

YOUNG CONSUMER

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COMPLETE NEWS-LETTER FOR CONSUMER CLUB MEMBERS

Birds: Hit this Divali

Every year a large number of the birds die on Divali night. This year too when Ravindra Yadav, a resident of Chanakya Puri moved out for his morning walk in Nehru Park, he came across many birds lying dead. The situation was no different in other parks of South Delhi where also many birds were found dead.

Experts feel that loud sounds are a major reason for the death of the birds. Birds like tree peep, pigeon, tailor bird, ring dove, parrot, cuckoo, blue throat, common myna, brahminy myna, house sparrow, crow, bulbul, owlet and peacock are sensitive to high sounds.

According to an estimated report of environment ministry, about five to 10 percent birds of the city die during this festival. According to the report,

their deaths take place only due to the loud noise of crackers. As Himanshu Malhotra, a bird expert believes that these birds are 1000 times more sensitive to sound than man. Loud sounds cause brain haemorrhage resulting in sudden death of the birds.



Source: Times of India

And Polluted flows the YAMUNA

Even as the city geared up to celebrate Dussehra, Durga Puja and all, a river without reprieve will gasp for a lifeline.

For the record, Delhi generates approximately 6,000 metric tonnes of garbage on a daily basis. During festive season, however; the amount of this garbage goes up to about 7,000 metric tonnes. Besides idol immersion, disposal of leftover worship materials like flowers, plastics, ashes, paper, books and small idols were posing immense threat to the aquatic environment in the river.

The public in general should be made aware during the festive season about the adverse effects of idol immersion in the already polluted Yamuna. For instance it would be appropriate to use traditional clay for making idols.

Items diffused by idol immersion

Impact on aquatic environment

Clay/ Plaster of Paris

Increased dissolved solids, suspended solids in water, contribute metals, sludge

Decoration material, viz, clothes, paint, ornaments, items etc.

Contributes suspended matter, organic and inorganic and organic matter, oil and grease

Flowers, garlands, oily substance

Increased floating suspended matter organic contamination, oil and grease

Bamboo sticks, beauty articles

Big pieces get collected and recycled while small pieces remain floating in water or settle at the river bottom and inhibits river flow

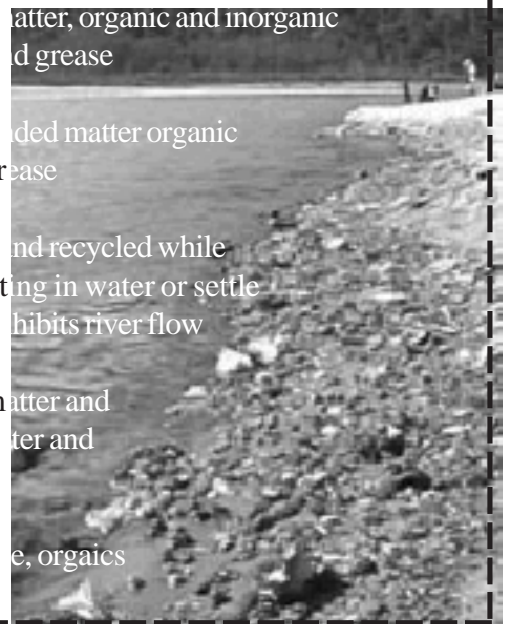
Polythene bags/ plastic items

Contribute suspended matter and hazardous material to water and chokes the aquatic life

Eatables, food items etc.

Contributes oil and grease, organics

Source: Times of India





EDITORIAL

We are in the process of receiving reports from many schools. As a matter of fact the latest came from 'Gyan-Bharati' School. Great job done!

We hope to receive the entire lot by the end of this month. So all of you out there, please expedite your inputs on an emergency basis. This is also the right time to remind all of you that the next lot of your activities for your 'Consumer Club' should already begin. We expect that any activity you have not covered during the 1st term should be taken up by you now. If you need any help, get in touch with us now, but remember you have to finish the report to be able to receive the next instalment of funds.

The workshop we are hoping to organize for teachers and some students representative will coincide with the final function wrapping up in the New-Year.

We look forward to receiving your feedback to the Consumer Club News Letter received by you. This is a reminder, specially for those schools who do not circulate News Letter among students. We have been receiving complaints. 'Teachers' incharge, please circulate the News-Letter by making photocopies. The responsibility can be given to one of the members and a log can be kept.

Cheers!

(Roopa Vajpeyi)

Forget about water. Is the water bottle safe?

"Do not use mineral water bottles!", this is the e-mail that has been doing the rounds around the world. It recounts how a 12-year old girl died after repetitively using a mineral water bottle (for 16 months) for carrying water to school. While the truth of the contents of the e-mail remain to be verified, it does bring to fore an important point about what is the safest way to store water. Another newsitem in *The Times of India*, dated 23 October, 2005, informed that parents who use bottled water to make up baby milk could unwittingly be poisoning their children because bottled water, in the UK, was found to have very high levels of uranium. This, when many families have

switched from tap water to bottled water, thinking it is safer and healthier.

These days, in every household, we just reuse the soft drink or mineral water bottles, to store water – whether in refrigerator or outside. Whether these bottles are fit for continual usage is debatable, and with narrow openings, they are hard to clean anyway.

Now of course, people are making an about-turn to the age-old Indian tradition of storing drinking water in copper vessels.

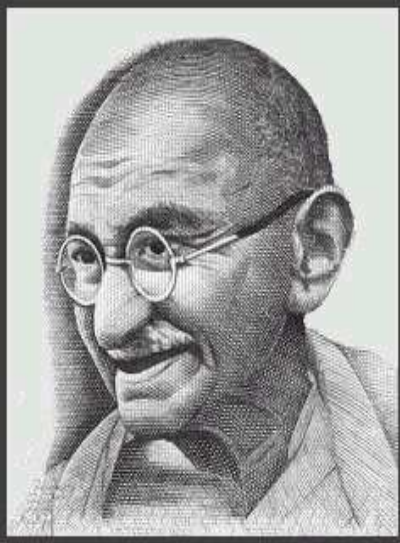


Earthen pitchers were also very popular. What Indians have known for centuries, scientific research is discovering only now. Storing water in copper jugs has shown to kill bacteria and make even unsafe water safe for drinking. This is the reason why, even though there was no piped water supply in rural India, people always had potable water for drinking purposes. The only caveat is that copper vessels should be cleaned everyday, with lemon juice.

So, the next time you sip water from that plastic bottle, think if you would like to use a copper or stainless steel jug instead!

Gandhiji's Favourites

Who wouldn't love to listen to an album, which has a collection of the favourite bhajans of Mahatma Gandhi? Ishwar Allah Tere Naam is the compilation of the bhajans that inspired him to tread the path he did.



This Times Music album by Ashit Desai, includes Bhajans such as Vaishnav jan to, Hey jg trata, Man lago mero yaar, Utha jag musafir, Payo ji maine, Shree Ram.

Chandra, Mere to Giridhar Gopal, Janaki nath sahay kare and many more along with excerpts of prayer speeches in English and Hindi by Mahatma Gandhi.

Stalwarts such as Jagjit Singh, Kavita Krishnamuthy, Shankar Mahadevan, Shubha Mudgal, Suresh Wadkar, Hema Desai, Ashit Desai, Pandi Ajoy Chakravarty and others have lent their melodious voices.

So begin your day with these bhajans, compiled in a 2 CD and 2-cassette album set.
Source: Times of India

Biggest Trade Show

“So do you go to the Pragati Maidan Trade Fair just to have a good time and have a treat, or do you think about the reason why the fair is organised in the first place – to augment India’s trade prospects?”

Trade is not just about expensive electronic gadgets, but also about the traditional fares of our country – our art and culture”.

The India International Trade Fair (IITF) kickstarted on November 14-, 2005.

With more than 30 countries participating, this year, the country in focus is Thailand. At the national level, Uttaranchal is the partner state, while West Bengal is the focus state. As part of the special status given to these states or country, they have a special theme this year - power and communication.

On display will be products from more than 7,500 exhibitors, including special displays like Saras – an exhibition of products by rural artisans and craftsmen. Besides, a number of seminars and conferences related to business opportunities, as well as fun-filled cultural programmes and State Day celebrations are on offer.

Ash and her International Popularity

“Rai features on the cover of American magazine”

Our latest global Indian has now been featured on the cover of America magazine’s fall 2005 edition. Launched last year, the magazine is supposed to be the world’s first urban luxury publication that has had the likes of Mariah Carey, 50 Cent and Missy Elliott among others on its cover. Currently in Slovakia for her first Hollywood project The Last Legion, Aishwarya says, “I have always thanked God and my well-wishers for my achievements. I need to grow stronger and prove my mettle in various fields. This is just the beginning.”

So what does her exclusive interview in the magazine include? Ash states her policy to keep her personal life away from any kind of publicity.

Source: Times of India



Ever thought sports could be polluting too?!

Yes, the Olympics and the World Cups that evoke such frenzy among millions of sports-lovers can play a big role in increasing the world's greenhouse gas emissions, and polluting the environment. Next year's winter Olympics in Torino, Italy, will see the generation of 1,00,000 tonnes of carbon dioxide, thanks to emissions coming from the enormous transportation that will happen during the Olympics.

Want to know how a sports event increases pollution? Here's how:

- >>Thousands of kilolitres of water is used in ice-making,
- >>Waste generated by lakhs of visitors who swarm the stadia and snowy mountains in case of winter sports. The need for more landfill sites to accommodate the additional trash generated.
- >>Rise in sewage pollution as host cities are swamped with tourists/visitors.
- >>Noise and air pollution due to increased traffic, loudspeakers and address systems

How a Green Olympic will be organised

Now, the United Nations Environment Programme (UNEP) has stepped in and with the Torino Olympic Organising Committee, unveiled a sustainability report for the event. >> To offset the greenhouse gas emissions, energy efficiency is being promoted in hotels, which will now be given the European Eco-label if they are sustainable enough.

>>A waste materials plan to handle the anticipated increases

in rubbish during the games; >>Development of eco-friendly buildings at the new Olympic Village, and the use of pollution-free materials in their construction; and

>>An extensive sustainable transport plan.

ACTIVITY

So how green is your school when it comes to sports? Make a log of the following in your consumer club group,

and exchange your notes with your friends:

2. Survey your sports field after a cricket, football or any other match. See if there is an increase in the waste generated – plastic cups, cold drink bottles, paper plates, plastic wrappers.
3. Find out from school authorities how this waste is disposed. Is organic waste composted, and plastic waste sent for recycling, or does it simply go in the municipality garbage dump.

Bada Hai To Behtar Hai?

“Are consumers programmed to prefer a product that offers ‘more’?”

We have all seen ads on TV with the catchline ‘Bada Hai to Behtar Hai’, indicating that consumers are always for ‘more’ – bigger, better, faster, more – this seems to be the catchline that the market promotes to consumers. But what about a psychological analysis of this? Do consumers always hanker after ‘more’?

The American Psychological Society did a study to find out about this syndrome. They have challenged the assumption that the more there is of a desired item the more favorable evaluation that item receives. For example, ice cream lovers would always be willing to pay more for more ice cream.

Imagine two servings of ice cream, one featuring a 250 ml cup overfilled with 350 ml of ice-cream, the other a 500 ml cup filled with only 450 ml. Objectively the under-filled serving of 450 ml is better, because it contains more. But the study that unless these two servings are presented side by side, the first serving – of 350 ml - is actually considered more valuable. Apparently, people do not base their judgment on the amount of ice cream available, which is difficult to evaluate in isolation. Instead, they rely on an easy-to-evaluate cue: whether the serving is overfilled or under-filled. Overfilling evokes positive feelings while under-filling evokes negative feelings, and these feelings dictate people's evaluations. “Consequently, in decision making, more often seems better, yet in life, more is often not better,” study concludes.



When the wanted item cannot be compared to another object or the evaluation depends on feelings, people become magnitude insensitive.

Source: <http://www.medicalnewstoday.com/medicalnews.php?newsid=33404>