

Coke is a Killer.

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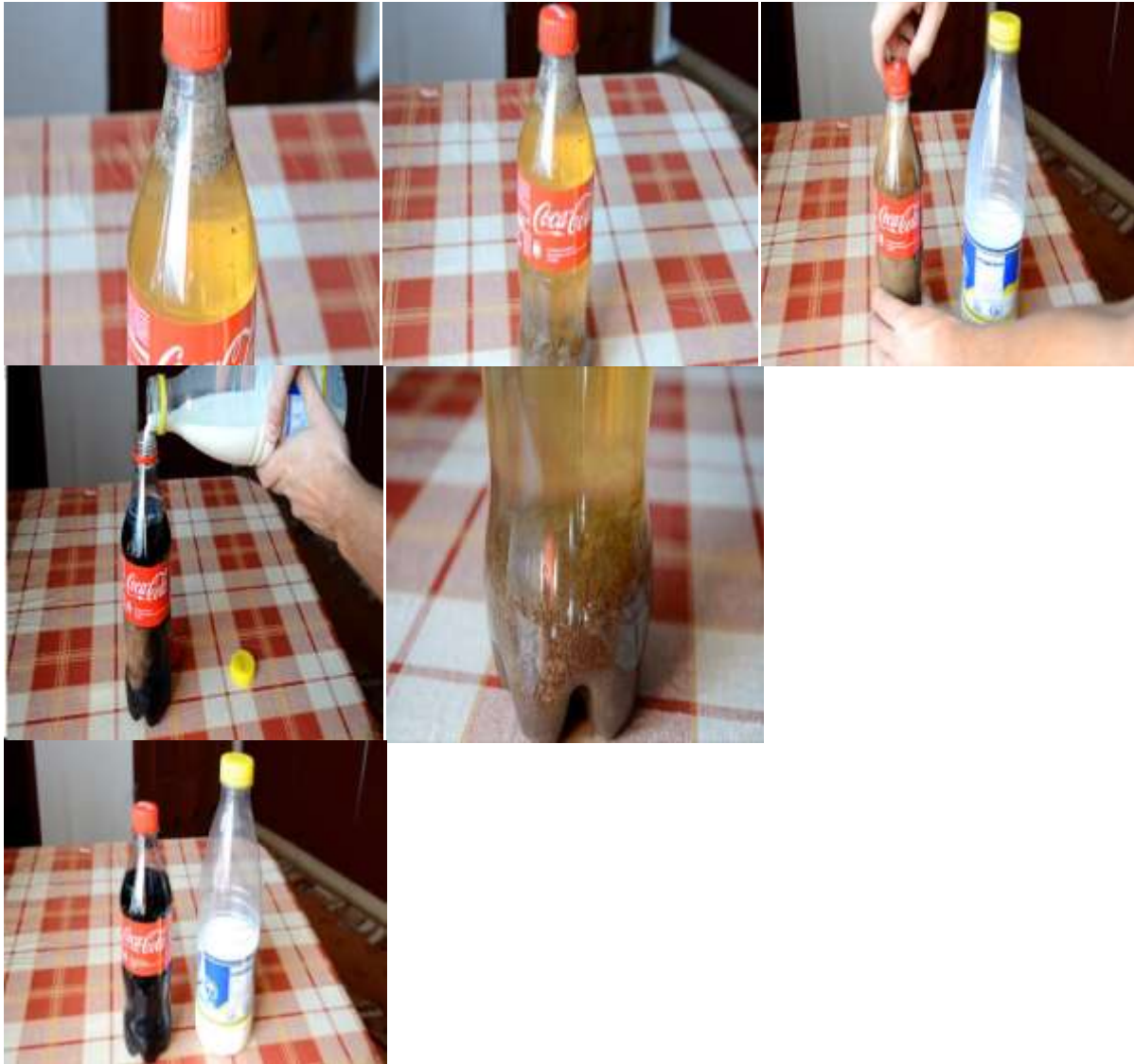
Priyanka loves to write and her pen name is Pk Priyanka. She wants to bring peace in our society by her writing. She always likes to help the people who are in need. She started writing from 6th standard. Her first poems were published in the book of ANTHOLOGY – I am poetry in USA. Her email id is p.k.priyanka786@gmail.com and her facebook name is PK PRIYANKA.

Abstract:

We drink coke, but do we ever try to know that, is it good for health or not? Coke is very much acidic in nature compare to our toilet and home cleaning acid. World health organization (WHO) had proved that soft drink do not any nutritional value in terms of vitamins & minerals. There have higher sugar contents, higher acidity and perstives. Coke uses “public relations propaganda” to convince consumers and entire nations that it is an “environmental company” when in reality it is linked to pollution, water shortages & disease's. There were many protests against coke in different of the world. During the protest the people of Kerala shared their view that - “Avoid drinking coke, drink tender coconut water and fruit juices.”

Keyword: Coke, protest, health, events.

Introduction and experiment:



As we all are familiar with coke. All of us are very much attached to coke. In parties we like to have soft drinks and on many happy occasions, we take soft drinks.

Coke is the most valuable brand in the history and coca-cola is the world's second most word recognized word after "HELLO".

We all consume soft drinks, but do we know whether it is good for health or not????

Let know – How the coke & Pepsi are helpful???

- To clean corrosion from car battery terminal.
- To clean a toilet.
- To remove rust from car bumpers.
- To remove grease from clothes.
- To remove corrosion from machine engines.

We drink this stuff! Off course to clean our system too. After all we are paying for it – isn't it???

World health organization had proved that soft drink can cause obesity, heart disease, bone deformation, dental decay, and stone formation in kidney.

For your information: The PH value of coke is 3.4 which are very acidic in nature. Its acidic value is very much stronger then the toilet and house cleaner acid.

What happens to our body if we drink coke right now???

We know that our human body stops building bones at the age of 30. If we drink coke from the age of 15, then it shall be dissolving the calcium compound and the calcium compound forms stones in the kidney. It also affects our digestive system and results in gastric problems.

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Coke uses “public relations propaganda” to convince consumers and entire nations that it is an “environmental company” when in reality it is linked to pollution, water shortages & disease's.

In India, there was a competition in the Delhi University. The competition was “how many cokes can you drink?” The winner of that competition drank 8 cokes and died on the spot because of too much carbon dioxide in the blood and not enough oxygen. By seeing this principal banned the consumption of soft drinks in the college canteen.

PROTEST AGAINST COKE:

There was a protest against coca-cola company in Kerala, India. The coca-cola setup a plant in plachimada, Kerala in the year 1999. The villagers of plachimada were not interested to work in coca-cola company, because there were happy with their agriculture. In 2003, the villagers suffered from drought. Later there came to know that the coca-cola company had consumed all the entire water from rivers, pounds, underground for the man fraction of coke. The villagers filed a case against coca-cola company and in the year 2004, the villagers won the case and coca-cola plant was removed from that place.

Colombia

In Colombia, the importance of winning the struggle against Coke was best summed up by SINALTRAINAL Vice President Juan Carlos Galvis when he said:

**"If we lose this fight against Coke,
First we will lose our union,
Next we will lose our jobs,
And then we will all lose our lives!"**

Lawsuits were filed in the United States in 2001 and 2006 by the United Steelworkers of America and the International Labor Rights Fund on behalf of SINALTRAINAL, several of its members who were falsely imprisoned and the survivors of Isidro Gil and Adolfo de Jesus Munera, two of its murdered officers. The lawsuits charged Coca-Cola bottlers "contracted with or otherwise directed paramilitary security forces that utilized extreme violence and murdered, tortured, unlawfully detained or otherwise silenced trade union leaders." The lawsuits and campaign were developed to force Coca-Cola to once and for all end further bloodshed, compensate victims and provide safe working conditions.

The Campaign called for the main judge, Joseph E. Martinez, who presided over the original lawsuits against The Coca-Cola Co. and its Colombian bottlers in Federal District Court in Miami, Florida, to recuse himself because of serious conflicts of interest and statements he made about the case.

Guatemala

On February 25, 2010, another human rights abuse lawsuit against Coca-Cola was filed in the Supreme Court of the State of New York and later moved to federal district court. "This case involves a campaign of violence - including rape, murder, and attempted murder - against trade unionists and their families at the behest of the management of Coca-Cola bottling and processing plants in Guatemala."

It should be noted what happened in the '70s and '80s in Guatemala City: According to "Soft Drink, Hard Labor" published by the Latin America Bureau (UK) in 1987, "For nine years the 450 workers at the Coca-Cola bottling plant in Guatemala City fought a battle for their jobs, their trade union and their lives. Three times they occupied the plant — on the last occasion for 13 months. Three General Secretaries of their union were murdered and five other workers killed. Four more were kidnapped and have disappeared. Against all the odds they survived."

Turkey

In Turkey, in 2005, 105 workers at a Coca-Cola bottling plant in Istanbul joined a union and were terminated. They organized a lengthy sit-down strike in front of the main offices of

Coca-Cola in Turkey. After several weeks of protesting, Coca-Cola workers entered the building to demand their reinstatement. While leaders of the workers were meeting with senior management for the company, the company ordered Turkish riot police to attack the workers who were by all accounts peacefully assembled, many with their spouses and children. Nearly two hundred of them were beaten badly and many required hospitalization. Lawsuits are pending.

India

Of the 200 countries where Coca-Cola is sold, India reportedly has the fastest-growing market, but the adverse environmental impacts of its operations there have subjected The Coca-Cola Co. and its local bottlers to a firestorm of criticism and protest. There has been a growing outcry against Coca-Cola's production practices throughout India, which are draining out vast amounts of public groundwater and turning farming communities into virtual deserts. Suicide rates among Indian farmers whose livelihoods are being destroyed are growing at an alarming rate. Every day for years there has been some form of protest, from large demonstrations to small vigils, against Coca-Cola's abuses in India.

One target of protest has been the Coca-Cola bottling plant in Plachimada, Kerala, which has remained shut down since March 2004 as a result of the community-led campaign in Plachimada challenging Coca-Cola's abuse of water resources.

The International Environmental Law Research Centre issued a report in 2007 that stated, in part, "The deterioration of groundwater in quality and quantity and the consequential public health problems and the destruction of the agricultural economy are the main problems identified in Plachimada. The activity of The Coca Cola Company has caused or contributed a great deal to these problems...The availability of good quality water for drinking purposes and agriculture has been affected dangerously due to the activity of the Company. Apart from that, the Company had also polluted the agricultural lands by depositing the hazardous wastes. All these points to the gross violation of the basic human rights, that is, the right to life, right to livelihood and the violation of the pollution control laws."

In 2009, the government of Kerala set up the High Power Committee to Assess the Extent of Damages Caused by the Coca-Cola Plant at Plachimada, India, which "recommended that Coca-Cola be held liable for Indian Rupees 216 crore (US\$ 48 million) for damages caused as a result of the company's bottling operations in Plachimada."

RESULTS:

By drinking coke we can suffer from gastric problem, obesity, heart disease, bone deformation, dental decay, and stone formation in kidney.

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Conclusion:

We should stop drinking coke and in place of coke we can drink fruit juice, which is healthy for us. During the protest the people of Kerala shared their view that - “Avoid drinking coke, drink tender coconut water.”

References:

www.killercoke.org