



ANNALS OF THE WASTE WORLD

This seems like a really ordinary photograph from a city or village anywhere in India. And that's the point. In India, reuse and frugality were at the centre of how we lived. Now, increasingly, frugality is a matter of shame, and conspicuous consumption and a show away life-style a valued norm. Indians need to consume clean air, pure water and safe infrastructure. But not more and more materials. Throwing less things into the trash is a key step towards Making Bharat Swachh.



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