



July Newsletter

Green Shoots Are Here.

Great news from Delhi (our home state) which has flattened the COVID-19 curve. While we remain vigilant and continue to take necessary precautions, it is especially encouraging to see small businesses re-opening. Nomura Securities publishes an India Business Resumption Index. This index has recently plateaued around 70 but at least it has come out of its April slump when it was in the mid-40s. The green shoots of recovery are well and truly here; let's build on this momentum to ensure a sustainable path forward.



When the Stars Align

Q >> What do **Pitbull** (yes, the awesome rapper), **Arianna Huffington** (co-founder of the Huffington Post and CEO of Thrive Global) and **Madame Ellen Johnson Sirleaf** (former president of Liberia, first elected female head of state in Africa and 2011 Nobel Peace Prize winner) have in common?

A >>> In the most humbling of experiences, all of them congratulated Ecoware on providing a scalable solution to the COVID pandemic. Ecoware was one of 10 companies shortlisted from 85 applicants by Unreasonable Impact and Barclays bank to receive a grant in recognition of the work being undertaken in addressing the immediate and long term challenges resulting from the global pandemic. Watch the full presentation of the COVID-19 Response Global Summit here.

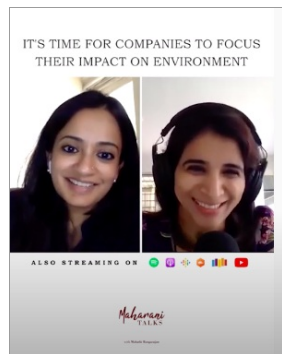
[Watch](#)

Singapore Green Label

Ecoware has acquired the prestigious Singapore Green Label certificate awarded by the Singapore Environment Council. The Singapore Green Label is a seal of endorsement on its environmentally friendly claims to prevent the abuse of green-washing. This label gives us a great platform to take our range of 100% biodegradable tableware to Singapore and the rest of the ASEAN region.

Green Dream Foundation

We participated in a Webinar organized by the Green Dream Foundation to discuss air pollution during and after COVID. In just a few months, north India will be blanketed by air pollution caused due to crop stubble burning. This discussion was a timely reminder to take action now.



Maharani Talks

Founder & CEO, Rhea Mazumdar Singhal participated in the podcast *Maharani Talks* hosted by business journalist, Mahathi Rangarajan. Talking about environmental impact, Rhea says "*in the future, your customers are going to be the Greta Thunbergs of the world. Are you ready to sell to this new generation of customers?*" Hard questions and harder answers. Listen to the full podcast here.

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