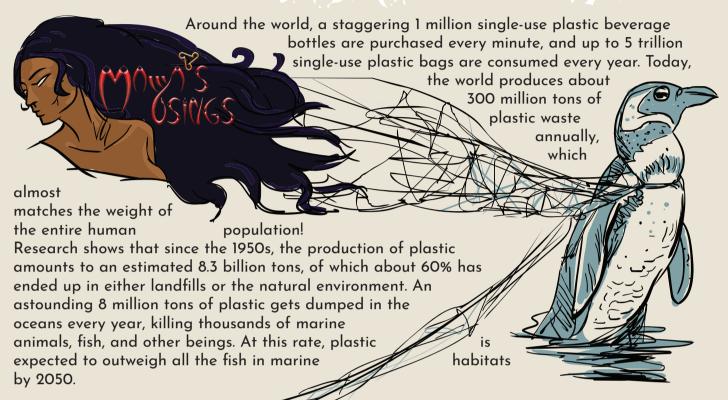
PLASTIC OR SURVIVAL

26 July, 2020 Issue



Apart from the plastic, which is non-renewable worrying trend is the plastic consumption. This trend shows a shift plastics that are meant to be India, New Zealand, and Canada countries in the world, including the up as trash after just one use.

upward-inching curve of the manufacturing of produced from chemicals derived from resources like oil, natural gas and coal, the other that at the current rate of production, by 2050, industry could account for 20% of global oil issue is compounded by the fact that the current away from the production of durable plastic, and towards thrown away after a single use. While countries like Taiwan, have banned the utilization of single-use plastic, most United States, still continue to consume plastic that ends

The effort to curb the consumption of recent global Coronavirus pandemic. Bars have disallowed bringing one's own reusable purchases in an excessive number of plastic bags. In addition, offices have started from doorknobs to elevator buttons in plastic. From equipment to disposable gloves and face masks, pandemic has outweighed concerns about the effects of consuming and disposing of

It is imperative that we become conscious of damage to our planet from the ever-increasing plastic, amplified during this pandemic. The virus eliminated from circulating in the human populat

single-use plastic has taken a backseat during the are serving drinks in plastic cups, supermarkets grocery satchels and are instead packing double-layered

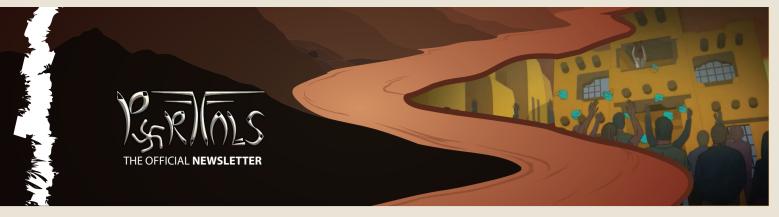
double-layered covering everything personal protective the fear of the long-term plastic.

the lasting consumption of will eventually be or so. But our

eliminated from circulating in the human population, perhaps in the next year or so. But our environment will never recover from the irreversible species extinction, pollution, habitat loss, and climate change that plastic pollution has contributed to. Small efforts and planning ahead, like bringing one's own cutlery and reusable bags, avoiding take-out food served in plastic containers, and making consumer choices that minimize packaging are just some examples of the ways in which plastic consumption can be curbed through conscious choices. Isn't the survival of all life on our Earth more important than the convenience of 5 minutes?

RAMARA

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July, 2020 Issue

Art Corner



Our featured artwork is á scene from the Svevi Avatar Official Trailer. As the world continues to reel from the effects of the pandemic, the use of disposable plastic has escalated. We hope to create awareness and mindfulness, so that we can choose more eco-friendly alternatives as we fight the pandemic.

Behind the scenes

As the Director of Marketing, Sudarshana Ghosh's vision is to create a socially and ecologically sustainable framework for making the Svevi Avatar universe tangible. "What draws me to Svevi Avatar is its vision of bringing people together to improve our world,"

Sudarshana says. "And how better to realize this vision but to involve and promote talented artists and artisans who use eco-friendly and

renewable resources, while ensuring that they earn a fair and equitable living?" When asked about her passion for non-mainstream artistry and workmanship, Sudarshana enthusiastically responds, "There are so many dying techniques and forms that are a part of our rich global cultural heritage and that need to be preserved. The framework of Svevi Avatar, which is so much more than a literary fiction series, allows us to showcase the tremendous talent of non-mainstream craftsmen and artists." Sudarshana smiles as her fingers trace the contours of a carving, "Our goal is to create awareness and

consciousness fantastic

about issues that plague our world today; story-telling is a mechanism to achieve this. As a part of this vision, my goal is to collaboratively create merchandise that touches the lives of people and makes a tangible difference."



Featured Video



https://tinyurl.com/yawelhx2

FETTERS OF **FREEDOM** Next issue 9 August, 2020

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