

CHALLENGING CORPORATE GLOBALIZATION

- Since April 22, 2002, residents of Plachimada, Kerala have been on vigil—24 hours a day, 7 days a week—outside the gates of Coca-Cola's bottling plant in their village. The panchayat (village council) has refused Coca-Cola the license to operate and the bottling facility, the largest Coca-Cola bottling facility in India, has been 'temporarily' shut down and the struggle is continuing make it permanent.
- Local residents in Mehdiganj, near the holy city of Varanasi, are also leading a struggle against Coca-Cola and over 1,500 members demonstrated against Coca-Cola in November 2004. Protesters were met at Coca-Cola's factory gates by ARMED police, sent to "protect" the plant. This was no mere threat, the protesters were severely beaten up.
- At Coca-Cola's bottling facility in Kala Dera, near Jaipur, Rajasthan, the sinking water table has created water shortages for over 50 villages. Over 2,000 people marched in August 2004 to protest Coca-Cola's practices.
- In Kudus village in Thane district in Maharashtra, 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. 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.

- Sensing a pattern, more than 7,000 people in Sivaganga, Tamil Nadu, mostly women, turned out in April 2003 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.

JOIN US as we build a unique, grassroots, international campaign that links HUMAN RIGHTS, ENVIRONMENTAL JUSTICE AND LABOR RIGHTS and advocates for:

- the rights of communities over natural resources
- the rights of communities to live free of toxics and violence
- the rights of marginalized communities to be free of disproportional burdens
- the rights of workers to organize freely
- the rights to water as a fundamental human right

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Design by: Design Action Collective

COCA-COLA:

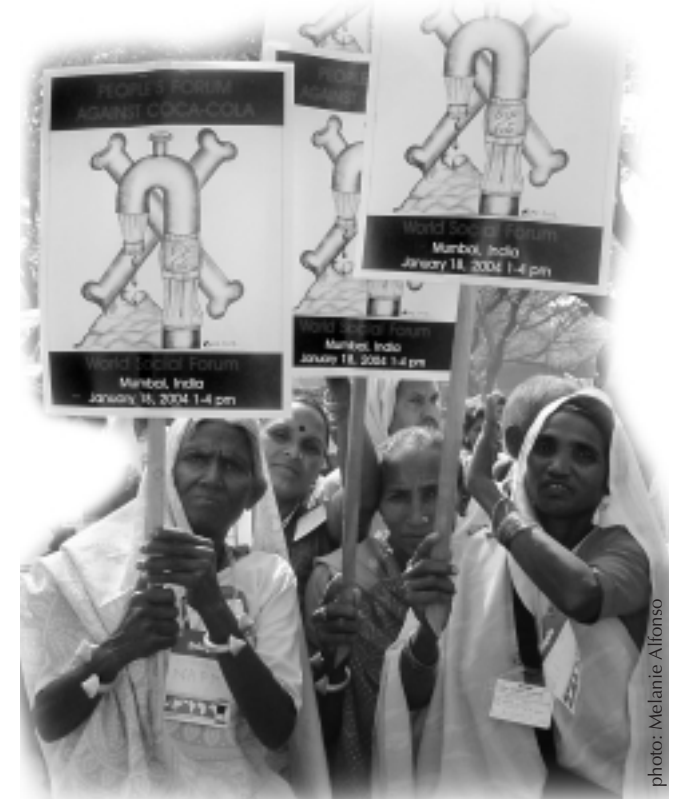


photo: Melanie Alfonso

**DESTROYING LIVES,
LIVELIHOODS AND
COMMUNITIES**

UNTHINKABLE, UNDRINKABLE!
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GRASSROOTS STRUGGLE...

THOUSANDS of people all across India are protesting Coca-Cola's operations in India. Led primarily by women, Adivasis (Indigenous Peoples), Dalits (lower castes), agricultural laborers and farmers, a significant grassroots movement has emerged in India to hold Coca-Cola accountable for its crimes in India and internationally. The campaign is growing and winning extremely important battles in the quest for justice.

...AGAINST CRIMES

A PATTERN of ABUSE has emerged for Coca-Cola's bottling operations in India.

Coca-Cola is Guilty of:

- Causing Severe Water Shortages in Communities Across India
- Polluting Groundwater and Soil Around its Bottling Facilities
- Distributing its Toxic Waste as 'Fertilizer' to Farmers
- Selling Drinks with High Levels of Pesticides in India, including DDT—sometimes 30 times higher than EU standards

...OF HUMANITY

Communities living around Coca-Cola's bottling facilities are facing severe hardships. A majority of the community members affected by Coca-Cola's indiscriminate practices are also some of the most marginalized communities in India- Indigenous Peoples, lower castes, low-income and agricultural day-laborers.



Water and land is central to agriculture and over 70% of Indians make a living related to agriculture. Water scarcity and polluted soil and water created by Coca-Cola has directly resulted in crop failures—leading to a LOSS of LIVELIHOOD for thousands of people in India. More than half of India's population lives BELOW THE POVERTY LINE, and disrupting farming is a matter of LIFE AND DEATH for many in India. Ironically, communities most impacted by Coca-Cola's bottling operations cannot even afford to buy Coca-Cola products.

Coca-Cola's indiscriminate pollution of the common groundwater source is a major long-term problem. It is extremely difficult, if not impossible, to clean the groundwater resource through technology, and future generations are now subjected to drinking polluted waters courtesy Coca-Cola. Or they can install water pipes to

their homes and pay for clean drinking water, which most CANNOT afford to do.

Distribution of toxic waste as fertilizer to farmers around its bottling facilities has created a PUBLIC HEALTH NIGHTMARE. The long term consequences of exposure to the toxic waste is not yet known and the worst is yet to come.

Coca-Cola is committing crimes against humanity in India. But a more powerful force has emerged to challenge Coca-Cola.

COLOMBIA: 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 the 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