



# Green your Shopping

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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.



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