

called a meeting of all the sales men of the firm. Among the suggestions put forward, one was to make the colour of the handle similar to that of potato peel, so that along with the peel, the peeler may also be dumped in the garbage, often by mistake. Thus, there may be greater demand. Also, the product was offered in a more attractive packing.

## **Eco-Destructive Consumerism**

Now this economic structure is not merely consumption-oriented, but is clearly leading to destruction. Throw away the old one, and buy a new one! Rather than satisfying the need and demand of the people, to create fresh demand has become the aim of modern economics. Supposing that we need not worry about the limited supply of natural resources, there is yet the question of balance in nature. There is a cyclic relationship in different parts of nature. If one of the three sticks, which stand with mutual support, is removed, the other two will automatically fall. The present economic system and system of production are fast disturbing this equilibrium of nature. As a result, on the one hand, new products are manufactured for satisfying ever increasing desires, and on the other hand, new problems arise every day, threatening the very existence of humanity and civilisation.

It is essential, therefore, to use up that portion of the available natural resources which nature itself will be able to recoup easily. When the fruits are taken, the fruit tree is not injured; it may even be helpful to the tree. However, in the effort to take a greater harvest from the land, chemical fertilisers are used, which in a few years time, will render the land altogether infertile. Lakhs of acres of land lie barren in America due to this factor. How long can this dance of destruction go on?

The industrialist provides for a depreciation fund to replace machines when they are worn out. Then how can we neglect the depreciation fund for nature? From this point of view, it must be realised that the object of our economic system should not be to make extravagant use, but a well-regulated use of available resources. The physical objects necessary for a purposeful, happy and progressive life must be obtained. The Almighty has provided that much. It will not be wise, however, to engage in a blind rat-race of consumption and production as if man is created for the sole purpose of consumption. Engine needs coal for its proper working, but it has not been produced merely to consume coal. On the contrary, it is only proper, always,