



Abellon Quarterly

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Venturing far & wide...

Big thinking precedes great achievement...

Dear Readers,

Abellon says Goodbye to 2010 and welcomes 2011 on a buoyant note.. Year 2010 was a time of exploration and initiation, as we saw projects in several domains taking the shape we had envisaged for them, when we first started our journey.

Since that beginning, Abellon has ventured far and wide in terms of businesses as well as global shores, in the process gaining a gamut of experiences. We have built up efficient teams and resource capabilities, enabling us to work within the changing global climate panorama; created knowledge-driven and innovative business philosophies, and approaches aligned to the sustainable growth and development of nations.

At the close of 2010, much has been accomplished - the initiation of multiple manufacturing facilities, our operations in Europe, a range of sustainable products, and the development of a pilot integrated energy generation and agro-forestry project. These achievements, and the significance of our work for the world at large, have brought us recognitions such as the AREA Award for Green Leadership, which the company has won for the 2nd year in a row.

As we begin Year 2011, we take this opportunity to renew our commitment to building Abellon into a TBL led institution delivering economic value, nurturing the environment, and ensuring development at a larger societal level.

*Wish you all a very Happy, Clean and Green New Year...
Thank You
Editorial Team - AQ*



HIGHLIGHTS

Energy Crop plantation achieving new heights

Submission: Sustainability report for IIM-A

Abellon wins AREA Green Leadership Award 2010

Abellon @ Dandi March 2010

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The US Presidential Delegation in India

During 6th to 9th November 2010, H'ble US President Mr Barack Obama visited India with a view to improve bi-lateral economic ties, help to drive innovation and create jobs in both the countries.

The accompanying crew comprised of more than 200 delegates including prominent figures in The Federal Government namely, the new national security advisor, Tom Donilon; the commerce secretary, Gary Locke; the agriculture secretary, Tom Vilsack; and administrator of USAID, Raj Shah.

Points of agreement favoring Cleantech Sector

- Amidst other key issues concerning bi-lateral co-operation, President Barack Obama and Indian PM Manmohan Singh unveiled plans to launch a wide-ranging Clean Energy and Climate Change Initiative that will see the duo's co-operation to develop various clean technologies. As a key part of the plan, a Joint Clean Energy Research and Development Centre will be developed in Delhi by India and the US, focusing on 3 areas in the 1st phase: second generation biofuels, solar energy and energy efficiency in buildings. For the centre,
 - \$100m in public and private funding will be made over 5 years, including \$25m each from the US and Indian governments.
 - For each of the areas, grants will be awarded to a joint US-India consortium of partners.
 - Other involved entities include USDoE & India's Planning Commission (to select appropriate projects for funding) and The ExIm Bank of the US (to provide financial support for developing RE in India)
 - The Overseas Private Investment Corporation will contribute \$100m to the Global Environment Fund's South Asia Clean Energy Fund, which will invest in RE projects in India, including biofuels.
- The wide-ranging US-India agreement will also see bi-lateral initiatives on energy-efficiency front, with involvement of governments, utility regulators, and private-sector partners of the duo.
- The leaders also committed to full implementation of a civil nuclear agreement that will see US firms working to help develop nuclear energy projects in India.

Source:

<http://www.news.rediff.com/report/2010/oct/28/obama-visit-no-hillary-but-still-obamas-delegation-packs-a-punch.htm+obama+delegation+to+india&cd=3&hl=en&ct=clnk&gl=in>

<http://www.businessgreen.com/bg/news/1895154/india-stump-usd50m-clean-tech-centre>





Major conclusions of the conference

- Unanimous agreement to keep temperature rise below 2° C and set a clear timetable for review of global actions on mitigating the effects of climate change.
- A balanced package of decisions - 'Cancun Agreements' - to create a low - emissions future and support enhanced action on climate change in the developing world.
 - Industrialized countries will develop low-carbon development plans and strategies and assess how best to meet them and to report their inventories annually.
 - A registry to record and match mitigation actions of developing countries for receiving finance and technology support from industrialized countries. Progress reports to be published every two years.
 - Parties meeting under the the Kyoto Protocol agreed to continue negotiations to complete their work within the pre-decided timelines.
 - CDM to take more major investments and technology into environmentally-sound and sustainable emission reduction projects in the developing world.
- Key initiatives and institutions included in the Cancun Agreements
 - US\$30 bn in fast start finance from industrialized countries to support climate action in developing world upto 2012; US\$100 bn to be raised by 2020
 - A board with equal representation from developed and developing countries to process for Green Climate Fund
 - A new "Cancun Adaptation Framework" for better planning & implementation of adaptation projects in developing countries through increased financial and technical support.
 - Boosting actions to curb emissions from deforestation & forest degradation in developing countries with technological and financial support. An agreement introduced to launch concrete actions to preserve forests in developing nations.
 - A Technology Executive Committee & Climate Technology Centre & Network to increase technology cooperation among the nations.

Source:

<http://www.unep.org/Documents.Multilingual/Default.Print.asp>

DocumentID=653&ArticleID=6866&l=en&t=lon

Energy Crop Plantation achieving new heights

1 of the largest sites of its kind in India
Spread over 120 acres of land



Intercropping: Watermelon, Carrot, Beetroot



Dedicated Energy Crop Cultivation: 42,500 Bamboo Saplings planted

Vermi-composting using organic manure



Drip Irrigation: More Crop, Per Drop



Biodiversity in the lap of the nature



Modern agri-practices being applied for cultivation



Cultivation of other energy crops



Tissue Culture: Mass production of high biomass-yielding species of Energy Crops



A Greenhouse and Nursery @ plantation site

Successful launch and operations of Vermi-Compost Pilot plant @ Modasa site



Inauguration of the Vermicompost Plant

On 22nd October '10, Abellon inaugurated its first Vermicompost Pilot plant the site. Using cow dung as raw material, the plant converts organic waste into fertilizer, which will then be used for the plantation activities at the site. The cow dung is sourced from the nearby villages.

This initiative effectively involves the principles of self sustainability, zero-waste generation as well as social development at the plantation site.



First pellets container dispatched from Gandhidham plant

On 2nd December '10, Abellon dispatched its first export container from the company's facility located in Gandhidham, Gujarat to the Italian port of Naples, on board the ship 'Kaethe C. Rickmers'.

These high quality pellets are manufactured in line with DIN+ standards and have less than 1.5% of ash content, which increases the overall operational efficiency.



Gandhidham plant's maiden export consignment to Italian Market

Scaling up operations in Italy



Pellexo - supporting Italy to live **Green...**

With the increasing demand for our pellets in the Italian market, Abellon's warehousing and bagging facilities have become fully operational at 3 ports in the country. Abellon is now covering much larger market area with its increased operational capability.

DSIR recognition to R&D facility of Abellon

A significant breakthrough for the R&D facility of Abellon was the official recognition by Department of Scientific & Industrial Research, Ministry of Science & Technology. The recognition would help Abellon enhance its R&D initiative in many ways, and result in a multitude of benefits including various exemptions on tax, incentives as well as financial support for R&D projects and activities.



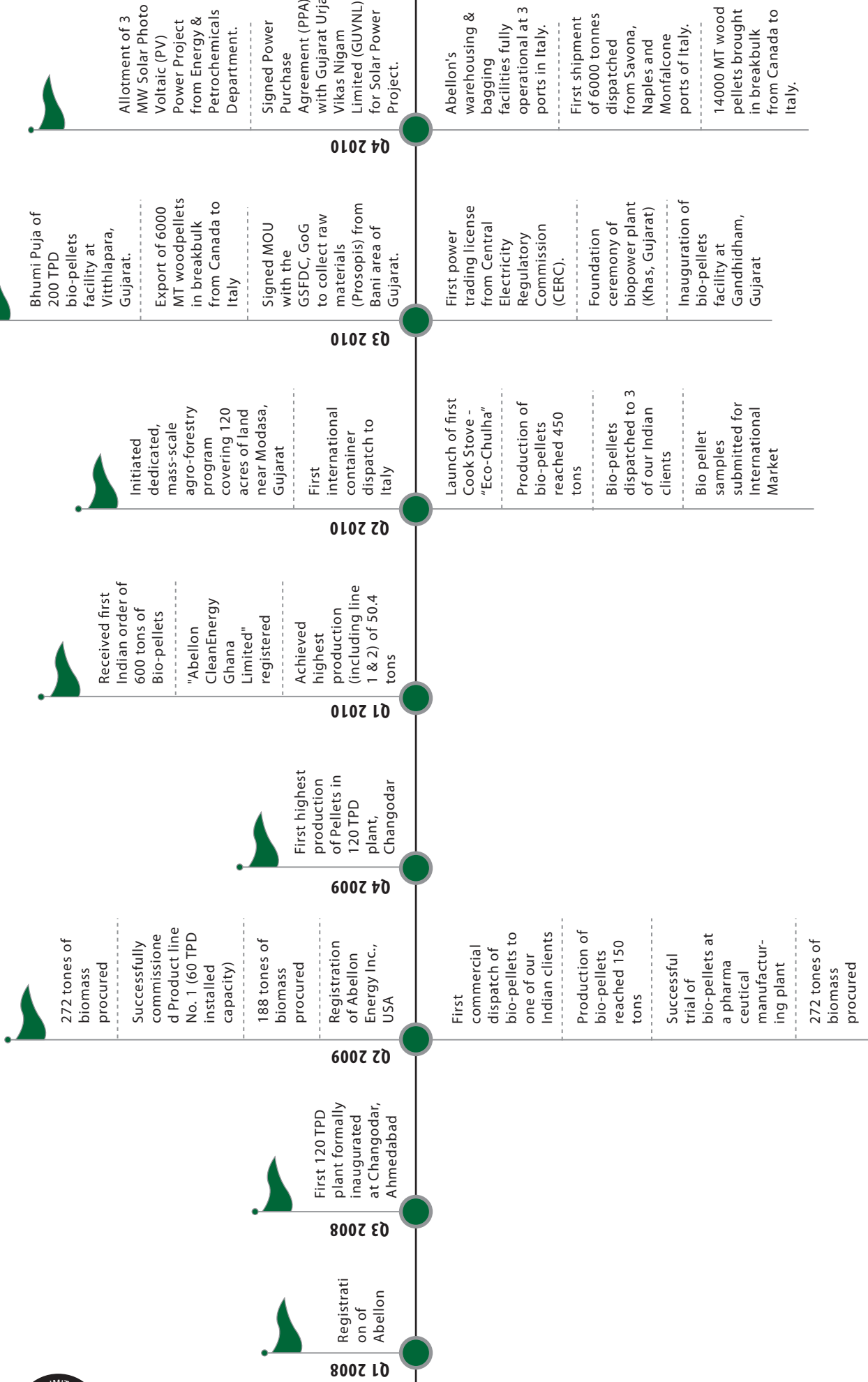
DSIR's recognition of R&D efforts of Abellon

Tapping into Solar Energy

As a part of its vision for green and clean power generation, Abellon is setting up a pilot solar power project at its plantation site in Gujarat, India.

The company has taken one of its first steps in the domain of solar power generation by signing a Power Purchase Agreement (PPA) with Gujarat Urja Vikas Nigam Limited (GUVNL) on 7th December, 2010, for supply of the green power generated from the project.

The project, which will generate 3MW of power, will enable productive utilization of wasteland, help Abellon earn CDM benefits, and develop an understanding and know-how of solar technologies. At a larger social level, it will promote regional development by creating opportunities for income and employment generation as well as skill enhancement.



Businesses

- State-wide mapping of Raw Material availability for Solid BioFuels across Gujarat
- Global launch of Abellon @ "Interpellets-2009" Europe's largest pellet technology trade show
- Completed series of Krishisabhas in 100 villages to educate farmers for income enhancement through better agronomy practices
- Abellon Ghana partners UNDP Business Call to Action in Ghana
- Launch of programmatic CDM project



Brands

- Launch of new brand name for bio-pellets - "Pellexo"
- Launch of Bioenergy Council of India (BECI)



R & D

- Initiated research project on Biofuels, and launched first few test farms for energy plantation
- R & D signs mutual CDA with Gent University, Belgium
- Acceptance of paper-Evaluation of different non-woody & woody biomass of Gujarat, India for preparation of pellets - in Energy Sources - An international journal published out of the UK
- R&D wins 1st prize for poster presentation @ XXIV - Gujarat Science Congress 2010
- Energy Sources- An International Journal invited R&D Expert as a reviewer
- Acceptance of scientific paper- "Leaching of soluble chloride from terrestrial and water based biomass" in Energy Sources - An international journal
- Successful start-up and running of Tissue Culture Laboratory
- Department of Scientific & Industrial Research (DSIR) recognition to R&D facility

Accolades

- Invitation to join the Prime Minister's National Solar Mission
- Wins the "Asia Responsible Entrepreneurship Awards (AREA)- 2009 India" instituted by Enterprise Asia.
- "Circle of Light" wins 2nd position at the UNFCCC CDM International Video Contest on "Changing Lives."
- Wins- "The Asia Responsible Entrepreneurship Awards (AREA)- 2010" instituted by Enterprise Asia, for Eco-Chulha
- "Freedom" - one of six "Best of Changing Lives" videos at UNFCCC/CDM International Video Contest 2010

Memorable Visits

- Visit of Hon. Dr. Raila Amolo Odinga, Prime Minister of Kenya
- Visit of Hon. Glibert Balibajeka Bukenya, Vice President of Uganda



Public Initiatives

- Commissioned by Govt of Kenya to write a White Paper on "Kenya - Renewable Energy Market"
- Presentation at Commonwealth Business Forum, Trinidad & Tobago
- Presentation on Harvesting the energy potential of Crop Residues and Creating Sustainable local Rural Economy at BioEnergy, symposia & expo, USA.
- Conducted workshop on "BioEnergy, an Enabler for a Sustainable Future" under training course on Renewable Energy and Energy Efficiency by TERI & SCAAP at Delhi
- Presentation at International Workshop on Bio-Energy, USA
- Presentation at Green Industrial Evolution India - 2010
- Presentation at Africa Investment Forum (AIF) 2010
- Presentation at National conference on Business Action on Climate Change

Key Presentations

- Presentation to Ministry of New & Renewable Energy, India
- Presentation to Honorable PM of India
- Presentation to The Planning Commission of India



- Successfully executed plantation of 5000 specially developed tissue cultured bamboo plants at Gyaspur, Ahmedabad, under Gujarat Government's green plantation drive as part of "Swarnim Gujarat Prakruti Utsav".
- Submission of Sustainability Report titled "Comprehensive Approach Towards Sustainable Development" for IIM-A



Submission: Sustainability Report for IIM-A



Abellon submitting "Sustainability Report" to IIM-A

Approach Towards Sustainable Development", to the Hon. Director of the institute, in presence of the respective teams from both the organizations.

The report highlights major sustainability initiatives undertaken at the campus covering aspects such as biodiversity, landscape designing, water management, solid waste management as well as energy efficiency. At the same time, it also sheds light on how to utilize available campus resources more optimally. The report is expected to be instrumental in preparing a future sustainability road map for the campus.

As part of its larger social commitment towards building a green and sustainable future, Abellon partners with organizations wishing to be at the forefront of this movement.

IIM-A is one such institute that is taking a lead in trying to establish a green and sustainable campus. In support of the institute's vision, Abellon conducted a sustainability study of the campus. On 21st October '10, Mr. Aditya Handa formally submitted the findings of the study in the form of a report titled, "Comprehensive



Team Abellon with Director Dr. Samir Barua

Strengthening the biomass collection model



Abellon's VoW model involves community at large

Abellon will set up the required infrastructure at these centers and spearhead its collection activities to supply agri-residue for manufacturing operations.

As a backward support to its bioenergy initiatives, Abellon has set up a unique decentralized collection model - Poornakumbha - to source agri-residue from villages covered under an area of 50 km radius of its pellets manufacturing and power generation sites.

The company has successfully executed agreements with a network of 11 collection centers for guaranteed biomass supply to one of its upcoming pelleting facilities in Gujarat, India.

Swaichhik Shramdan Programme

Between 17th to 23rd December '10, Abellon Agrisciences team launched a week-long "Swaichhik Shramdan" (Volunteer Labour) Program. Under this unique platform, the field supervisors volunteered for weed eradication and removed weeds from the plantation field, demonstrating their commitment to the plantation initiative.



Agrisciences Team volunteered towards weeding

Dandi March 2010



Team Abellon accompanying the noble cause of the walk

On 18th November '10, at 6 am, senior team members from Abellon got together at Gandhi Ashram, to flag-off the march and walked for about 18 kms to raise the spirit of the volunteers. Our Poornakumbha team members joined the March, each covering a portion of the route before passing the baton to their colleagues. This was a unique and memorable experience which gave them an opportunity to relive one of the most important milestones in Indian history, and interact with the persons, places and memorabilia connected to the actual Dandi March.

For Abellon, it was a matter of honour and pride to be a part of this March and renew our commitment to Gandhiji 's vision of a sustainable and equitable society.

Abellon wins AREA Green Leadership Award 2010



Abellon's representative being felicitated by AREA Awards Authority received the award.

Abellon has won the AREA Green Leadership Award 2010 for Eco-Chulha – an innovative Biopellets-based Community Cooking Stove.

The Awards are instituted annually by Enterprise Asia (www.enterpriseasia.org), an international organization committed to recognizing, honoring and developing the spirit of sustainable and responsible entrepreneurship across Asia.

On 20th November '10, a prestigious award ceremony was held at New Delhi where a senior team member represented Abellon and officially

This Award reinforces the potential of Eco-Chulha as a product that can create a sustainable and innovative breakthrough in the Indian community cooking scenario. It also complements Abellon's Triple-Bottom-Line philosophy by offering a range of benefits that significantly and positively impact the environment, economy and society as a whole.

"Freedom" by Abellon - one of "Best of Changing Lives" videos at COP 16

Abellon's video entry for the UNFCCC International Video Contest "Changing Lives," has won recognition as one of the six "Best of Changing Lives" videos at COP 16.

UNFCCC's objective behind the contest is to showcase the difference that CDM is making to the world.

The 2-minute film "Freedom" highlights the journey of Indian farmers from independence till today. The film showcases the concept of VoW (Value out of Waste) for energy generation, and its potential to transform the destiny of an entire nation. To watch this video, please visit our website www.abelloncleanenergy.com



Abellon's video entry at UNFCCC Int'l Video Contest 2010

Abellon @ Amalthea – Energy Conclave

On 9th - 10th of October '10, IIT - Gandhinagar held the "Amalthea - Energy Conclave", a gathering of the education fraternity, senior industry leaders as well as policy-makers, to discuss and share knowledge on the energy sector. One of the key focus areas of the conclave was the potential of cleantech to combat globally pressing environmental issues.

As a company that is driving the role of bioenergy in India, Abellon was invited to speak at the Bioenergy Session of the conclave. A member of the senior management team presented on "Bioenergy: A Future Sustainable Hydrocarbon", receiving very good response from the audience.



Abellon at Amalthea - Energy Conclave at IIT-GN

Supporting the Government's initiative on Climate Change



Students visiting Abellon's stand at the event

On 21st December, 2010, a book titled "Convenient Actions: Gujarat's response to challenges of Climate Change", written by honorable CM of Gujarat Shri Narendra Modi was released in the presence of dignitaries including Former President of India Dr A.P.J. Abdul Kalam and Director-General of TERI (The Energy Research Institute) Dr R.K. Pachauri. The book effectively details the steps taken in Gujarat to meet the challenge of climate change.

As a side event, the Gujarat Energy Development Agency (GEDA) had organized an exhibition at Tagore Hall, Ahmedabad, where Abellon participated as one of the exhibitors, supporting the State Government's efforts of raising awareness about climate change and its disastrous effects. Around 2000 visitors including policymakers, universities and corporates visited Abellon's stand and were keen to learn about the company and its business initiatives.



Senior Govt officials @ Abellon stand



Visitors watching Eco-Chulha demonstration...

Gandhi Jayanti Celebration



Celebrating Gandhi Jayanti..

Natural Disaster Day



Blood Donation Camp on Natural Disaster Day..

Navaratri Celebration



Celebrations Navaratri.

Symphony Event



Get-Together of team members

Dussehra Celebration



Puja on Dussehra

ABCOP 8



8th batch of ABCOP orientation program for team members

Kisan Diwas



Celebration of Kisan Diwas at Poornakumbha Hubs

Picnic



Functional teams of Abellon relaxing at a picnic..

Book Review

The End of Food

Written by Journalist Paul Roberts, the book is an extraordinary and indispensable resource for those who want to understand the production, market and consumer implications involved in the global food delivery system. It narrates food-related global issues, in a reader-friendly manner and broadens the reader's perspective in terms of the global spectrum of scarcity of natural resources.

In the book, he has mentioned that akin to other modern products, production and prices of food products have also risen like never before. In spite of this scenario, food itself is not an ordinary consumer "product". He emphasizes the fact that at present, the global situation is such that inexpensive food has become an illusion. He also lucidly describes the reason that the entire process of making the final food product reach to the end customers externalizes many food production costs due to myriad socio-economic, political as well as cultural factors. According to him, global food system is significantly affected by various factors including cheap transportation, food-related health and economic problems as well as alternatives existing for an oil-dependent food economy.



Movie Review - No Impact Man



A movie titled "No Impact Man" was screened in the month of October '10, for the Abellon team.

"No Impact Man" is an American documentary film directed by Laura Gabbert and Justin Schein. It revolves around Colin Beavan - an American non-fiction writer, his wife Michele, their 2-year-old daughter and even their dog - who are on an experiment to follow all possible habits that encourage zero impact on the environment as against the society's general mentality of over consumption.

The movie is interesting and captures a one-year long journey of the couple encompassing various experiments such as eliminating all electricity and fuel propelled amenities, canceling magazine subscriptions, and eating locally, thus minimizing their carbon footprint. The result is "No Impact Man" - a lively, humorous and yet informative and effective documentary that chronicles the Beavan family's adventures.

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