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Municipal Corporation Greater Mumbai (MCGM), Tetra Pak and RUR Greenlife spread awareness around recycling in a unique, creative way

Mumbai, June 1, 2022: Highlighting the importance of recycling, RUR GreenLife, in collaboration with partners such as Tetra Pak, Sahakari Bhandar and Reliance Fresh, along with Municipal Corporation Greater Mumbai (MCGM) has organized an awareness drive on the occasion of World Environment Day. Starting today (June 1, 2022), the awareness drive will include different activities across multiple locations in the city of Mumbai to raise awareness about environmental sustainability and the role of recycling as a key driver. It is also a great showcase of how recycled materials can be part of our everyday lives, thereby minimizing the burden on natural resources while also reducing waste.

Headed by RUR Greelife Pvt Ltd, a socio-environmental organisation passionately working for the betterment of the planet, the awareness drive will include:

- **Recycled Home on Wheels:** A special patio, entirely made of recycled material from furniture to the roof, will be displayed at more than 20 different locations in Mumbai. Starting today, the canter will follow a different route map each day till June 5, raising awareness around recycling and urging people to deposit their used beverage cartons, thereby making a difference. The drive will start from Malad Reliance Fresh Store at 10 AM on June 1. (Click [here](#) for more details)
- **Recycled Rickshaws:** Kickstarting on June 3, recycled rickshaws with seat and back rest made of composite sheets will be displayed at 15 different locations across Mumbai. The rickshaws will also highlight how to deposit used beverage cartons, thus preventing them from going to landfill. This is inspired by the fact that close to 80% autorickshaws in India, in fact use recycled materials to make seats and backrests.

Commenting on the initiative, **Mr. Kazi Irfan, Asst. Engineer Solid Waste Management G North Ward** highlighted, *“I am delighted to be a part of this awareness drive to raise awareness about the need to protect the environment. This initiative will not only showcase how one small act of recycling can positively contribute to the betterment of the environment, but also spread the word on the need to act NOW to protect #OnlyOneEarth. On the occasion of environment day, I urge all Mumbaikars to adopt waste segregation, and help reduce waste & convert it into wealth.”*

Monisha Narke, Founder, RUR GreenLife Pvt Ltd. said, *“We have always received overwhelming support from Mumbaikars from all walks of life for all of our ongoing initiatives. With this awareness drive, we aim to spread the word even more and reach out to as many locations of the city as we can. We hope that we will be able to raise awareness and urge people of Mumbai to donate many more used beverage cartons during the next five days, which can be then converted into useful products.”*

The awareness drive is a part of Tetra Pak’s ongoing initiative **Go Green with Tetra Pak**, in collaboration with RUR Greenlife, Sahakari Bhandar and Reliance Fresh. Launched in 2010, the initiative has collected close to nine million cartons since its inception and recycled them into various useful products like notebooks, exam pads, garden benches and more to the community over the years. Over the years,

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Tetra Pak has worked to offer sustainable packaging solutions, with an intent to sensitise consumers about the importance of recycling. Today, beverage cartons such as the ones made by Tetra Pak are paper-based, recyclable and over 40% cartons sold in India are already being recycled and converted into useful items like classroom furniture.

ABOUT TETRA PAK:

Tetra Pak is a world leading food processing and packaging solutions company. Working closely with our customers and suppliers, we provide safe, innovative and environmentally sound products that each day meet the needs of hundreds of millions of people in more than 160 countries. With more than 25,000 employees around the world, we believe in responsible industry leadership and a sustainable approach to business.

Our promise, "PROTECTS WHAT'S GOOD™," reflects our vision to commit to making food safe and available, everywhere.

More information about Tetra Pak is available at www.tetrapak.com where you can also read about [the company's journey to develop the world's most sustainable food package](#).

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