

## TRY invites to express your love for nature through eco-selfie

<http://www.biovoicenews.com/try-invites-to-express-your-love-for-nature-through-eco-selfie/>

By : BioVoice Correspondent - February 8, 2017



**New Delhi:** Valentine's Day is approaching and love is in the air. But if you love nature and care for her, here is your chance to share those expressions by clicking a selfie, groupie or photo that explains your "responsible lifestyle". TRY is all set out to carve out the "The Responsible You" with its initiative to build awareness to live a sustainable lifestyle.

With the eco-selfie contest being rolled out in mid-February 2017, TRY intends to connect with the youth, who are at the transformational point of making the lifestyle choices. With the better economy and rising consumerism (Western culture), youth is heavily enticed into range of options without being informed about the impact they leave on the eco-system based on their consumption and disposal. TRY is building awareness about sustainable lifestyle through various means of online and offline campaigns.

TRY (The Responsible You) is an initiative launched with the belief that your happiness starts from living in a healthy environment and a peaceful community. But helplessly you are co-habitating the environment where population, pollution, commotion, is growing by day. You cannot change it all. But the choices that you make and the actions that you take, shows how conscious and responsible are

you to minimize the impact! TRY has launched a [website](#) for its online interface. For offline awareness they have participated in the conferences on Environment, launched posters and Calendars. Their work is also being exhibited in the Science Express.



TRY's principal Anju, a communications strategist and creative director, who also holds a PhD in Biotechnology shares her two-pronged philosophy – *One*; that the Science and Art communities should orchestrate together to build mass level awareness on sustainability, which usually stand quite segregated. *Two*, that happiness is an integrative element of sustainability. If people are not happy, they will care less for their community and environment and vice versa.