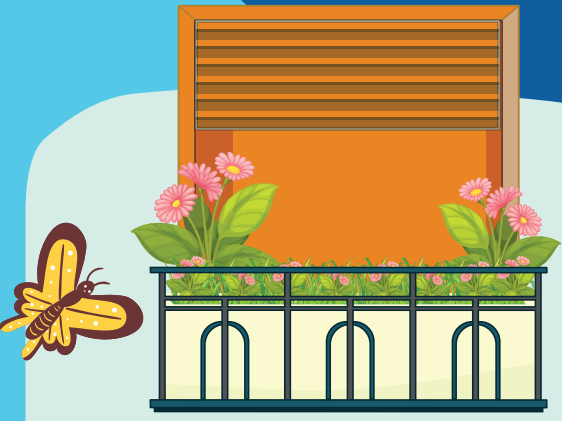


BIODIVERSITY



BALCONY TO BIODIVERSITY

Even small green spaces like windowsills and terraces can support pollinators and birds.

GROW MORE. GROW NATIVE.

Indigenous plant species support local wildlife and need less water and maintenance.



BEING A CONSCIOUS CONSUMER

Buy certified local produce and biodiversity-friendly goods.



GOOD FOR PLANTS. GOOD FOR THE PLANET.

Prefer chemical-free cleaning, gardening and personal care items that don't harm the ecosystem.

QUENCH THIRST. ATTRACT POLLINATORS.

Keep a bowl of water on your window or balcony.



SPREAD THE WORD. SHARE THE WONDER.

Talk to your family and community, and increase awareness about biodiversity.



EVERY GREEN ACTION CAN START A CHAIN REACTION

Read labels and research brands. Know what you're buying.



PLASTIC-FREE HABITS = BIODIVERSITY BOOST

Highlight the impact of plastic on wildlife and promote easy ways to go plastic-free.

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.



Choose from 15 options
Win exciting prizes!