

DAY 23, GREENEST

While shopping the only cost we think about is the transaction that we make at the cashier counter. As soon as we receive our receipts, or cash memo, we think our job as a consumer is finished. We take great pride in buying the commodities at a bargained rate and think ourselves to be extremely vigilant consumers. But being a social animal, human beings are not only constricted to their own benefits or losses but of the society as well.

The film 'the true cost' was certainly an eye-opener to us. The grim and hassles of the workers in factories manufacturing a basic amenity as garments is horrible. Had watched this film together, my friend, Anadi, and I were informed about many things.

Due to paucity of time, I could engage her only to watch this incredible film with me. And following are the set of questions I asked her and the amazing replies that were reverted back:

- What did you take away from this film? Can you sum up your reaction in three words?

Anadi: The film provided me a much needed reality check on the precarious condition of the workers in the formidable work fields like the well established garment industries . As, without being aware, I couldn't have even thought of doing something about it, but now that I am aware of this hideous fact, I will try my best to turn the situation around. A huge believer of "think globally, act locally", I will begin this journey from my neighbourhood and try to spread awareness at as larger scale as I can.

The three words to sum up my reaction for the film will be: enlightening, inspiring and influential.

- What changes will you make when you go shopping in the future?

Anadi: often bargaining done from our end yields us satisfaction and contentment but that very few bucks saved can cost heavily on the workers trying their best to stay employed. So, we got to change this habitual trait of ours when purchasing from handicraft artists or small retailers are done. Also, promotion of handmade clothing and ingenious workers should be done in order to help them rise and shine, and also refrain companies like walmart, h&m to treat their workers like machine and stop the activity of overtime and overcrowding. Also, an appeal to the government for implementing the labour rights more strictly in order to grant the workers the rights they deserve.

- What will you do to spread the message about the impacts of fast fashion to friends and family?

Anadi: we are not able to create a positive change due to lack of knowledge and awareness. So, if we become adamant to create a difference, first we need to be informed and let others be informed about the reality no matter how gruesome it is. I have decided to pass on this message I have received through this film to others. Social media platforms are indeed a great way to deliver our opinions, ideas and thoughts to a large pool of people.

We can also organise forums, activities which highlights the alarming issues of this sector to spread awareness. And one of the best initiatives that we can do is start a group in our schools, colleges and colonies to spread awareness regarding these issues

- What did you take away from this film?

Anadi: One thing that struck me really hard is we have become habitual of taking everything for granted, and it is peak time to change this attitude. This film being an eye-opener to me has indeed proved to be informative and inspiring. It has reinvigorated the latent spark within me to create a change for the betterment of environment and the society. And I will make sure I pass on this information so that others can be aware of the things going around them and we can work together to create a change and turn the world into a better place.

Also, labours being treated with dignity and humanity is neither a privilege nor a favour but a basic right with which all of them are entitled.

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