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'Thrash' festival kicks off in Panaji

Vijay Desouza, TNN | Dec 17, 2013, 07:56AM IST

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PANJIM: The Energy and Resources Institute (TERI) and Tetra Pak India, in association with the Corporation of the City of Panjim (CCP), kicked off TRASH (Thinking, Reflecting and Acting for a Sustainable Habitat) - a three day festival to celebrate 'all things positive' and promote the concept of 'Sustainable Lifestyles' through creative arts, music, theatre, experiential and thought provoking sessions, in the municipal garden today.

The programme also had a 'Cycle to Recycle' cycle rally which saw children and adults come together to spread awareness on the cause.

Talking about the festival, Sanjit Rodrigues, Commissioner, CCP said, ""Waste should be treated as a resource. About 95% of the total waste that Panaji generates can be recycled if we all do our bit. We want a clean and green Goa and we are very happy that TERI and Tetra Pak have come forward to support our effort to create a zero waste Goa through the TRASH Festival.""

Ranjana Saikia, Director, Educating Youth for Sustainable Development (TERI) said, "TRASH Festival Panjim aims at generating awareness amongst the residents of Panaji on local environmental issues, the most important being the knowledge on reducing waste and internalizing recycling in thought and practice."

Tetra Pak South Asia Markets Communications and Environment Director Jaideep Gokhale said, "Students are the best catalyst to bring in community support and we are certain that their involvement in TRASH festivals will spread awareness on issues in their respective communities." The TRASH festival is organised under the aegis of Project SEARCH*, a school education programme on recycling and active citizenship initiated by TERI and Tetra Pak in 2009. Project SEARCH was launched in Goa this year, making the state the seventh in the country where the programme is active.

Since its inception in Mumbai in 2010, the TRASH festival has received an overwhelming response from the school community as well as others. Seven TRASH festivals have since been organised in Pune, Chandigarh, Delhi, Bengaluru, Hyderabad and Mumbai directly impacting more than 5,000 students and teachers.

The three day festival will include a 'Cycle to Recycle' cycle rally as well as eco-workshops, heritage walks, film screenings, exhibitions, competitions, music performance and campaigns. More than 1,000 students and teachers from 30 Project SEARCH and Waste Wise (an initiative of the CCP) schools are expected to participate in the festival, which is also open to general public in the evenings.

Another highlight of the event will be public art sculptures made out of waste material collected in the city of Panaji, 7 young artist Rajendra.A.Mardolkar, Divesh Ghadekar, Anup Naik, Diptej Vernekar, Kalpit Gaonkar, Shailesh Dhabolkar, Pritesh Naik. from Goa have teamed up to produce these creative installations.

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