



# COMPANY PROFILE

2018



PIETER PETROS INSTITUTE

Officially Registered under Digital Marketing Expert Pvt. Ltd.

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### What is PIETER PETROS INSTITUTE?

Pieter Petros, better known as PP, the CEO and founder of PIETER PETROS INSTITUTE is the new age philosopher who is set out to achieve his Vision, where Nature and Humans work alongside each other. With a practical approach, PP breaks-down the complexity of achieving various sustainability goals via the PIETER PETROS INSTITUTE. It will be the managerial head for co-ordinating and executing all the sustainability themed projects undertaken on behalf of our partners.

### Why was it Established?

Understanding the need for a completely dedicated team to work on each project for satisfactory execution and efficient management, the PIETER PETROS INSTITUTE was established. With our partners who have years of experience and expertise in a sector, the PP Institute holds the capacity of executing projects of any size.

### Our Vision

The vision of PIETER PETROS is to make the world a better and happier place, by spreading awareness about sustainable living and self-awareness.





## Our Mission

Our primary focus is achieving complete self-sustainability in the world by fulfilling the following needs:

1. Clean Water and Air
2. Pesticide free vegetables and fruits
3. Harvesting renewable energy resources- Sun, Water & Wind
4. Quality Education facilities
5. Sustainable fabrics
6. Sustainable transportation
7. Sustainable housing
8. Sustainable entertainment

After fulfilling the stated requirements our objective is to focus on the following:

1. Reduce cross-border pollution
2. Reduce cross-border conflicts
3. Provide a platform that can be utilised to achieve Sustainable Goals set by Governments, Corporates, etc
4. Collaborate and increase our partner base and accelerate results

**OR**

The mission of the PIETER PETROS INSTITUTE is to achieve a completely self-sustained environment by fulfilling the Sustainability Goals set by the Institute.

The Institute aims to support its partners to achieve their objectives by executing, on behalf of them the plans made for the environment or economy.

## PP Institute Sustainability Goals

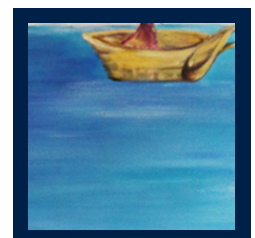
### 1. Solar Energy & Renewable Energy (Wind and Water)

Based on the availability of each renewable resources, like solar, hydro, wind and biomass in the region, optimal utilisation of these resource will be made to help reduce and ultimately eliminate the use of non-renewable resources such as petroleum, coal, etc.



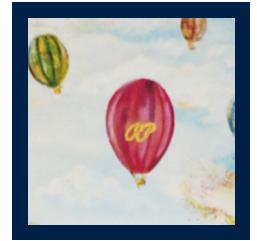
### 2. Water Quality Management

In spite of having nearly three forth of the planet with water-bodies, not all of it is portable. The scarcity of water has always been one of the top discussion points the world over. The PP Institute aims in venturing into all innovative technologies and systems that makes it possible to provide clean water for farming, daily use, etc., and portable water drinking; to all regions affected with this scarcity.



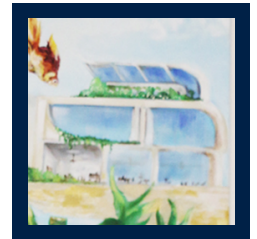
### 3. Air Quality Management

Air is another element that has been abused to great extents and unless immediate action is taken to control and reduce the contamination of the air quality, mortality rate will increase due to the various air borne ailments. Controlled incineration, regular emission tests, etc., need to be implemented and monitored in order to see any results. The Institute's objective is to take over such challenging projects and bring about the change we are all hoping to have.



### 4. Sustainable Housing

With the ever-growing population, it becomes important to optimize the utilisation of land to provide proper housing facilities without deteriorating the quality of the land. To achieve this, we must plan and create blueprints that are great aesthetically and structures that are sustainable. Structures that are created in a way that can get pass the wear-and-tear and protect the users from varied climatic conditions, without having to utilise external resources will help achieve this goal.



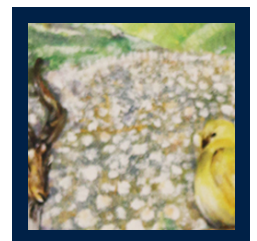
### 5. Sustainable Farming

Production of large quantities of crops and other farm-products is a vital necessity with regions housing such large populations. Currently the strategies used to increase productivity of the produce is resulting in decreased quality, moreover, making it harmful for the consumers. Study of the soil in each region and cultivation based on the fertility paired with traditional farming techniques and state-of-art tools will enable us increase production without decreasing the quality of the produce.



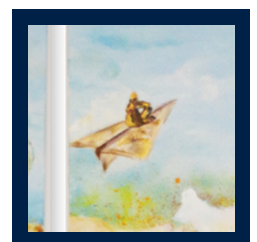
### 6. Sustainable Fabrics

Use of science and technology to utilise the naturally occurring material in the production of fabrics is the only way to reduce the use of synthetic and other non-degradable materials. Fabrics made from Bamboo, Hemp, Jute, Banana, Bemberg, etc., should be researched upon and brought into the market.



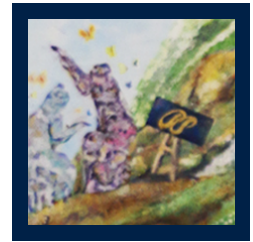
### 7. Sustainable Transportation

The increase in population and standard of living results in the increase in the number of vehicles on the roads, strategic planning of roadways and manufacture of vehicles that function on renewable fuels are some of the methods to combat this issue. Also, optimisation and promotion of public transportation and implementation of strategies utilised in places like 'Chattanooga' will prove to be useful.



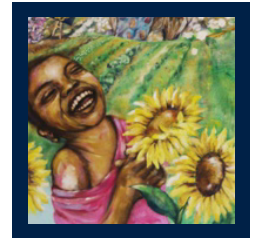
## 8. Education

Implementation of an unconventional education system that helps nurture the skills and talents of every individual, respecting their uniqueness is necessary to help everyone perform at their fullest potential. Awareness about the inner-wellbeing and self-consciousness would be some of the aspects focused on. Pilot drives of such systems can be made to see and the results following which the change can be brought in.



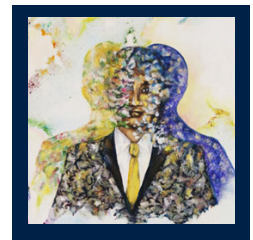
## 9. Sustainable Entertainment

Entertainment is, and will be an essential part of our lives and when we consciously choose to make it a part of sustainability, it helps reduce the footprint while still entertaining the end-users.



## 10. Sustainable Economic Development and Growth

Achieving the various sustainable goals is what paves the way for economic development. The amalgamation of these separate goals will be evident in the economic growth of the nation. The ultimate goal of the INSTITUTE is to ensure there is sustainable economic growth in the country.



**OR**

GOAL 1: To provide Clean and Renewable Energy for all

GOAL 2: To provide and Sustainably Manage Water and Sanitation for all

GOAL 3: To provide and Sustainably Manage the Quality of Air

GOAL 4: To provide Quality Education that empowers every individual to utilise emerging opportunities

GOAL 5: To resort and promote Sustainable use of forests and croplands while optimising the quality and quantity of the produce

GOAL 6: To build and promote safe, resilient and Sustainable Housing for all

GOAL 7: To manufacture and promote the use of Sustainable Fabrics

GOAL 8: To implement and promote Sustainable Transportation for both Public and Private sectors

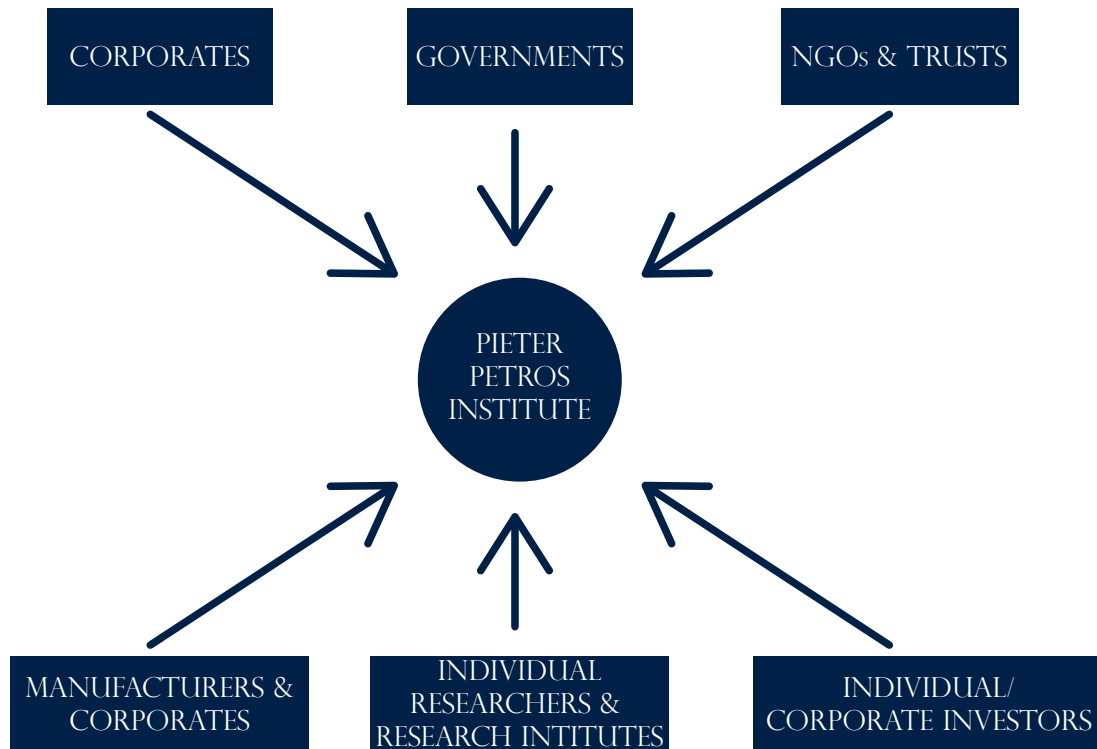
GOAL 9: To ensure Sustainable Production and Execution of Entertainment is achieved

GOAL 10: To achieve Sustainable Economic development and growth.

## Action Plan

Change cannot be brought into the system overnight, but if small steps are taken at a consistent rate, the change everyone is hoping for is not too far. The PP INSTITUTE aims at taking over projects of one goal at a time and proving that with determination and efficient management tasks can be done and goals can be accomplished.

To start with, the INSTITUTE will take over projects in India where it is based following which, it will move into the international realm.



### Partner Structure

The PP INSTITUTE will take over various projects that are in alignment with its sustainability goals and co-ordinate among its partners to execute it in the best possible method. These projects may be taken over on behalf of corporate bodies, governments or individual Trusts or NGOs.

Once taken over, it becomes the project of the PP INSTITUTE, in association with the respective entity that initially had the project.

PP INSTITUTE will be responsible for the execution and management of said projects with the help of its partners. These partners are various manufacturing corporates, individual investors and researchers.

### Categories

#### 1. Solar Energy & Renewable Energy (Wind & Water)

India receives tremendous quantities of solar energy and we intend to collaborate with various entities who will help us utilise this power source.

PP Institute believes that We Must Turn to the Sun to Power our Future, our focus is to tap into the potential of the Solar power available in India, convert & utilise it to power the present and future of the country.

While doing so we are also open to other renewable energy sectors that can contribute to making India more sustainable and self-sufficient.

These other sectors include- Hydroelectricity, Wind Energy, Biomass, etc.

## **2. Water Management**

One of the basic necessities in life is water. It is seen that despite having many perennial rivers emerging from the snow-capped mountains, there is sheer scarcity of portable drinking water in many parts of the country. This could be for various reasons, such as the depletion of ground water that is exploited for construction purposes, or contamination of the water table due to mixing of effluents from the industries.

The PP Institute will have a panel of individual researchers as well as institutions that will work together in finding the best alternative that can combat with this crisis. On the other hand, there will be Corporates that are interested in investing in the infrastructure and implementation of water management setups, that are of varied sizes.

These management systems include- Watershed management, Rain-water Harvesting, STPs, etc.

## **3. Sustainable housing**

Over exploitation of the available resources is the primary cause of destruction and dilapidation of the economy. With India being termed as the Country Under Construction, it is important to make sure our resources are optimally utilised and saved when there isn't a need for the same. Opting for a more sustainable architecture is one important aspect that can help conserve many of our resources. Use of construction materials that are resistant to easy wear-and-tear and easily degradable when disposed, are some such options.

The PP Institute will host professionals that range from Architects to Engineers to Manufacturers who have experience with building of sustainable infrastructure. Hence, all projects related to housing will be planned and executed by our in-house partners.

## **4. Sustainable Farming**

In spite of having rich and fertile land, the productivity of crops is depleting at an alarming rate. Harmful pesticides and fertilisers that are being utilised to increase productivity have grave impact on the well-being of the consumers. Being a land of farmers there is no shortage of knowledge, hence we should focus on finding a balance between the traditional farming techniques and innovative mechanics that can enhance the quality and quantity of the produce.

Sustainable farming has proved to be one of the methods that can help restore the fertility of the land, because of which we can achieve mass production of crops without compensating on the quality.

## **5. Air Quality Management**

Uncontrolled industrialisation and urbanisation of the country is resulting in degradation of Air quality which results in poor health of the residents. With cities like Delhi and Mumbai surpassing all records of contaminated air, it becomes necessary to start with control of existing emissions then reduction and management of it. The focus of PP Institute is to enable state and central governments take necessary action to combat with the increasing contamination of air quality while not having to get bogged down by the management.

## **6. Sustainable Fabrics**

There are many indigenous and sustainable materials that can be converted to the fabrics we all desire. Lack of research, implementation and high cost of production tends to discourage manufacturers from using these sustainable materials. Hence it becomes essential for governments to take the initiative and provide subsidies to those utilising these fabrics to promote and spread awareness of the same. Due to its diversity in soil types, India houses many such materials that via promotion, can easily be brought into the market and made use of to reduce the production of synthetic and non-degradable fabrics.

## **7. Sustainable Transportation**

Many local governments are accelerating change through policy initiatives such as integrated transport, congestion charges, low emission zones, sustainable procurement and lifecycle costing. These city level policies can move markets in more sustainable directions and ultimately eliminate the use of petroleum and other non-renewable fuels.

## **8. Education**

We all want a job that pays us in six figures every month. But we are not ready to see the ground reality of our education system that is just producing graduates and degree holders with no knowledge of the market know-hows. Together with governments and other organisations the INSTITUTE aims to provide unconventional education systems that helps enhance and nurture the skills and talents of every individual who is a part of it. The goal is to empower everyone to function at the fullest potential by first becoming self-aware and working on their inner-wellbeing.

## **9. Sustainable Entertainment**

Starting from production houses to concert tour organisers policies should be implemented that ensures their outputs have minimal footprints. The power of the entertainment industry can also be utilised to spread awareness about the need for a sustainable approach to all aspects of life and how it will benefit the consumer in the long run.

There are numerous innovative methods that can be used to achieve the goal of having sustainable entertainment. The focus of the INSTITUTE is to tap into these innovative approaches and implement them in the various fields of the entertainment industry.

## **10. Sustainable Economic Development and Growth**

The point of ensuring a sustainable factor is incorporated in every aspect of the economy and environment is to ultimately achieve sustainable development and growth of the economy. To be at par with all the leading countries in each field and increase the per capita income per person.

## **Conclusion**

With the same determination and zeal that led to the formation of the PIETER PETROS INSTITUTE, our objective is to achieve all the above-mentioned goals, together with the support of our partners.



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