

Mother Dairy steps into fight vs plastic

MOTHER Dairy has set a target of collecting and recycling 1,000 kg of used plastic from over 4,000 households in the national capital region by October 2, managing director Sangram Chaudhary said on Friday. The company, a leading milk supplier in Delhi-NCR, has urged consumers to deposit plastic waste at select milk booths in the region. To discourage consumers' use of packed milk, the company is also promoting 'token or loose milk' from its automated vending machines by selling cheaper by Rs 4 per litre compared to packed milk. This is expected to help each consumer save 6 gram of plastic consumption daily.

Chaudhary said the drive began after Prime Minister Narendra Modi's ban on single-use plastics. Mother Dairy's drive will culminate on October 2 when an effigy of 'Plastic Ravan' will be put up. It will then be dismantled and recycled.

—MT Bureau