

# CONSUME LESS FOR A BETTER TOMORROW

The Conscious challenge  
of reducing your plastic use

Send in your stories of how you are reducing plastic in your daily life using the #conscioususe and tag us @conscious\_carma on Instagram and we will feature them in our social media handles and selected ones in the magazine.



# Consume Less for a Better Tomorrow

*A campaign run by Conscious Carma Magazine*

**T**he magazine along with various not-for-profit organisations across the globe is encouraging consumers to ditch plastics in their daily lives. The campaign is inviting inspirational stories from people adopting alternative objects, innovative techniques and practices to replace plastics.

*Let's inspire, innovate and involve to convert this small campaign into a global movement.*

## The Complex Lifecycle of a Plastic

Every living being has a lifecycle. They take birth, live their life and then leave the World. All biodegradable things also have a lifecycle, only one thing which doesn't die is PLASTIC. As if it's got a boon to stay forever on the Earth.

According to a report by the United Nations Environment Programme, the world produces 400 million tonnes of single-use plastic (SUP) waste annually (47 per cent of the total plastic waste). It is estimated that only 9 per cent of plastic is getting recycled worldwide. And a report by the Central Pollution Control Board (CPCB), in 2017, India alone generated close to 25,940 tonnes of plastic waste per day.

Can you imagine how much plastic is getting accumulated and how adversely it is affecting all living beings? The worst is the Single-use plastic which is widely affecting the environment, especially the marine ecosystem, which sees tonnes of garbage getting dumped in the oceans each year. Every minute, over eight tonnes of plastic gets dumped into the oceans or landfills.

Plastic exposes the distinct toxic risks to human health at every stage of the plastic lifecycle, from wellhead to refinery, from store shelves to human bodies, and from waste management to ongoing impacts of microplastics in the air, water, and soil. Plastic has a very complex lifecycle and at every stage, it is very harmful.

If we all start ditching single-use plastic, we can contribute a lot towards saving our environment and every living being. A small step can make a lot of difference, it can lead to a revolution. The governments' world over are taking stringent steps, all they need is our support, our commitment to ditching plastics in our daily lives.

*Together, we can make a difference  
Let's consume less for a better tomorrow*

**EVERYTHING**  
Comes, Grows  
and Goes



BUT

**CONSUME LESS FOR A  
BETTER TOMORROW**

**PLASTIC**  
Comes and  
Just Grows





## Our Campaign Partners

“Environment is not responsible for climate change, global warming or uncertain calamities, It has always been us putting heavy carbon footprints while moving forward in our lives. sustaining nature is not a duty it is a responsibility as a conscious human. In the past few years, the world has experienced bushfire, floods, drought, climate change, coronavirus, temperature hike, unseasonal rains etc. This surely indicates how drastically natural disaster is occurring on our planet earth which can be tackled with cumulative efforts not only spearheaded by youth but also by every human being who exists over here”



**Parthsarathi Singh, Founder, HOPE: Healing Our Planet Earth**



“Visara Naturals is gratified to take part in the campaign "ditching plastics in everyday lifestyle" led by Conscious Carma as we strongly believe in bringing back the lifestyle of zero waste which existed 20 years back. In our village, my grandparents lived the life of zero waste and inspired by them, we at Visara are ditching plastics and chemicals in our products using ancient formulas.

We are ditching plastics in our packaging too, by replacing plastic tapes with paper tapes, bubble wrap with Kraft Paper wrap, plastic containers with glass containers, plastic pouches with oxo-degradable pouches. Together, let us work towards social and environmental wellbeing”

**Vishalini, Visara Naturals**

“Plastic pollution continues to be a big menace when it comes to the management of waste, and it is still growing. We at EARTHDAY.ORG believe in a holistic approach that begins with Climate Literacy. Literacy would then inspire environment-friendly actions leading to a cleaner and healthier Earth.

**EARTHDAY.ORG**



“It's just only one Bag, its just One Straw, just One Bottle ... this is what 10 Million people think... If we want to move towards a low-polluting, sustainable society, we need to understand "ONE" can also make a difference... Please Ditch Plastics today from your Life.

“At Induz, we pack all our products in Glass Bottles to Avoid Plastics”

**Anand Mani Tripathi, Founder & CEO, Induz Organic Pvt Ltd**

“Nature sings for those who listen. Protect its music, dance with natureMove with the rhythm, make the world greener by letting it live.”

**Haritha & Swanuja, Change Makers Society**



“One individual cannot possibly make a difference, alone. It is individual efforts, collectively, that makes a noticeable difference-all the difference in the World” - Dr. Jane Goodall, DBE, Primatologist

**Tanvir, Living With Stories**