RAISE AWARENESS

People that litter aren't bad they just lack civic sense and have very bad habits. These habits are hard to break as they have had them since childhood. Our job is to try and make people understand that using a dustbin is a far better alternative.

There are a number of ways to raise awareness and remember education is not limited to schools or the young. We are all learning every day and it's never too late to become a responsible citizen.

The first place to raise awareness is at home, with your own family and your friends. Raise the issue of cleanliness in India as a subject at the dinner table or over coffee. How many people in your family litter, what would it take to change that?

When you're ready to expand get a few friends together and choose a busy place such as a market, a shop near a school, a playground, a bus stop and approach people that you see dropping litter.

You can simply say "I think you dropped this" and give them a smile. They will know that what they did is wrong and it is rare that someone gets cross when you point it out in a nice way. It's good to stand near a dustbin (if you can find one) so you can point to where they should actually throw it.

Speak to shopkeepers and request that they use paper bags instead of plastic and encourage people to carry a shopping bag with them when they go to the market.

Create a banner with a catchy slogan or create posters that can be displayed in local shops asking people not to litter. The international 'Keep it Tidy" logo is easy to replicate. Reaching out to kids is especially important, as ultimately it's their generation that will be affected the most by India's garbage problem.