



# Plastics in Our Lives

Imagine Life Without Plastics!

Use Wisely, Dispose of Correctly!

Indian Centre for Plastics in the Environment

[www.icpenviro.org](http://www.icpenviro.org)

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## ICPE LAUNCHES 'PAHAL PARYAVARAN' - ENVIRONMENT AWARENESS PROGRAMME IN MUMBAI SCHOOLS



L-R: Mr. Rane; Mr. Gautam Chatterjee; Mr. Mahadeo Deole; Mr. K. G. Ramanathan

Mr. Mahadeo Deole, the Mayor of Mumbai inaugurated 'Pahal Paryavaran', a campaign organized by the Indian Centre for Plastics in Environment (ICPE) in 5 schools at Bhandup, a suburb of Mumbai, on August 26 to inculcate bin culture and the practice of segregation of solid waste for recycling and reuse.

"Every day morning you sweep your house and push out the garbage. You don't think twice before throwing the garbage on the road. Think now, treat Mumbai also as your home. Unless your city is clean, you cannot live a healthy life", said the Mayor addressing a large gathering of school students.

"Mumbai generates 7000 metric tonnes of garbage every day. 35,000 municipal workers are engaged in clearing the trash. They are also human beings like us. We the people have to help them clear our garbage effectively by segregating it as wet and dry", exhorted the Mayor and got a resounding 'yes' in chorus from the large gathering of students. He emphasized on recycling of plastic waste, which is causing a major pollution problem.

Over 500 children, 25 teachers and 5 principals of five schools of Bhandup will directly participate in the Pahal Paryavaran programme that is to last for a year. The teachers will train the students in waste segregation and solid waste management. The students in turn will take the message to the communities around their schools, including 5 slums in Bhandup. ICPE will provide the logistics such as plastic bins and financial support for the project.

Mr. Gautam Chatterjee, the Additional Municipal Commissioner of Mumbai participating in the launch function said, "Pahal Paryavaran initiated in the Bhandup schools is in line with the 'Swachhh Mumbai Abhiyan' launched recently by Brihanmumbai Municipal Corporation (BMC) in the city and I welcome it", He commended the students who displayed their communications skills on the need for segregation of waste through songs, performing Lawni and Puvada. Gautam Chatterjee exhorted the students to go out into the community and use their skills in putting across the message of 'Swachhh Mumbai'.

K.G. Ramanathan, President of the Governing Council of ICPE explaining the objective of the project pointed out that "Pahal Paryavaran and Plastics is an extension of ICPE's on going Integrated Solid Waste Management activity in 6 Municipal Ward areas in Mumbai. ICPE is working with the local citizens groups and NGOs like NAGAR, FORCE, Stree Mukti Sanghatan (SMS) and others in propagating segregation of solid waste at source in residential colonies". The rag-pickers and the ICPE appointed recyclers coordinate in the clearance of the segregated waste, Recover, Recycle and Reuse plastics to reduce plastic waste ending up in landfills, Mr. Ramanathan said.

Ward-S officials under the supervision of Babasaheb Pawar, the Assistant Municipal Commissioner of Ward S promised that his officials would provide active support to the students in their Pahal Paryavaran programme. The participating schools in Bhandup are Sahyadri Vidyamandir, Shiva Vidyamandir, Saraswati Vidyalaya, Shri Saraswati Vidyalaya and Indian Education Society.



The message of 'Recycle, Reuse, Recover' through Folk Songs



## MISPLACED FEARS ON PLASTICS SHOULD BE CAST ASIDE: DHINDSA

MUMBAI: Union Minister for Chemicals and Fertilisers Sukhdev Singh Dhindsa said there is a concerted effort to launch a crusade against growing misconception about plastics and its effect on ecology.

Addressing the 18th Annual General Meeting of the Organisation of Plastic Processors of India here on Saturday, Dhindsa said environmentalists, ignoring the eco-friendly and energy efficient properties of polymers, are advising against extensive usage of polymers but "such misplaced apprehensions on plastics need to be cast aside".

"The awareness should be spread especially in the Indian context where consumption is very low and there is a high degree of recycling," he said.

However, he said, "We should also take cue from the problems being faced by the developed countries in disposal of plastic waste and initiate suitable measures now itself so that we are able to effectively handle the challenges of disposal of plastic waste when the country attains higher consumption."

Referring to the plastic processor sector's emerging opportunities, he said there are about 19,000 plastic processing units, of which 70 to 80 per cent of the plastic processing units are in small-scale sector.

The plastic processing sector is relatively more labour intensive than capital intensive, he said, adding that for catering export market, it is important to deploy efficient and sophisticated machines and change the industry mindset to compete in the global market.

Source: [www.economicstimes.com](http://www.economicstimes.com)

## PLASTIC POWER

**Samit Jain, (Manas Educational Services Division, Delhi) in a letter to the Editor, Down to Earth, writes:**

"It most certainly serves to educate our citizens on issues relating to environment, and also imbibe in them the urgency with which they need to do something towards protecting, improving and conserving the environment.

What, however, is disheartening is the manner in which the magazine indiscriminately (and without thought) derides plastics. What is essential is to inculcate in human beings and the present generation a need to use plastics (or for that matter any resource) judiciously. We need to follow the four 'R's-recover, reduce, reuse and recycle. To simply say 'plastics are bad, so don't use them', will lead us nowhere.

Would you like to use metal conduits to carry electricity instead of the plastic sheathing and pipes, and then die of shock if you touch it? Would you dispose of your garbage in paper bags, so it spills all over? Would you like to sit in your air-conditioned office with no plastic/foam insulation, so that your electricity bill is a few times more than it is today? Would you like to replace plastics in your aeroplane, when you fly to Johannesburg for your World Summit on Sustainable Development so that the airline can carry perhaps half the number of passengers it carries right now? Would like to have metal keyboards to write out your articles? The list is endless.

So what we need to imbibe in ourselves is a habit of not littering, and reducing and reusing all resources. Saying, "ban plastics" is like saying "ban electricity" because electricity shock kills. You cannot remove plastics, whatever you may write or do, and go back to the stone ages.

- Down to Earth, August 31, 2002

### ICPE in Brief

The Indian Centre for Plastics in the Environment (ICPE), set up in 1999, is a nodal agency recognized by the Government of India to handle all issues related to plastics and environment in the country. It works to create awareness on the importance of acting responsibly in the disposal of plastics because life without plastics is unimaginable. ICPE works closely with Central and State and local governments to ensure the responsible and safe disposal—in matters of legislation, creating the infrastructure and facilitating ways and means of protecting the environment.

It also develops and encourages standards/specifications/ guidelines for recycling of plastic waste and for applications in various products.

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