



## Festival to promote waste management and recycling celebrated in city

**Chandigarh, November 27:** The Energy and Resources Institute (TERI) along with Tetra Pak today organized the TRASH Festival 2014 at the Vivek High School, which generated awareness on waste management and recycling. TRASH (Thinking, Reflecting and Acting for a Sustainable Habitat) was a one-day unique festival, which celebrated 'all things positive in our lives' including positive thoughts, green actions, sustainable practices, people, values, dreams and traditions. The festival was organized by the Educating Youth for Sustainable Development (EYSD) division of TERI to promote and demonstrate the concept of 'Sustainable Lifestyle' and how we need to 'appreciate and celebrate' Planet Earth. EYSD works with schools, colleges, youth groups, ministries, government agencies, corporate houses, and other national and international organizations.

The festival instilled a sense of responsibility among the youth towards the environment, and encouraged them to formulate 'Out-of-the-Box' solutions for environmental problems.

Delivering the Special Address, **Dr Nandita, Dean Student Welfare, Punjab University, Chandigarh**, said: "Our culture encourages us to be one with the Nature. Nature gives us peace and stability, yet prepares us to adapt to changes happening around us. We must adopt practices which generate less waste and be responsible towards our environment."

**Dr Satnam Singh Ladhar, Additional Director, Environment Punjab State Council for Science and Technology, Chandigarh**, said: "Sustainability can be achieved only when each one of us individually, as well as collaboratively, takes steps towards different environmental and societal issues. We should all join hands with TERI in this initiative called Project SEARCH and help preserve our environment."

The TRASH festival included a range of cultural programs, including badge designing, earth dance, street play, Phulkari embroidery, paper art and paper jewelry and stationery. Among the highlights of the festival was a Litter Walk, where students were provided with jute bags to pick up trash, and, TETRelay – a fun relay race with used Tetra Pak cartons. More than 650 participants from different schools in Chandigarh, Mohali and Panchkula took part in the festival.

Initiated in 2010, the TRASH festival, under the aegis of Project SEARCH (Sensitization, Education and Awareness on Recycling for a Cleaner Habitat), is a school education programme on recycling, sustainable development and active citizenship, which has received an overwhelming response from the school community as well as others.

### **About TERI**

The Energy and Resources Institute (TERI) is an independent, not-for-profit research organization deeply committed to every aspect of energy, environment, and sustainable development. From providing environment-friendly solutions to rural energy problems, to helping shape the development of the Indian oil and gas sector; from tackling global climate change issues across many continents to enhancing forest conservation efforts among local communities; from advancing solutions to growing urban transportation and air pollution problems to promoting energy efficiency in Indian industries, the emphasis has always been on finding innovative solutions to make the world a better place to live in. All activities at TERI move from formulating local and national-level strategies to suggesting global solutions tackling critical energy and environment related issues.

Headed by Dr R K Pachauri, also the chairperson of the Nobel Peace Prize winning climate change body, IPCC, TERI has emerged as an institution of excellence for its path-breaking research, and is a global brand widely respected by political leaders, policymakers, 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 customers and suppliers, Tetra Pak provides safe, innovative, and environmentally-sound products that meet the needs of hundreds of millions of people around the world every day. Tetra Pak packages are primarily made of paper – a renewable resource. Their motto, "Protects What's Good", reflects their vision to make

food safe and available, everywhere. The company has pledged to reduce CO<sub>2</sub> emissions in fulfillment of its commitment towards mitigating climate change.

**For more information please contact:**

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