

Plastic 'Ravana' dismantled

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On the occasion of 150th birth anniversary of Mahatma Gandhi, the Mother Dairy, retailer firm of farm products, undertook a funky way to increase awareness against use of plastic.

A 25-foot effigy of Hindu mythological demon leader Ravana of the epic Ramayana fame using plastic collected from households from Delhi-NCR including Gurugram and Faridabad.

The drive is a follow up to Prime Minister Narendra



A 25-foot effigy of Ravana in New Delhi. TRIBUNE PHOTOS

Modi's call against use of single use plastic.

The Mother Dairy got a jack up in this novelty by

residents of NCR region. The collection drive was carried in areas across Delhi, Gurugram, Faridabad, Noida and Gaziabad.

Mother Dairy Managing Director Sangram Chaudhary informed that an outreach was made to a total of 5,000 households to collect plastic.

To avoid environmental damage, instead of burning the effigy it was dismantled and sent for recycling, which also gave a message about the irreparable damage that plastic causes to the environment.