

## **The Beauty of Recycling : Freedom from the Plastic Bag**

An exhibition and sale of alternatives to plastic bags and upcycled products made from discarded waste plastic bags

Continuing our efforts at raising awareness about the importance of recycling, we bring to the citizens of Pune, the second in the series of The Beauty of Recycling events. For 2011, the event is focussed on the problems created by plastic carry bags. The event will showcase natural alternatives such as cotton and canvas bags, biodegradable cornstarch bags as well as newspaper bags. Also, we have a series of amazing products made out of waste plastic bags, using techniques of weaving, crochet and heat fusion. The highlight of the event is a music performance by a Junk Percussion band - which will be led by Varun Venkit of Taal Inc. They will make music out of waste using old paint cans, aluminium cans, plastic bags, brooms as their instruments! Abida Khan of eCoexist will also demonstrate the technique of crochet using shreds of plastic bags to make new bags, slippers and decorative items.

### **Participating groups:**

Cloth bags: eCoexist

Newspaper bags: Rotary Club of Pune Central

Cornstarch bags: Harita NTI, Chennai

Woven waste plastic bags: Thunk, Bangalore and Tamasha, Ahmedabad

Flex banner bags: Varnajalam; Chennai

Waste plastic wire bags: Varnajalam, Chennai

This event has been sponsored by Thermax India Ltd and Emcure Pharmaceuticals.

Organisations like Kisan Forum and Swach will also participate, explaining the pollution caused by plastic carry bags.

**Venue: FabIndia, Opp Jehangir Hospital and FabIndia, Aundh ITI Road**

**Dates: 4th and 5th June 2011, Saturday and Sunday**

**Time: 10.30 to 7.30 pm**

**Junk Percussion by Taal Inc: 6.00 to 6.30 pm on both days at FabIndia opp Jehangir hospital**

**Crochet demonstration: 4.30 pm Saturday FabIndia Jehangir Hospital and 4.30 pm Sunday FabIndia Aundh**

To read more visit [www.e-coexist.com](http://www.e-coexist.com) or call

For high resolution images or more information on the products and participating groups call Manisha at 9850084383

More details:

### **Theme:**

The focus of the Beauty of Recycling is to achieve freedom from the plastic bag. The plastic carry bag causes environmental pollution at a large scale, clogging drains, suffocating stray animals who eat

them and releasing toxic substances into the the air and soil in its disposal.

eCoexist has put together several alternatives to the plastic carry bag and has invited groups from all over the country that are working on this issue.

#### **Biodegradable Alternatives to Plastic carry bags:**

**Corn starch bags:** Harita NTI is a company based in Chennai that works on bio polymers. They have a tie up with a US based company called Natur-Tec and are supplying corn starch bags in India. They are also experimenting with disposable cutlery made out of corn starch

**Newspaper bags:** The Rotary Club of Pune Central has been leading a campaign to raise awareness about newspaper bags. Under the leadership of Mr Surinder Shroff they have successfully trained several self help groups across Pune to make and sell newspaper bags.

**Cotton and Canvas bags:** eCoexist has been promoting the use of cloth bags through its campaign called UseMeAgain. These cloth bags are made using unbleached cotton or canvas by womens self help groups. They have been working with an NGO called Disha that helps battered women earn an income to produce the bags.

#### **Upcycled products made of waste plastic bags:**

**Tamasha:** is the name of the NGO associated with the Darpan Academy of Music and Dance in Ahmedabad. Tamasha has a range of products where waste plastic bags are shredded and woven to make several new products including shopping bags. These products provide an income to disprivileged women in the city of Ahmedabad.

**Think:** Think in India is a group of young designers that are based in Bangalore, They have been using waste plastic bags in a combination with waste rubber tyres, tetrapak etc o come out with some superbly designed produtcs that can replace plastic carry bags. Run by Suren Vikash, a young and talented designer this group reaches out to communities that need income generation support to make these products.

**Varnajalam:** is the name of a showroom in the slums of Chennai, run by an NGO called The Speed Trust. They have been training women in slums to make shopping baskets out of waste and recycled plastic wires. They are also now making a range of funky bags using flex banners which may have anyone from Rajnikanth to Michael Jacksons images on them!

#### **Education about the problems with the plastic carry bag:**

The SWaCH cooperative will also be participating in the exhibition with a stall explaining to people what are the problems with plastic carry bags, how to identify the density of a plastic carry bag and to ascertain whether it can be recycled or not.

We can send you images of each of the groups products - you can also find it on our website at <http://www.e-coexist.com/products/recycled-products/the-beauty-of-recycling-2011/the-beauty-of-recycling-2011>