



How do you feel whenever you hear about improper waste management

What are the ways to help in lessening the accumulation of waste in cities.



How much you are willing to pay for it

What do they HEAR?

what friends say
what boss say
what influencers say

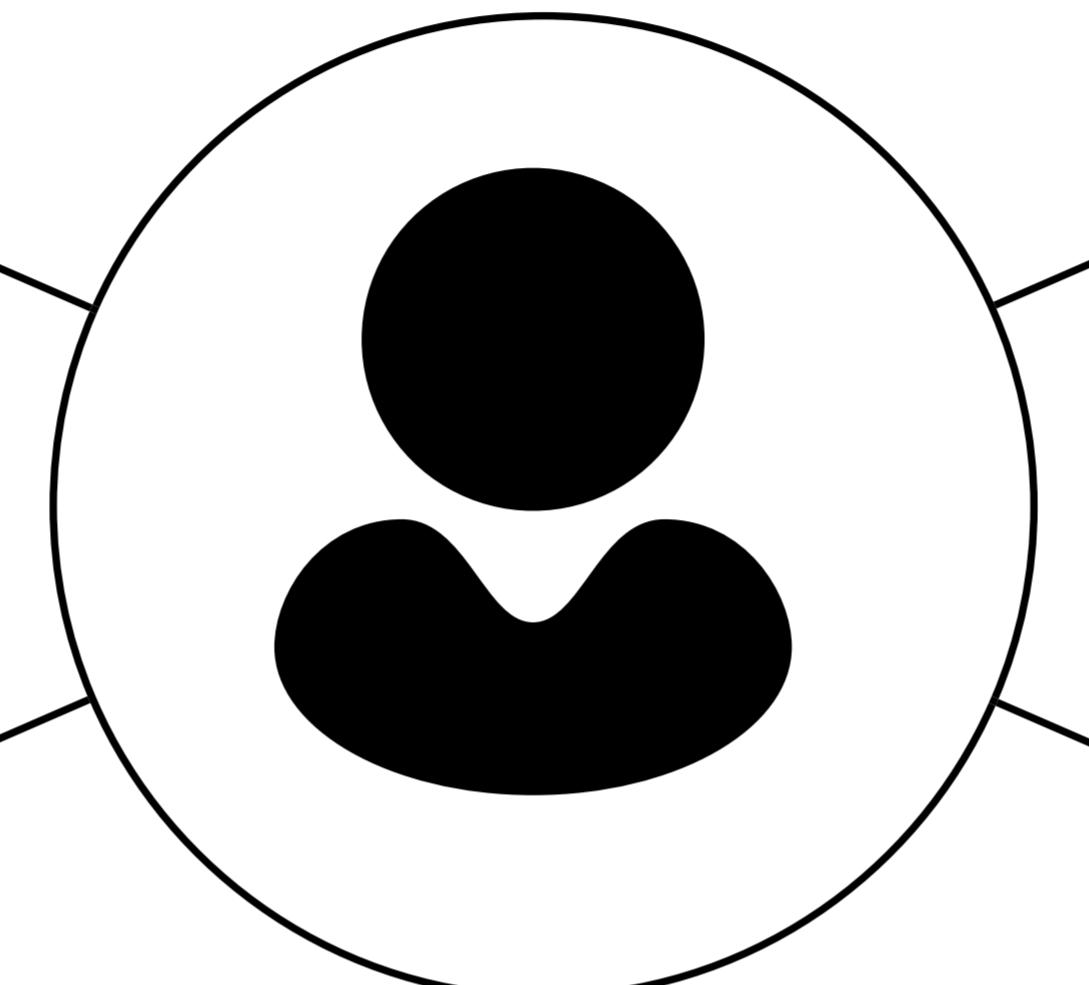
Reduce commercial waste

Alternative solutions that are eco friendly

Improper management of wastes



Spread awareness about increasing pollution because of the wastes which are not disposed properly



What do they SEE?

environment
friends

what the market offers

Waste do you see in your locality without proper disposal

Environment about the growing waste management problem

Do industries play a major role in producing waste

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

Separate wastes as bio degradable and non bio degradable wastes for easy management.



Diseases caused due to water and air contamination

PAIN

fears
frustrations
obstacles



Bio diversity imbalance

GAIN

"wants" / needs
measures of success
obstacles

Cut down the wastes at home

Eco friendly

leading to healthier and cleaner environment