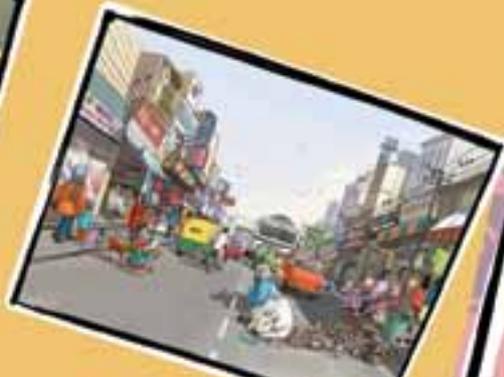




Green
your
life

Green your Shopping

Mariam Karim-Anlawaf
Bharat Shekhar



Terrapin

An illustrated book for future green geniuses

From the Desk of Dr R K Pachauri

India has been growing rapidly in recent years, and even with the current economic downturn, the prospects for healthy economic growth are very bright. At the same time urbanization of the population has been taking place rapidly, with massive migration from rural to urban areas. Today India is also a very young country with the largest number of people below the age of 25 years than any country has experienced historically.

Economic development is associated with improved standards of living, better health facilities, and a brighter future for generations yet to come. But is it just the benefits and advantages, the freedom and rights that we need to focus on or do we also need to look at the responsibilities attached to these assets as well? The answer seems to lie in the words of John D Rockefeller, Jr: "Every right implies a responsibility; every opportunity, an obligation; every possession, a duty."

The Green Genius Guide series looks at various lifestyle-borne issues through various habits and activities of two characters, namely, Gopu chacha and his son Popu, who carelessly indulge in wastage and thus harm the environment. But the wise-beyond-his-years Green Genius, with his bunch of squirrels, mice, and birds as friends, tries to undo the harm. What's more, he also teaches us several simple, yet important lessons of life! Set in locations like the home, the neighbourhood, the school, and shopping centre, the series instills in us the mantra of Reduce, Reuse, and Recycle, and seeks to inspire us to lead a life in harmony with nature.

But we as a society have not only forgotten our long standing tradition of veneration for nature, but have also been derelict in our responsibility towards future generations. A totally materialistic approach towards life has led to massive cutting of trees, pollution of air and water across the length and breadth of the country, the annihilation of animals and birds, and an overuse of resources of various kinds in a cold and insensitive manner. In other words, the footprint of our pattern of so-called development has grown larger than what Mother Earth can absorb.



R K Pachauri

Director-General, TERI

Chairman, Intergovernmental Panel on Climate Change



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teri

The Energy and Resources Institute



An imprint of The Energy and Resources Institute

© The Energy and Resources Institute, 2014

First published in 2014 by
The Energy and Resources Institute
TERI Press

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Email: teripress@teri.res.in ■ Website: <http://bookstore.teriin.org>

ISBN 978-81-7993-494-4

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Publishing Head: Anupama Jauhry

Editorial and Production Teams: Rupak Ghosh, Ekta Sharma,
Himanshi Sharma; Aman Sachdeva

Design and Illustration Team: Santosh Gautam, Vijay Kumar;
Yatindra Kumar, Vijay Nipane

Image Researcher: Shilpa Mohan

Printed and bound in India

This book is printed on recycled paper.

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TO THE SHOPS



Going shopping with Gopu Chacha is the hardest!

Spot Gopu Chacha's gaffes

I wish I could adopt the goat!

Vehicles that run on CNG are eco-friendly

Carry your own jute, paper, or cotton bags

Cross a busy road carefully

• Not throwing wrappers in the bin
GOPU CHACHA'S GAFFES



Drive slow on a crowded street!



No smoking in public places!



CNG is a clean fuel as it doesn't pollute much

Always cover the garbage bin

Oops, who left this cow here?

The polythene bag someone threw is going to hurt the cow's stomach

Garbage spreads diseases. Don't leave it out on the street!

AT THE

FARMERS' MARKET

Full of water, vitamins, and minerals



It's our mandi shopping song. As we shop, we sing along. Fruit and veggies are healthy. They make us very strong!

Small farmers often sell fruit and veggies at cheaper rates

Spot Gopu Chacha's gaffes

Eat seasonal fruit

Imported! Much better than ours!

Beware of fruit ripened with chemicals

Help small farmers by buying local fruit and vegetables

- Eating roadside fruit chaat, which may have germs that give you an upset tummy
- Buying imported fruit and veggies

GOPU CHACHA'S GAFFES





Local fruit!
Only in your
area! Yummy!



Shipped fruit and
vegetables are not so
healthy or tasty anymore!



Organic food
doesn't contain
harmful chemicals

Fruit and
vegetables
may
contain
poisonous
pesticides.
Always
wash them
well before
eating

Fruits that come from distant
places lose moisture – less
nutrients and less taste

Always
buy from
a farmers'
market.

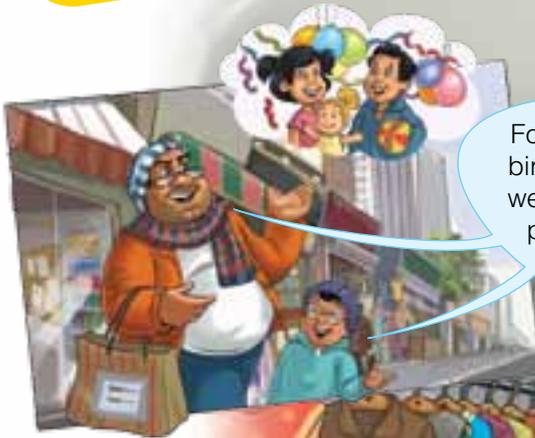
Don't eat cut fruits
in the market. They
can contain germs

Eat a lot
of greens



IN THE MALL

Don't discard old clothes.
Create something new
out of them



For Ali and Cathy's birthday, what shall we buy? To find the perfect gifts, we shall try!

I found this lovely battery-operated robot for Ali!

Wear natural fibres like cotton

Spot Gopu Chacha's gaffes

Buy organic cotton

Cathy will love this dress!

Buy only what you need. Designer clothes aren't necessary to impress others!

Synthetic material causes allergies and is harmful for the environment!

Buy washable clothes as drycleaning harms the environment



Take care of your clothes. Sew buttons back on. Mend a tear



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ISBN : 9788179934944

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Type the URL : <http://www.kopykitab.com/product/8404>



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