perfect for long-term consumption.



"More consumers are looking for holistic wellness solutions that can provide nourishment inside and out. We have seen an increase in the adoption of clean nutrition to manage stress and anxiety levels. Consumers are adding Ayurvedic ingredients in their daily diets to improve immunity, for better gut health and a host of other health benefits."

**AARTI GILL**  
Co-founder, OZiva, Mumbai



## Be Influenced by It

To qualify as a trend in this day and age, it must be endorsed and promoted ceaselessly by influencers. And the same is true of everything plant-based. Ankash Ransoni, 26, could well be the face of the Indian sustainability movement. With 63k followers on Insta and the seemingly dream job of travelling the world to educate others on sustainable travel, this vegan Gen-Z influencer believes 2022 will see a further surge in the demand for vegan alternatives in hotels, cafes, flights, proteins, and medicines. Shefali Betra from Delhi has over 20k followers on Instagram for her plant-based cooking content, but her focus is not solely on influencing. As a holistic health and wellness coach, she specialises in conducting plant-based food workshops. She believes it is not enough to become vegan, it is more important to consume the right plant-based food, and avoid unhealthy choices being marketed as vegan. Purvi Shah from Pune is a vegan food stylist and photographer, with nearly 20k followers on the gram. Apart from helping food and beverage brands showcase their products with the right storyline and visuals, she works with selective plant-based brands to promote their products through visual storytelling on social media.

"Two industries will see a huge shift in 2022—food and fashion. We'll see several new brands entering the Indian market with alternative/plant-based food options and new fashion brands replacing animal fur and skin with vegan/cruelty-free/plant-based alternatives. This goes for social media trends too."



**PURVI SHAH**  
Food Stylist and Photographer, advocate of sustainable living, Pune

## Apply It



India has ancient wisdom in the field of plant-based skincare—it's called Ayurveda. Following the surge in demand for Ayurvedic products among millennials in metros and Tier II and III cities of India, a number of hip, savvy brands are applying age-old principles to modern skincare needs rather successfully. Increasingly active skincare ingredients are being extracted from plants as opposed to animal or petroleum-based sources, as the clean and vegan beauty movement takes off. Data from Market Research Future reveals that clean beauty and cruelty-free cosmetics are set to increase in demand by 6.1 percent between 2017 and 2023 in India. Delhi-based The Switch Fix is known for its clean ingredients that target a host of problems. Their Acal of Relief Shampoo Bar is good for the planet and claims to treat hair fall by tackling the effects of pollution on the scalp. Hyderabad-based Vedix relies on artificial intelligence to customise Ayurvedic plant-based products for every customer as per six broad categories based on their *dosha* profile, and then further divided into issue-specific sub-categories. Mumbai's Secret Alchemist makes products that use a holistic approach to meet emerging health challenges, by relying on clinical aromatherapy. They are most popular for their plant-based aromatherapy product called Dream, which is a sleep-inducing roll-on.

"Extracts from plants comprise a whole spectrum of active ingredients, unlike a single chemical. Together these active ingredients accentuate each other's physiological roles, making them very effective and available for the body to use. For example, Amla is known to exert high antioxidant activity due to its Vitamin C content. Synthetic Vitamin C can never be better than raw amla extract. Nature just does it better."

**DR ZEEL GANDHI**  
Formulator, Vedix, Hyderabad



## Drink It

Plant-based milks such as soy milk, almond milk and oat milk have made promising in-roads into Indian consumers' minds. A report by Good Food India and Ipsos estimated the value of the plant-based milk market at \$21 million in 2018, and this number is projected to grow at a CAGR of 20.7 percent to reach \$63.9 million by 2024. Whether for eco-friendly reasons, dietary concerns or simply following a trend, plant-based dairy replacements are here to stay, with the largest consumer segment falling in the age category of 25 to 34. Behemoths like F&C and Amul are set to venture into this space with their own plant-based milk versions, but the growth has been driven thus far by smaller, homegrown companies. Chennai-based Only Earth makes oat and coconut milk variants, and is available at over 1,000 stores in 12 cities across India and online. They also supply to outlets like Starbucks, Subko Coffee, Oberoi Hotels and more. Other well-known names include Goodmylk, Raw Pressery Sain and Vvegano. More experimental dairy alternatives such as millet and ragi milks are also available in a variety of alluring flavours. The newest and trendiest entrant on the block, however, is potato milk. The recent Food & Drink Report published by the UK grocery store chain Waitrose highlights the qualities of potato milk as being dairy-, fat-, and cholesterol-free. The calcium found in this drink is said to be equivalent to cow milk and the minerals, and vitamins are more than other vegan milk varieties.



"We offer consumers the choice of healthy and clean alternatives that have a positive impact on theirs and the planet's health. Oat milk is still not easily available in India, which gives us an edge over other brands. It is a great option to use for smoothies, desserts, or cold coffees etc."

**KUNAL MUTHA**  
Founder, Only Earth, Chennai

