SAVE EARTH

"Sustainable Development is imperative to continuance of life on earth. All living beings and natural resources play irreplaceable roles in our ecosystem. However, irresponsible growth and development has resulted in unprecedented climate change, depletion of natural resources and extinction of various indigenious wildlife species.

Though most of the effects on the environment are irrevocable, some of them can be controlled. We can still protect our planet and safeguard its interests. Concise, responsible and targeted efforts in congruence with the common interest to protect it must be formulated and implemented. Environment friendly measures and calculated actions can cascade into constructive and positive outcomes."

DATA SPEAKS

INDIA'S FOREST COVER IS REDUCED TO JUST **21.54%**.

INDIA WITNESSED **1.2** MILLION DEATHS IN 2017 DUE TO AIR POLLUTION.

AN ASTOUNDING **200,000** PEOPLE DIE EACH YEAR FROM POLLUTED WATER

73% OF THE BEACH LITTER ACROSS THE GLOBE IS PLASTIC.

PLASTIC IS KILLING MORE THAN **1.1** MILLION SEABIRDS AND ANIMALS EVERY YEAR.

FIINOVATION'S EFFORT

Fiinovation has partnered with a rapidly growing multi-diversified conglomerate to assess the impact of its ongoing CSR intervention in Sikar and Dungarpur district, Rajasthan. The project focuses on improving dairy output and enhancing milk productivity in rural households. Under the project, Artificial Insemination (AI) services, veterinary care and treatment are provided through trained livestock assistants. The project is also building the capacity of dairy farmers in order to take up better cattle management practices. To help the farmers better their livestock management, services like 24/7 helpline, health camps and tools such as chaff cutters are provided under the project

READ MORE

GLANCE OF THE MONTH

EARTH DAY

11 THERE WERE **MILLION DEATHS** DUE TO POOR DIET IN 2017

DEATHS DUE TO TOXIC AIR

COUNTRIES WITH THE LARGEST NUMBER OF DEATHS
INDIA 12 LAKHS | CHINA 12 LAKHS | PAKISTAN 128 LAKHS | INDONESIA 124 LAKHS | BANGLADESH 122 LAKHS

50 LAKH PEOPLE WORLDWIDE DIED DUE TO AIR POLLUTION IN 2017

PM 2.5- **3RD** HIGHEST CAUSE OF DEATH IN INDIA. SMOKING KILLS LESS.

CONDITIONS CAUSED BY POOR AIR QUALITY
- HEART ATTACK
- LUNG CANCER
- ASTHMA
- BRONCHITIS
- RESPIRATORY INFECTIONS

LIFE EXPECTANCY DROPPED BY **1** YEAR AND **8** MONTHS GLOBALLY.

5 STEPS TOWARDS PLASTIC-FREE LIVING
- AVOID USING SINGLE-USE PLASTICS- USE REUSABLE BAGS WHILE SHOPPING.
- DISCARD PLASTIC WATERBOTTLES- USE METAL OR GLASS WATER BOTTLES.
- TRY COOKING FOOD AT HOME- IT HELPS TO MINIMISE UNNECESSARY PACKAGING, DISPOSABLE CUTLERY & CONTAINERS.
- AVOID PLASTIC CONTAINERS-STORE LEFTOVER FOOD IN A GLASS JAR.
- AVOID PLASTIC TOOTHBRUSH REPLACE WITH BIODEGRADABLE BAMBOO BRUSHES.