

PRESS RELEASE

BENGALURU RECYCLING HABBA - Think Before You Throw!

The Solid Waste Management Round Table Bengaluru (SWMRT), supported by the Karnataka State Pollution Control Board (KSPCB), is organizing the first ever Recycling Habba from 1st to 14th November 2011. Timed to coincide with other global recycling initiatives, its mission is to encourage adoption of the three R's - reduce, reuse, recycle, through innovative fashion and art shows, recycling competitions, panel discussions, and fully interactive mall events.

The SWMRT comprises a group of like-minded organizations like Radio Active CR.90.4 MHz, Jain Group of Institutions, Clean Bengaluru, YIMBY, Saahas, Waste Wise Trust, Full Circle, Habitat for Humanity, Green Commandos, Green Technology etc. and highly skilled individuals who have been working to build awareness of and promote the adoption of best practices in waste management at houses, apartment complexes, corporations, schools/colleges, and public offices across Bengaluru. It is hosted by The Anonymous Indian Charitable Trust, which aims to give social and environmentally active citizens a legal platform to operate in.

The Bengaluru Recycling Habba will feature high profile events and initiatives targeted at a wide range of audiences:

From 1st to 10th November - "Recyclathon" across communities in Bengaluru : Conceived and Conceptualized by JGI's Community Radio - Radio Active CR 90.4 MHz, which is a friendly competition and benchmarking tool for community recycling programs amongst schools, colleges, and corporate campuses promoting waste reduction activities

On 4th November - "Alternate Current" at Olive Beach, Wood Street: A traveling exhibition of lamps and fashion accessories created from waste material, spearheaded by designer Jenny Pinto

On 6th & 13th November - "Recycling Designer Mela" at Suresh Rao Learning Center, IV Phase Govt. School, Yelahanka New Town : Sale of fashion accessories made from recycled materials, appearing at Olive Bar & Kitchen Flea Market and Recycling Mela in the Mall

On 7th November - "Panel Discussion" at The Chancery, Lavella Road: An expert panel discussion chaired by renowned advocate and Chairman, Karnataka State Council, Federation of Indian Chambers of Commerce and Industry (FICCI) Sajan Poovayya on the effect of industries

“good behavior” on the environment and their duty to create both environmentally responsible products and responsible solutions for their waste

From 10th to 13th November - “Recycling Mela in the Mall”: Mantri Square Mall, Malleshwaram will showcase the work of the SWMRT and its partners to present gear and tools to facilitate segregation of waste and encourage waste reduction

In this regard, we would greatly appreciate if you could depute your correspondent and camera crew to cover the event. Looking forward to your continued support.