



# Gujarat Technological University

Ref. No. GTU/Media/Circular/2013/8596

Circular

Date: 17/09/2013

## Recommendation for subscription of Down To Earth Magazine

The Centre for Science & Environment (CSE) is working for environment movement in India through various initiatives. CSE has launched a fortnightly magazine "Down to Earth" for creating awareness about environmental issues & reporting. Gujarat Technological University recommends the subscriptions of this magazine to all the GTU affiliated collages for their library.

Collages can log on to [www.downtoearth.org.in](http://www.downtoearth.org.in) to know more about the magazine. Subscription details are mentioned below.

Yearly subscription charges of "Down To Earth" environmental magazine is Rs. 1000.00 (Rupees one thousand only). This can be paid through a Demand Draft / Multi city cheque drawn in favour of "Society for Environmental Communications" payable at New Delhi.

Contact details:

M.P Santhosh - Manager  
Environmental Information & Dissemination Unit  
Centre for Science & Environment  
41 Tughlakabad Institutional Area  
New Delhi 110062  
09810799432  
[msanthosh@cseindia.org](mailto:msanthosh@cseindia.org)  
[www.cseindia.org](http://www.cseindia.org)  
[www.downtoearth.org.in](http://www.downtoearth.org.in)

Note:

The magazine is supported by various Government Departments and Institutions like Rajiv Gandhi Pradyogiki Vishwavidyalaya – Bhopal, Visvesvaraya Technological University – Belgaum, Anna University of Technology, Maha Maya Technological University – Noida, Directorate of Technical Education – Tamil Nadu, Karnataka, Maharashtra, and Punjab.

Encl:

Template of Down to Earth Magazine and circulars of above mentioned universities recommending the subscription of the magazine.

S/D

I/C  
Registrar

With every subscription get a free gift + Gobar Times Supplement + access to DTE online archives

**I WANT TO SUBSCRIBE**

Option	@ Rs 45 cover price*	You Save	You Pay Only
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<input type="checkbox"/> 2 Years (48 Issues) + 2 Annual Issues	Rs 3,060	Rs 1,160	Rs 1,900
<input type="checkbox"/> 2 Years Sub. only	Rs 2,160	Rs 540	Rs 1,620
<input type="checkbox"/> 1 year (24 Issues) + 1 Annual Issue	Rs 1,530	Rs 530	Rs 1,000
<input type="checkbox"/> 1 year Sub. only	Rs 1,080	Rs 220	Rs 860

Please add Rs 15/- for outstation / non-Delhi cheque and allow 2-4 weeks for delivery.  
 Tick your option, fill in this form and mail or fax to:  
**SOCIETY FOR ENVIRONMENTAL COMMUNICATIONS**  
 41, Tughlakabad Institutional Area, New Delhi-110062  
 Ph: 91-11-2995 5124, 2995 6394, 2995 6110, Fax: 91-11-2995 5879  
 If you have any queries please email to: [dte@cseindia.org](mailto:dte@cseindia.org)

For **ONLINE SUBSCRIPTION** payment login at [www.downtoearth.org.in](http://www.downtoearth.org.in)

\* The DTE Annual Issue (January 2014) of 200 pages (Rs. 450) is yours for Rs. 100 (+ Rs. 40 postage) only, if ordered with your subscription. You can order without annual issue also.

(Please write in BLOCK LETTERS)

Category:  College/University  Govt  Pvt  R & D  Gift to a friend\*

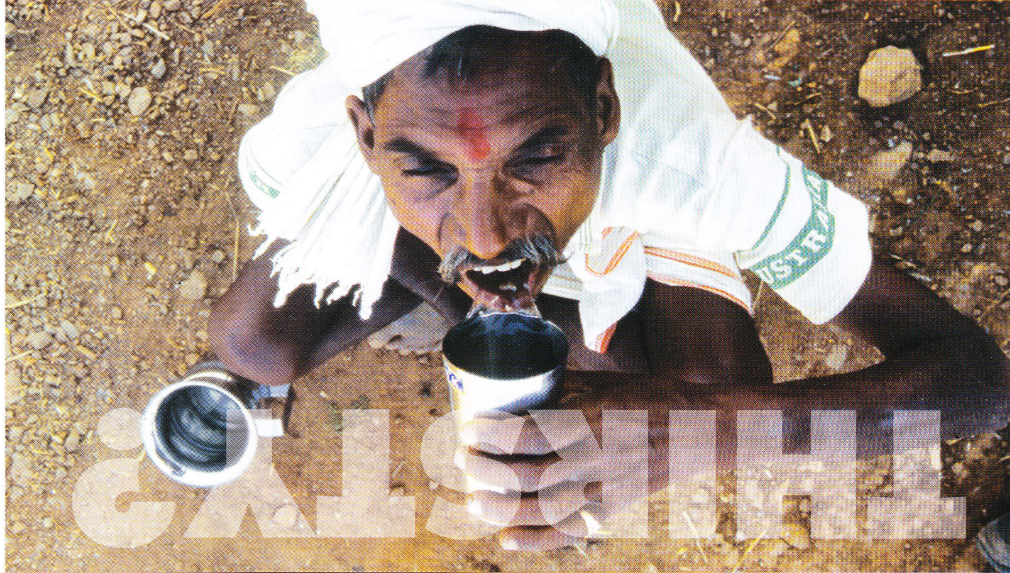
Name: Mr/Ms \_\_\_\_\_ Designation \_\_\_\_\_  
 Organisation \_\_\_\_\_ Department \_\_\_\_\_  
 Area of Interest \_\_\_\_\_  
 Profession (Please specify) \_\_\_\_\_  
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 I wish to pay Rs \_\_\_\_\_ by  MO  Cheque / Demand Draft (add Rs 15/- for outstation / non-Delhi cheque)  
 Cheque / DD No.  Dated \_\_\_\_\_ payable to **Society for Environmental Communication**

For **E-MAGAZINE** and online subscription payment, login at [www.downtoearth.org.in](http://www.downtoearth.org.in)  
 For Bank Transfer payment write to us at: [dte@cseindia.org](mailto:dte@cseindia.org)

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 \*For all gift subscriptions, add receiver's name and address on a separate sheet and mail it to us.

To book your copy, just visit [www.downtoearthannuall.org.in](http://www.downtoearthannuall.org.in) or contact Ramachandran at [rachandran@cseindia.org](mailto:rachandran@cseindia.org) / 9810641996

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 BESIDES WATER, IT WILL BRING YOU FACE  
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**OF INDIA'S**  
**ANNUAL STATE**  
 TAKE A SIP OF THE YEAR'S COLLECTED  
 WISDOM ON WATER. IN OUR



A **Down To Earth** ANNUAL PUBLICATION

# Why this magazine?

This magazine is not the product of a desire to capture a share of the information market. It is the product of a need that we feel within us, of a desire to fill a critical information gap. In the years ahead India will have to seize every possible opportunity to grow and develop and at the same time it will have to make a bold effort to hold on to its soil and roots.

This task is not going to be easy. It can easily tear us apart. One effort forcing us to look way beyond our shores to face the global challenge and the other forcing us to look deep into our hinterland. How will we find for ourselves a process of sustainable and equitable development that will reconcile these apparent irreconcilables? Information will of course be a critical determinant.



# Visvesvaraya Technological University

“Jnana Sangama” Belgaum – 590 018, Karnataka State

Prof. S. A. Kori, M.Tech., Ph.D., FIE  
Registrar

Phone: (0831)2405468

Fax: (0831)2405467

Ref. No.: VTU/LIB/11-12/79/30795

Date: 15 DEC 2011

## CIRCULAR

Sub: Subscription of Down to Earth Magazine-reg...  
Ref: CSE/VTU/Env-Edu/2011-12, dated 22.11.2011.

The stronger environmental awareness should be formed in the whole society through environmental education so that our thoughts and activities will reflect the concept of the harmony between humanity and nature. In this direction Center for Science & Environment (CSE) has been tracking and researching environment related issues since 1980, and reporting to the society through the “DOWN TO EARTH” a fortnightly magazine.

Environmental Science is a part of VTU curriculum for some of the courses. In this connection I am to state here that “DOWN TO EARTH” is a very good national level well acclaimed environmental magazine and will be useful for the students and faculty members. If this magazine is subscribed regularly it will be very effective for the quality improvement of all concerned.

I am directed to request you to subscribe the said magazine for library of your college / Institution from the publisher (reference of which is available from the enclosure).

(Prof. S. A. Kori)  
Registrar

*Enclosed:* As above reference letter.

To  
The Principals of all engineering colleges (constituent, affiliated, autonomous) under the VTU, Belgaum

### Copy to:

- 1) The Hon'ble Vice-Chancellor, through the Secretary to VC, VTU Belgaum for kind information.
- 2) The Registrar Office, VTU Belgaum, for kind information.
- 3) The Registrar (Evaluation), VTU Belgaum, for kind information.
- 4) The Finance Officer, VTU Belgaum, for kind information.
- 5) The PG-Coordinator, VTU Belgaum, for information and needful.
- 6) The PG-Coordinator/Special Officers, VTU Regional Centers (Bangalore, Mysore, Gulbarga) for information and needful.
- 7) Mr. Santhosh, M.P, Deputy Manager, Environmental Information and Dissemination Unit, Center for Science and Environment, Tughlakabad Institutional Area, New Delhi-110062.



**DIRECTORATE OF TECHNICAL EDUCATION  
Maharashtra State.**

3, MAHAPALIKA MARG, POST BOX NO. 1967, MUMBAI-400 001  
Tel: 22641150, 22641151, 22620601, 22690602, 22621726(D) FAX:  
22692102/22690007  
E-Mail : spfu@dte.org. Internet: http://www.dte.org.in

Speed Post

No. DTE/ Desk-19/2011/ 19

Date -

१३ जुलाई 2011  
JUL

To,  
The Joint Director,  
Amravati, Aurangabad, Mumbai,  
Nagpur, Nashik, Pune.

Sub - Down to Earth Environmental magazine regarding-----

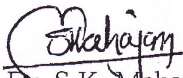
Ref - letter No. CSE/DoTE-Maharashtra/2011-12/364 dated 1<sup>st</sup> July 2011 from Center  
for Science and Environment, New Delhi.

Centre for Science and Environment (CSE) is a non profit environment NGO to spread  
environment awareness in India. It is working for environment movement in India  
through various initiatives. CSE has launched a fortnightly magazine "Down To Earth"  
for creating awareness about environmental issues & reporting the same through  
magazine.

As Environmental Science is a part of curriculum for some of the courses, institutes may  
subscribe the magazine. Yearly subscription charges are Rs. 360/- payable through  
Demand Draft in favour of Society for Environmental Communications payable at New  
Delhi. For further details contact:

Mr. M.P. Santhosh, Asst, Manager,  
Environmental Information and Dissemination Unit,  
Center for Science and Environment,  
41, Tughlakabad Institutional Area, New Delhi 110062,  
[msanthosh@cseindia.org](mailto:msanthosh@cseindia.org) 9810799432.

You are instructed to communicate the same to all institutes under your purview.

  
(Dr. S.K. Mahajan )  
I/c Director, Technical Education  
M. S. Mumbai.



**ANNA UNIVERSITY OF TECHNOLOGY, COIMBATORE**  
(Estd. Under Act No. 42 of 2006 by the Government of Tamil Nadu)

Cdr.S.PREMCHAND, I.N. (Retd.)  
REGISTRAR I/c

Phone 0422-269 4455  
Fax. 0422-269 4400

Lr No.089/AUCBE/R/R4/General/231/2012

Date 01 03.2012

To

**The Principal,**  
All Institutions Affiliated to Anna University of Technology, Coimbatore.

Sir,

Sub: Anna University of Technology, Coimbatore and CSE working together to promote environmental education and awareness – to subscribe for the magazine “Down to Earth” – regarding

Ref 1) Letter No.CSE/AUT-Coimbatore/2011-12/402, dated 20 02.12 from the Deputy Manager, Centre for Science and Environment, New Delhi  
2) Directorate of Technical Education, Chennai, Circular No.3709/Y3/CDC/2011, dated 02 02.2011

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05 FEB 2012

The stronger environmental awareness should be formed in the whole society through environmental education so that our thoughts and activities will reflect the concept of the harmony between humanity and nature. In this direction Centre for Science and Environment (CSE) has been tracking and researching environment related issues since 1980, and reporting to the society through the “DOWN TO EARTH” a fortnightly magazine

I am to state here that “Down to Earth” is a very good national level well acclaimed environmental magazine and will be useful for the students and faculty members. If this magazine is subscribed regularly it will be very effective for the quality improvement of all concerned

I am by direction, request you to subscribe the said magazine for library of your College / Institution. (Details are available in the enclosure).

Thanking you,

**REGISTRAR (i/c)**  
REGISTRAR

ANNA UNIVERSITY OF TECHNOLOGY, COIMBATORE  
Mettupalayam Road, Jothipuram Post

Academic Campus, Jothipuram, Mettupalayam Road, Coimbatore - 641 047  
[www.annauniv.ac.in](http://www.annauniv.ac.in) E-mail registrar@annauniv.ac.in

Encl : As above

**Mahamaya Technical University**

**C-22, Sector-62, Noida – 201301 (U.P.)**

**Phone: 0120-2472708 Fax: 0120-2472704**

No: MTU/Noida/RO/2012/3461

Dated: 07 Aug, 2012

From,

The Registrar,  
Mahamaya Technical University,  
Sec-62, Noida  
G.B. Nagar (U.P.)

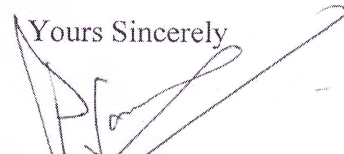
To,

All the Directors /Principals  
of Colleges affiliated to  
MTU, Noida

Dear Sir,

We are in receipt of a letter, dated, 19<sup>th</sup> July, 2012, from Centre for Science and Environment along with the copy of its publication "Down to Earth", incorporating the objective to bring stronger environmental awareness in the Society through environmental education, so that our thoughts and activities reflect the concept of harmony between humanity and nature. The Centre for Science and Environment (CSE) has been tracking and researching environment related issues since 1980 and reporting to the society through the "Down to Earth", a fortnightly magazine. It is a good national level environment magazine and will be useful for the student and faculty members of your College, if it is subscribed to. It is, therefore, suggested that your college may like to subscribe this magazine for the benefit of your faculty and students. The copy of the subscription form of this magazine is attached herewith for your reference.

Encl: As above

Yours Sincerely  
  
(P. Saxena)  
Registrar



# Rajiv Gandhi Proudyogiki Vishwavidyalaya

(University of Technology of Madhya Pradesh)

Airport Bypass Road, Gandhi Nagar, Bhopal - 462 036

Phone: 0755 - 2734913 Fax: 0755 - 2742006

Website: [www.rgtu.net](http://www.rgtu.net)

Ref. No. :RGPV/Admn./2013/ 225

Date : 18-01-2013

To,

The Director/Principal,  
All Affiliated Institutions of  
Rajiv Gandhi Proudyogiki Vishwavidyalaya,  
Madhya Pradesh.

Sub.:- Advisory for subscribing environmental magazine Down to Earth published by Centre for Science and Environment.

Both developing and developed countries are facing serious environmental problems related to climate change today. The only solution to this lies in creating awareness in the society. Environmental awareness needs to be broadened and taught throughout India to save and protect our mother nature.

Rajiv Gandhi Proudyogiki Vishwavidyalaya has always been committed to the cause of Energy Security & Environmental sustainability. The University has taken several initiatives for development of Green Energy Technologies including Renewable Energy Technologies. Our R&D initiatives include Solar Wind biomass, Solid Waste Management, Biodiesel and Biofuels and participation in CDM projects. The University is also in process of promoting RE projects in affiliated institutions.

In order to form a stronger environmental awareness in the society the Centre for Science and Environment (CSE) is publishing a Science and Environment fortnightly magazine "Down to Earth", edited by environment activist Dr. Suneeta Narayan. The Centre for Science and Environment (CSE) is a NGO established in 1980 to spread environmental awareness in the country. This NGO is headed by renowned environmentalist Dr. M.S. Swaminathan.

The outstanding aspect of its approach is not only the coverage of a broad variety of environment related topics (ranging from policy to science, from local to global level) and their scientific background, but also the belief that addressing environmental issues in a developing country like India is not a matter of luxury, but of pure livelihood.

"Down to Earth" is highly acclaimed environmental publication and very useful for the institutional libraries to bring environmental awareness amongst the students and faculty. The yearly (24 issues) subscription charges for the same are Rs 650.00. For further details regarding subscription, you may please contact :

Mr. M.P. Santosh, Dy. Manager, Environmental Information and Dissemination Unit,  
Centre for Science and Environment, 41 Tughlakabad Institutional Area, New Delhi-110062.

Email - [msantosh@cseindia.org](mailto:msantosh@cseindia.org)

Phone - 09810799432

E/c

  
(Dr.A.K.S.Bhadoria)  
Registrar



GOVERNMENT OF KARNATAKA  
(Department of Technical Education)

No. DTE/20/CDC(1)/2011-12

Office of the Director,  
Thantrika Shikshana Bhavana  
Palace Road, Bengaluru- 560 001.  
Dated: 31<sup>st</sup> October 2011.

**CIRCULAR**

**Sub:** Purchase of fortnightly magazine on environmental issues “ Down to Earth” to Polytechnic library reading section- Reg.

**Ref:** Letter No: CSE/Do TE-Karnataka/2011-12/306, New Delhi , Dated: 12-10-2011 from Center for Science and Environment, New Delhi.

With reference to the above, the Center for Science and Environment (CSE ) is working for environment movement in India through various initiatives. CSE has launched a fortnightly magazine “Down To Earth” for creating awareness about environmental issues & reporting the same through magazine.

In polytechnic diploma courses, environmental science and sensitization of environmental impacts are part of diploma curriculum. In this regard principals may subscribe this magazine to the library reading section. Yearly subscription charges are Rs.360/- payable through demand draft in favour of Society for Environmental Communications payable at New Delhi. The subscription charges of this magazine may be charged from the library fund of the institute.

**For further details contact:**

Mr. M P Santhosh,  
Deputy Manager,  
Environmental Information and Dissemination Unit,  
Center for Science and Environment,  
41, Tughlakabad Institutional Area, New Delhi- 110062  
[msanthosh@cseindia.org](mailto:msanthosh@cseindia.org)  
Contact: 09810799432.

  
**JOINT DIRECTOR(CDC)**

**To:**

- 1. Principal, All Govt. / Aided / Unaided Polytechnics- For needful action.**
2. Mr. M P Santhosh, Deputy Manager, Environmental Information and Dissemination Unit, Center for Science and Environment, No. 41, Tughlakabad Institutional Area, New Delhi- 110062 .-for information.



Directorate of Technical Education, Chennai 600 025

Circular No.3709 / Y3/CDC/2011 dt. 2.2.2011

Sub:- Department of Technical Education, Tamil Nadu and CSE working together to promote environmental education and awareness – to subscribe for the magazine "Down to Earth" – reg.

07 FEB 2011

Ref:- Lr No. CSE /DOTE-TN/2010-11/676 dt.31.1.2011 from The Asst. Manager, Centre for Science and Environment, New Delhi

Centre for Science and Environment is an Environment NGO to spread environment awareness in India. This organisation launched the fortnightly magazine "Down To Earth" on Science and Environment.

Therefore, the Principals are requested to subscribe for the Magazine "Down to Earth" Yearly subscription charges (24 issues) to this magazine is Rs.360/- only. Respective institutions can subscribe this magazine by sending a demand draft drawn in favour of Society for Environmental Communications payable at New Delhi.

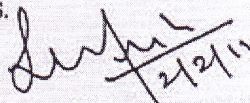
For further details the Principals are requested to contact the official mentioned below:

Mr M.P.Santhosh  
Asst. Manager,  
Environmental Information and Dissemination Unit,  
Centre for Science and Environment,  
41, Tughlakabad Institutional Area,  
New Delhi 110 062  
[msanthosh@cseindia.org](mailto:msanthosh@cseindia.org)  
98107 99432

(sd/-) Kumar Jayant  
Commissioner of Technical Education

To  
The Principals of all Govt. / Aided Engg. Colleges &  
Polytechnic Colleges.

Copy to The Principals of all Self- financing Institutions.

  
for Commissioner of Technical Education

289  
2.2.2011