



‘TRASH’ festival brings city students together towards sustainable development

New Delhi, 31 July 2015: The Energy and Resources Institute (TERI) in partnership with Tetra Pak India organised a unique TRASH Festival at St. Mary's School, Dwarka today. The festival is an integral part of Project SEARCH (Sensitisation, Education and Awareness on Recycling for a Cleaner Habitat) – a school education programme that promotes recycling, sustainable development and active citizenship across 200 schools in the country. The TRASH festival is aimed at promoting sustainable consumption as well as raising awareness on the recyclability of used Tetra Pak cartons.

The festival saw participation from more than 700 students and teachers from Project SEARCH member schools as well as other schools from Delhi NCR. Eco-workshops, exhibitions and competitions were held through the day to facilitate vibrant exchange of ideas on ‘green actions’ by the school community with a special focus on waste management.

Dr B.C. Sabat, Sr. Scientific Officer, Department of Environment, Government of NCT of Delhi said in his Special Address, “It’s nice to see so many schools actively adopting waste management practices, especially in a city where it is a challenge. I would like to encourage TERI and Tetra Pak to adopt more such schools across the country to educate children about waste management so that there is less waste reaching the landfills.”

Expressing her thoughts on the joint initiative, Ms Sheelu Mathew, Principal of the school, said, “We have been part of Project SEARCH since its inception where we have enjoyed the hospitality of other schools, and this year we thought it was time to extend our hospitality to our fellow SEARCH schools. It is very encouraging to see TERI and Tetra Pak educating students about recycling practices in their daily life to ensure sustainable practices.”

While talking about the concept of the Festival, Ms. Ranjana Saikia, Director, Educating Youth for Sustainable Development, TERI said, “TRASH Festival celebrates ‘all things positive’ including green actions and thoughts. It promotes the essence of Project SEARCH through various creative art and craft mediums. We are extremely proud of our association with Tetra Pak over the last six years as well as the thousands of students and teachers who are the force behind the programme.”

On the occasion, Jaideep Gokhale, Communications Director, Tetra Pak South Asia Markets, remarked, “I am thrilled to see such high levels of enthusiasm and participation from young students. This initiative is perfectly aligned with our sustainability commitment and our brand promise of ‘Protects What’s Good’. This promise extends not just to the food we package but also to the environment. We are proud of our long standing association with TERI and the manner in which we are working together to create ‘green agents of change’

by educating children about sustainable consumption as well as raising awareness about the recyclability of used Tetra Pak cartons.”

A special performance by the students of St Mary’s School, Dwarka was followed by workshops on puppetry, urban gardening, traditional art and crafts and various competitions. The winners of the competition were awarded by Padma Shri Ajeet Bajaj, Managing Director, Snow Leopard Adventures.

TRASH Festival was initiated in 2010 in Mumbai. Since then, 17 such festivals have been organized in Pune, Chandigarh, Delhi, Bengaluru, Hyderabad, Goa and Mumbai impacting close to 100,000 students and teachers.

ABOUT TERI

TERI is an independent, not-for-profit research institute focused on energy, environment, and sustainable development and devoted to efficient and sustainable use of natural resources. Since its inception in 1974, TERI has emerged as an institution of excellence for its path-breaking research, and is a global brand widely respected by political leaders, policy makers, corporate entities as well as the civil society at large.

ABOUT TETRA PAK

Tetra Pak is the world's leading food processing and packaging solutions company. Working closely with our customers and suppliers, we provide safe, innovative and environmentally sound products that each day meet the needs of hundreds of millions of people in more than 170 countries around the world. With more than 23,000 employees based in over 85 countries, we believe in responsible industry leadership and a sustainable approach to business. Our motto, “PROTECTS WHAT’S GOOD,” reflects our vision to make food safe and available, everywhere. More information about Tetra Pak is available at www.tetrapak.com/in

For more information please contact:

For TERI

Pallavi Singh: +91 9873191597
Zainab Naeem: +91 8800286575

For Tetra Pak

Priyanka Sachdeva
Phone Number : +91 7838311985
E-mail: priyanka.sachdeva@bm.com