Role of an Individual

Consumer's choice ensuring conservation

Individual as Consumer

- Individual as a consumer has the freedom of choice
- Consumer's choice is manifested in his/her demand for goods & services
- Adding up individual consumer's demand the aggregate demand is generated
- Each individual's choice thus has to be responsible and prudent
- Careful decision making at an individual level regarding the use of natural resource leads to significant conservation at an aggregate level

At Home

Water:

- careful use of taps: no unnecessary flowing
- not using purified drinking water for any other purpose
- rain water for gardening

Food:

- demand fresh vegetables: no refrigeration needed
- choose domestic food: reduced ‘food miles’

Appliances:

- demand for CFL bulbs
- zero CFC refrigerator
- energy saving AC

Waste:

- demand for waste disposal mechanism –clean environment
- low demand for plastic

On the Road

- **Public Transport:** much higher mileage demand for comfortable pubic transport reduces per capita fuel consumption
- **Fuel Efficient Cars:** newer cars with reduces cost and fuel per km traveled
- **Low Emission cars:** CNG driven cars significantly reduces per km cost and CO_2, SO_2 & particulate matter emission
- **Carbon Free Vehicles:** more demand for vehicles like bicycle for short distance generate need for suitable infrastructure
- **Pavements:** pedestrians' demand for suitable pavements and more trees in the road

Workplace

- Lighting: demand for individual lighting system
- Cooling: reduced demand for central cooling system
- Computer use: turning off atleast the monitor when not in use