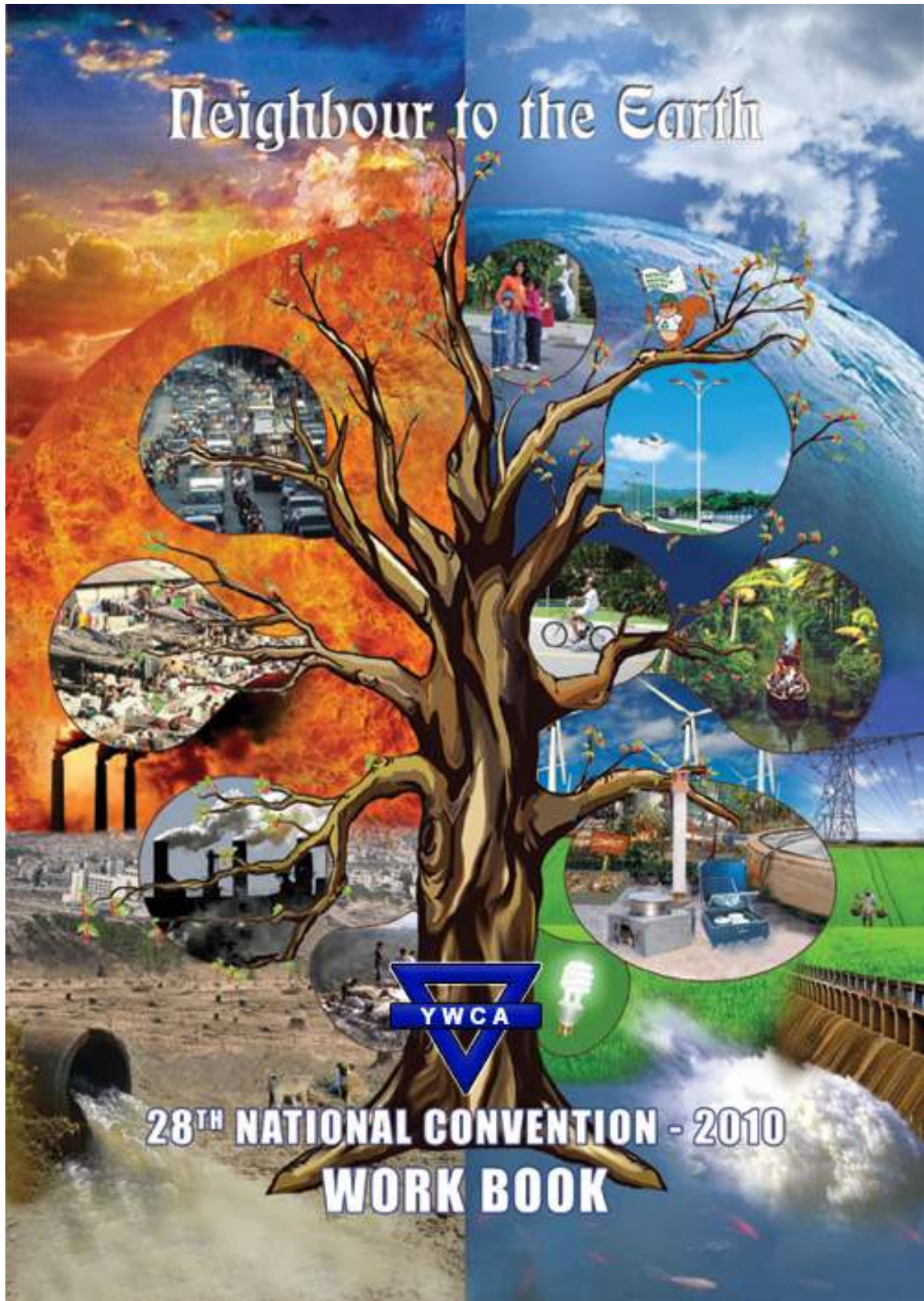


NEIGHBOUR TO THE EARTH

The Poster entitled 'NEIGHBOUR TO THE EARTH' designed for cover page of Work Book, National Convention February, 2010 submitted by YWCA, Kottayam won the Best Poster award and is selected for the cover page. The concept design was prepared by Dr. Rachel George and computer graphics was done by Cyril G Web India Solutions under the guidance of the concept designer.



A Brief Write up on the Concept 'NEIGHBOUR TO THE EARTH' projected through the Poster.

The 'TREE' in the foreground symbolizes LIFE on earth which is depicted in the background.

Left Half of the Poster: The burning earth - our habitat - on the left half of the Poster (cover page) shows the current state of our planet. It depicts the after math of callous control of nature by mankind in total disregard to 'Mother Earth', deterioration in the quality of nature due to advancement of Science & Technology and human beings' quest for higher standard of living. The pictures on the left half of the poster reflects in ample manner: how we have overcrowded our habitat with concrete structures and high density movement of automobiles spewing green house gases, industries with high levels of pollutant emissions and effluents that pollute water, air and land alike, mushroom growth of slums; how we have caused irreparable damage to the environment through heavy dependence on dwindling fossil fuels and bio-mass and low efficient technologies that devour natural energy forms; how we have contributed to depletion of natural resources through mismanagement and misuse of natural resources, deforestation, poor solid waste management and open solid waste dumping sites that mar the beauty of landscape, disposal of effluent water from domestic sector, industries, agriculture and so on into the once clear water systems destroying vegetation around, unabated growth of population, poverty and unemployment; man-made drought, parched land, floods, soil erosion and our own survival beyond mere existence; and finally the impending threat to sustainable development and quality environment due to climate change and global warming. The laws of ecology such as 'There is no free lunch', 'Everything must go some where', 'Everything is connected to everything else' and 'Nature knows best' have been neglected until recent times.

Right half of the Poster: It is high time that we – the human kind in general and YWCAs in specific – speed up our corrective measures as key players to change the ground reality and make our habitat a better place to live in. We shall be true good NEIGHBOUR TO THE EARTH. This concept is depicted on the right half of the cover page (poster) designed by YWCA, Kottayam. The squirrel on the high branch of the 'TREE' highlights the basic 3 Rs - Reduce, Recycle and Reuse that human beings ought to adopt as an integral part of our life style to function as good "Neighbour to the Earth". The delight of the mother and two children in being able to be part of a cleaner system with a 'Use Me' waste bin in the background predicts realization of a better quality of life. The shopping bag on mother's hand is made of recycled paper. A transition from heavy dependence on natural resources of energy like coal and fossil fuel based power to renewable energy forms like wind energy, solar systems, solar lighting, solar cookers, bio-gas units and other bio energy sources, improved chulhas, CFL (compact florescent lamps) and the like will go a long way in reducing black carbon and other green house gases. Similarly, use of public transport system and one's own energy as in bicycles and in carrying loads will also lead to reduction in natural resource consumption, better environment and better health. Promotion of ecotourism is also depicted herein. The unpolluted clear water with fishes at the base of the poster exemplifies result of living in harmony with nature. The wide expanse of green fields and thick green plantations through social forestry too provides a soothing environment besides being a carbon sink and a measure to tackle soil erosion. The lush green paddy fields stand testimony to organic farming devoid of dependence on synthetic fertilizers, insecticides and pesticides. The compost pits reflect concern for nature and the value of solid waste management in tune with the ethos of being a Neighbour to the Earth. A vibrant earth free from pollutants and unburnt gases of combustion like smoke, free flowing vehicles on the roads and above all, the clear sky above, green earth, clear sparkling water and happy mother and children and other details in the Poster reflect the hope for a bright future to humanity – stakeholders – through partnership with Earth.
