This is the story of a kid who lives in a jungle. We know him very well. His name is Mowgli! Mowgli's life is very exciting. No school, no homework... no unit tests, no coaching classes for becoming a doctor or an engineer ...In short, life is full of fun.



Where does Mowgli live?

Mowgli lives on the tree. He sleeps on tree branches... not a very comfortable place!



And any clue what he eats? Fruits. No pizza, no pasta, no chhole bhature, bhalle-chaat-papdi, ice cream, cakes. Imagine, just fruits!!! How boring!



Now, let's go back in time. Some thousands years ago, our forefathers lived in caves. Again, no schools, no offices. Their lives were simple and full of fun!



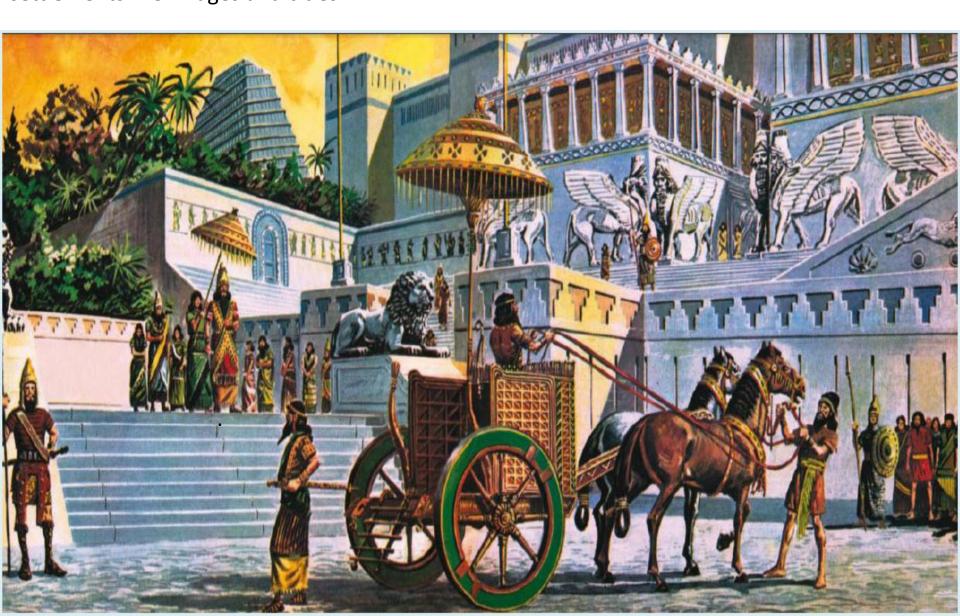
Well, not always...



Slowly we, humans, started the epic journey that is otherwise known as civilization.



We learned how to domesticate animals, extract metals from the ore and finally, we learned how to produce food through agriculture. With the advent of agriculture, we developed human settlements like villages and cities



Now we have smart-phones, computers, cars, airplanes, trains, Wi-Fi, bluetooth... Just compare yourselves with Mowgli. Well. Mowgli doesn't have any of this but he has something very special...





Mowgli never experienced a traffic jam, he never wore an air mask because the jungle's air is pure. He never carried a water bottle because his forest's river water was free from pollution.



Our rivers are polluted, our roads are turned into a garbage dump.





So, what went wrong? The answer is very simple. We have created the waste.



We ask for polythene bags every time we go for shopping.

We keep on purchasing new things without utilizing the older ones fully.

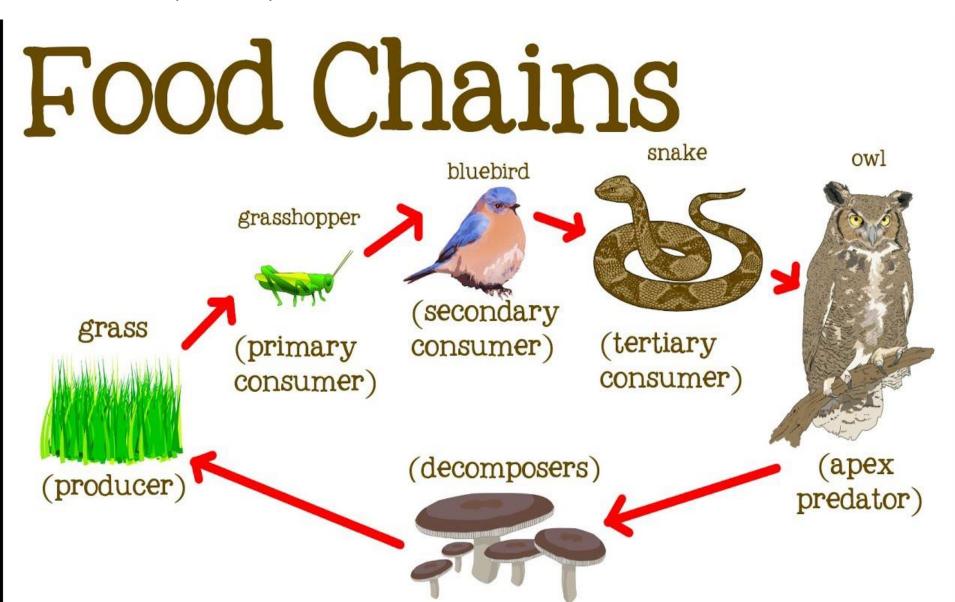
Instead, we discard the old things as waste and finally what we get is a...



...garbage mountain or mountain of wastes.



In nature, there is nothing called waste. Everything created by Nature gets consumed with the help of a very efficient and natural mechanism called the Food chain.



But we, humans, have created things that weren't there in nature before. Plastic is one such example. And now, we don't know how to deal with it.



Would Mowgli leave his jungle and live in the city?

Probably not. Why? Because cities, he would say, are not good places to live. There is air pollution, waste, traffic jams, dust, water pollution...



Now, what's the way out? We can get rid of waste by one simple step-Divide and rule!



1. Reduce consumption

Use resources smartly because resources are finite.



3. cycle



2. Reuse



With these 3 simple steps



We can save our rivers from dying.

We can save our mountains and forests .



And the existence of a very special thing on the whole known universe called LIFE.

