

Modern-day Ravana to be recycled for green cause

TIMES NEWS NETWORK

New Delhi: This Ravana won't be burnt, but recycled to spread a green message. Doing its bit to save the environment and clean the surroundings, Radio Mirchi is promoting Mother Dairy's initiative of door-to-door collection of plastic waste, and has built a citizen awareness campaign. It has termed plastic waste as the modern day 'Ravana'.

"With the current ethos against the growing use of plastic, it was easy to term plastic as the modern-day Ravana. That's why we proposed the idea of making a Ravana out of plastic waste and recycling it. Our campaign is called *Isbaar Ravannahijalega*. We are thankful to Mother Dairy for taking up this initiative," says Radio Mirchi vice-president Pritesh Chothani.

The plastic waste collection drive has already covered areas like Pandara Road, Lodhi Colony, Pitampura and Rohini, and it will soon extend to other areas of Delhi-NCR.

The South Delhi Municipal Corporation on Wednesday organised plog runs — picking trash while running — at around 80 places under its four zones. The run witnessed participation of more than 20,000 people. The plastic waste collected by the agency will either be given to the concessionaires or sent to the waste-to-energy plant for recycling and proper disposal.

SDMC commissioner Gyanesh Bharti led the run from Jafar Mahal to Qutab Minar. At a separate event, 46 hospitality units, including Hyatt Regency and Sheraton hotels, were declared plastic-free in south Delhi.

North corporation mayor Avtar Singh inaugurated the plastic collection centre at Fatehpuri Chowk and plastic bottle crushing machine at Yudhveer Singh Park in Chandni



THIS RAVANA WON'T GO UP IN FLAMES: This 25-ft effigy of Ravana has been made from single-use plastic waste

Chowk area. "People can dump the used plastic bottles into the crushing machine after entering their mobile number. For each bottle, the citizens will receive some points which can be redeemed at various platforms," said Singh.

The East Delhi Municipal Corporation in association with Indian Pollution Control Association and Dabur India Ltd organised plogging drive under 'My 10kg plastic campaign' in Laxmi Nagar. After the drive, mayor Anju Kamalkant and commission-

er Dilraj Kaur flagged off 64 plastic waste collection vehicles to waste-to-energy-plant in Ghazipur.

During the first phase of Swachhta Abhiyan— between September 11 and October 1 — more than 500 metric tonne of plastic waste was collected. Over four lakh students and citizens took the pledge against single-use plastic. All three Dilli Haats were made plastic-free. The district magistrates also organised several programmes across the city to promote eco-friendly alternatives to plastic.

Ishant Chauhan