

Newreka participates in the 16<sup>th</sup> Annual Green Chemistry & Engineering Conference in Washington DC and is to present on the 'Going Global: Green Chemistry in China and India session I'

## **INDUSTRIAL GREEN CHEMISTRY AND ENGINEERING INITIATIVES IN INDIA**

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The need for a beacon like Industrial green chemistry paradigm is more important as the amount of information explodes; the Industry requires directional context, thought leadership and technology stewardship. There is a felt-need for a collective platform for Industry, Academia, Policy makers, Govt. agencies, Research Scientists and Publication houses to converge with a single-minded priority to address the Industrial Green Chemistry and Engineering implementation barriers and opportunities.

### **How "Industrial Green Chemistry" is different from "Green Chemistry"?**

Industrial Green Chemistry's focus is towards creating an ecosystem for 'on-the-court' value for chemical companies, both providing and seeking green chemistry and engineering based services, technologies, products, expertise. IGC is to empower intensive exchange of technologies for accelerating GC&E implementation at the shop-floor. IGC engages the chemical community to methodically re-visit the existing thought process, knowledge, expertise, designs & choices, and get all of these aligned to green chemistry principles recognized and articulated by the global leaders on green chemistry industrial application.

### **What is Industrial Green Chemistry World (IGCW)?**

The Industrial Green Chemistry World (IGCW) is the first International platform created to bring individuals and organizations committed and focused towards expanding implementation and commercialization of Green Chemistry & Green Engineering based technologies and products by the chemical industry in a way that nothing exist as 'green' chemistry, but that becomes just the way of doing chemistry. Key objective is to connect technology providers to its seekers and vice-versa. The IGCW activities are organised under the banner of Green ChemisTree Foundation