

JOIN US

Only **ACTION** by people across the globe will force Coca-Cola to clean up its act. We need your help!

Join the People's Forum Against Coca-Cola to hold the multinational accountable to principles of Human Rights, Environmental Justice and Labor Rights. The campaign advocates for an end to corporate control of our natural resources and links community struggles for justice around the world, from India to Colombia, from US to EU.

Coca-Cola must take immediate action in India to meet the following community demands:

- Immediately shut down its bottling plants in Mehdiganj and Plachimada.
- Clean up the water and soil contaminated as a result of its water discharge and distribution of toxic waste to farmers in the area.
- Compensate affected parties who have suffered losses as a result of the company's indiscriminate behavior.
- Disband its plans to set up a bottling facility in drought prone Sivaganga in Tamil Nadu.
- Set up a fund to retrain and relocate workers in the plants that are shut down into more sustainable industry.

We are seeking active partners across the world to work with us to plan events to hold Coca-Cola accountable.

Contact us at info@IndiaResource.org to join the People's Forum Against Coca-Cola.



photo: Melanie Alfonso

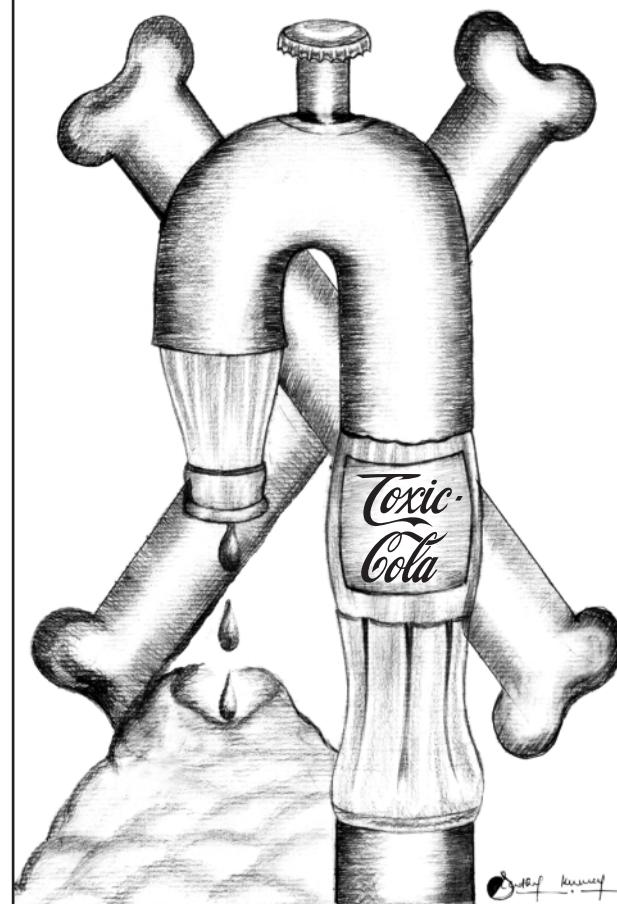
SUPPORT US

We depend on contributions from the public to allow us to work for global justice. Please consider making a donation to strengthen the global movement to hold corporations accountable and assert the rights of communities.

Please make checks payable to Community Networking Resources and mail to: India Resource Center, 7404 Potrero Avenue, El Cerrito, CA 94530, USA. Visit our website www.IndiaResource.org to make credit card contributions, or email us at info@IndiaResource.org to explore other ways to contribute.

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PEOPLE'S FORUM AGAINST COCA-COLA



www.IndiaResource.org

Stop Stealing Water! Stop Poisoning India!

THOUSANDS of people across India are demanding that Coca-Cola clean up its act—literally. Coca-Cola stands accused of depriving communities in India of water; poisoning people, water and the land; and selling poison to Indians.

Communities across India are challenging Coca-Cola's practices in a struggle to regain control over natural resources. Coca-Cola is using all powers available to it—including US government intervention and violence—to suppress these grassroots movements. And yet, the struggles against Coca-Cola are getting tremendous support in the communities, across India, and internationally.

- Since April 22, 2002, residents of Plachimada, Kerala—led by Indigenous Peoples, farmers and women—have been on vigil, 24 hours a day, 7 days a week, outside the gates of Coca-Cola's bottling plant in their village. They accuse Coca-Cola of causing severe water shortages for the community and poisoning the water and the land—most of the wells in the area have been declared unfit for public consumption by a state government agency. The Kerala High Court has ruled that Coca-Cola has to find alternative sources of water for use in its facility. The village council has revoked Coca-Cola's license to operate. The bottling plant has temporarily been shut down because of severe drought in the area.
- Local residents in Mehdiganj, near the holy city of Varanasi, are also leading a popular struggle against Coca-Cola. The multinational has illegally occupied a portion of the village's common property resources and was found guilty of evading payment of land revenue by a local court.

Indian Communities Fight Back

This same plant enjoys heavily subsidized electricity and is accused of spewing toxics into surrounding agricultural fields as well as causing serious water shortage. Local protesters were met at Coca-Cola's factory gates by about 200 police personnel, sent to “protect” the plant along with 50 gun-toting private security guards. This was no mere threat—the demonstrators were beaten up.

- In Kudus village in Thane district, villagers are forced to travel long distances in search of water which has dried up in their area as a result of Coca-Cola's bottling operations. Villagers are questioning the subsidized water, land and tax breaks that Coca-Cola receives from the state. Coca-Cola has built a pipeline to transport water from a river to its plant, and activists opposing the pipeline and the facility are regularly harassed by local police.
- Coca-Cola's toxic practices spread to providing the solid waste from its bottling plant to farmers in the area as fertilizer! Tests have confirmed that this waste is toxic, and Coca-Cola only stopped the practice after being ordered by Indian government agencies to do so. Many farmers in Plachimada and Mehdiganj were recipients of Coca-Cola's toxic waste, and are subject to long term health consequences.
- Sensing a pattern? The people of Sivaganga, Tamil Nadu did too. More than 7,000 people, mostly women, turned out to protest a proposed Coca-Cola factory in their village. Residents are justifiably worried that Coca-Cola's joint operations with a sugar mill in the area will lead to water scarcity and contamination. The people of the district, particularly in the villages, have been exposed to acute drought conditions for several years and already have had little access to water.

Coca-Cola: Unthinkable! Undrinkable!

In September 2003 the Indian parliament banned the sale of Coke and Pepsi products in its cafeteria. Tests, including those done by the government, found high concentrations of pesticides and insecticides in the soft drinks, making them unfit for consumption. Some samples tested showed the presence of these toxins to be more than 30 times the standard allowed by the European Union! Tests of samples taken from the US of the same drinks were found to be safe.

Coca-Cola is launching new products in India even after recalling its products in the UK after the first signs of contamination in 2004. It continues to deny the toxicity of its drinks, in spite of a Parliament of India commissioned inquiry which confirmed the findings of the original tests. Double standards? You bet.

Killer Cola!

Coca-Cola's main Latin American bottler, Panamco is on trial in the US for hiring right-wing paramilitaries to kill and intimidate union leaders in Colombia. SINALTRAINAL union leaders and organizers have been subject to a gruesome cycle of violence unleashed by Colombian paramilitary forces in complicity with Coca-Cola's Colombian bottling subsidiary.

Since 1989, eight union leaders from Coca-Cola bottling plants have been murdered by paramilitary forces, some of them even attacked within their factory's gates. Workers have also reported being intimidated with threats of violence, kidnapped, tortured, and unlawfully detained by members of the paramilitary working with the blessing of, or in collaboration with, company management.

www.killercoke.org

For More Information and Updates, visit: www.IndiaResource.org