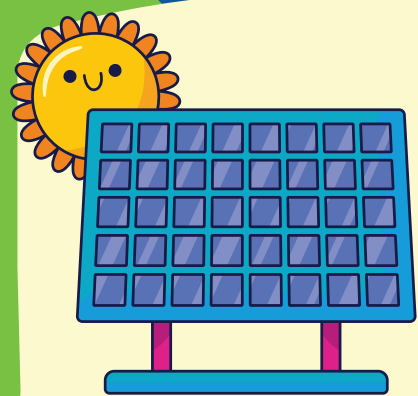


# DEMISTIFYING THE POWER OF ONE



## ONE SMART SWITCH TO SOLAR MAKES A WORLD OF DIFFERENCE

Every rooftop solar installation under PM Surya Ghar program offsets as much carbon as 100 trees absorb in a year, simply by replacing grid electricity with clean power.

Source: Government of India – Press Information Bureau



## BE THE ONE TO MANAGE THE ONE-THIRD

Nearly one-third of the world's waste still isn't managed in an environmentally sound way.

Source: The World Bank



## ADD BUCKET TO THE SMART LIST

Just One bucket bath can save up to 60 litres of water and cut your water use by 75% compared to an 8-minute shower.

Source: Times of India



## STRIVE TO KICK THE STRAW

Every plastic straw you throw away lingers on Earth for nearly 200 years.

Source: Euro News



## SIP SMART

One single litre of plastic bottled water may contain up to 240,000 nanoplastic particles.

Source: Earth.org

## TAKE THE SMARTER ROUTE



When One person switches to public transport, they can cut up to 2.2 tons of carbon emissions every year. Even carpooling can help save One ton annually.

Source: United Nations



## ONE SMART ACTION. A LIFETIME OF IMPACT.

A single mature tree can absorb up to 22 kg of CO<sub>2</sub> a year and nearly a ton over its lifetime.

Source: Tata Power



## BE THE REASON MANY FLOURISH

In 1979, a smart teenager Jadav Payeng started planting One tree sapling daily and eventually turned 550 acres of barren land in Assam into a lush green forest.

Source: YouTube – Hindustan Times

SMART = Sustainable Meaningful Actions for a Responsible Tata

When the Earth sustains, everyone gains.

Be the Smart One - Scan the QR Code and take a pledge today.



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Win exciting prizes!