

Sensitization, Education and Awareness on Recycling for a Cleaner Habitat

Executive summary

Despite the fact that individuals and communities are recycling more than ever, each person in India continues to generate about 0.2 kg to 0.6 kg of municipal solid waste every day. This statistics emphasizes the continuing need to teach the next generation about reducing waste and to energize schools and communities to promote environmental awareness.

Generation of municipal solid waste (MSW) and handling it is interlinked with resource use, global climate change, air pollution, water pollution and human health. An innovation in Education for Sustainable Development is the need of the hour to address the current needs of ecological damage.

It is with this background that TERI and Tetra Pak India have joined hands to implement a flagship programme named SEARCH (Sensitization, Education and Awareness on Recycling for a Cleaner Habitat). The project revolves around young people to think critically about their own actions and the results thereof and assess their own resource conservation and waste prevention values. The following activities were carried out during the course of the project.

Tetra Pak Ambassadors Programme is a pioneer programme under the umbrella of SEARCH. It not only entails selection of torch bearers of the project but also facilitates the process to eventually create leaders for change in their respective schools. Thirty Ambassadors were selected and were taken for an exposure trip to the Tetra Pak's recycling unit named the Daman Ganga Paper Boards Ltd in Vapi, Gujarat.

One of the prime objectives of Project SEARCH is to nurture our relationship with the environment along with streamlining all the stakeholders in the waste value chain. The T.R.A.S.H. Festival was organized in New Delhi from 23-25 January 2012. TRASH stands for Thinking, Reflecting and Acting for a Sustainable Habitat.

Workshops are an integral part of Project SEARCH. Two workshops were conducted in Pune and Chandigarh with the objective to align the hands on application of the 4 Rs (Reduce, Reuse, Recycle, Replace) and to engage students to construct tangible artwork from any kind of waste.

Local exposure visits to the Rural Technology Park, National Institute of Rural Development, Hyderabad; Tetra Pak Factory, Pune; waste trail visits to five different sites in Chandigarh; and exposure visit to Verka Milk Plant, Chandigarh were conducted.

One to one interactive sessions with students and teachers from 3 schools in Dhaka, Bangladesh were conducted.



Project SEARCH has partnered with 2041 and has a new Ambassador in Sir Robert Swan, polar explorer and environmentalist. One of TERI's colleagues participated in the International Antarctic Expedition 2012 conducted by 2041.

A new batch of students took part in the 3-day STEP (Sensitizing, Training and Empowering Peers) Programme conducted at TERI's Himalayan Retreat in Mukteshwar. STEP proved to be a journey of self-exploration, understanding and leadership that earmarked the making of leaders who are self-reliant, self-contained, and self-confident.

Closing ceremony 2011-12 and Launch ceremony 2012-13: In order to celebrate the milestones achieved during 2011-12 and to open new array of activities for the year 2012-13, TERI organized a ceremony on the eve of Earth Day 2012.