



# PUNARNIRMAN

MONTLY NEWSLETTER OF  
PROJECT REVITALIZATION

July 2023





# SBV Directors Message

Dear readers,

Welcome to the third issue of Project Revitalization.

As we continue our march to protect and take care of environment which we owe to our future generations, we face many hardships. Ignorance or discouragement from society in large is one thing that everybody faces without exception. Even at global level some big figures once disposed warnings on global warming. But the things are changing for good! What if I tell you that now you can get rewarded for reducing emission of greenhouse gases (GHGs)? Have you heard of the phrase 'carbon credits'? This has become a key word in international forums since Kyoto Protocol – the first ever international summit to discuss climate change issues. There are now international agencies to keep watch on CO2 emitting activities. If CO2 emissions are higher than the norms, then penalties are charged on the concerned polluters. Also, there are incentives for reducing emissions. This is called 'cap and trade' system. Entities which are engaged in activities which reduce emissions get some tokens called as 'carbon credits. Companies which exceed their CO2 emission limits can buy these carbon credits to compensate for their emissions and avoid penalties. International platforms are now set up to facilitate exchange of carbon credits with the ultimate aim of reducing GHG emissions.

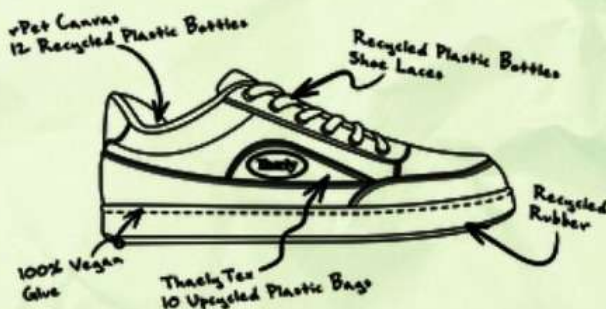
However, the entire process is quite complicated. The trickiest part is quantification of the carbon credits. The entity which is doing the good work of reducing emissions has to get its work evaluated by an authorised agency. Discipline, traceability, and consistency in work play an important role. All this is required to quantitatively establish how much reduction in emissions is achieved by them. This is then scrutinized by a third-party auditor. A detailed report is then sent to the carbon trading platform for allotment of carbon credits. We, at Samarth Bharat Vyaspeeth, have now decided to upgrade our activities to be qualified for carbon credits and get wider recognition. We will keep you updated.



SHREERAM DATAR  
DIRECTOR SAMARTH BHARAT VYASPEETH

## One Good News about Environment

### Recycling Plastic and Rubber waste to make Trendy Vegan Sneakers



In 2017, an idea took root in the mind of Ashay Bhavé, who was then still a student pursuing his bachelor's degree in business administration. He thought of converting plastic bags and bottles into shoes as a personal design project to develop sneakers in an ethical way.

His website reads, "The aim of the exercise was to find a solution to the problem of the 100 billion plastic bags used each year that use 12 million barrels of oil and kill 100,000 marine animals annually."

Ashay used the next two years to research and design a leather-like fabric from plastic waste. He then approached a local shoe repairer in Mumbai to create a rough prototype and check the practicality of using this newly-developed fabric in place of traditional leather. "The test was successful and the finished prototype functioned and looked like a traditional leather sneaker," it says on the website. And so in 2021, Ashay launched his brand 'Thaely' which means plastic bag in Hindi. The brand collects plastic from a waste management plant. After they are washed and sanitised, the bags are cut into sheets and fused with heat and pressure.

The brand recycles 10 plastic bags and 15 plastic bottles to make one pair of shoes, and each pair is priced starting from Rs 8,000. Also, Thaely encourages their customers to return their used Thaely sneakers in exchange for a discount. The vision of the company is to strive for a positive impact on people and planet by contributing to the circular economy through upcycling waste materials and creating new work opportunities. S

Sreedevi Pillai, Nature enthusiast



# Success story of one contributor

**Mr. Dilip Karandikar is the contributor of the month. Ms. Nitya had a talk with him on his journey as a plastic waste contributor to Samarth Bharat Vyaspeeth**

## Why was this initiative taken by you?

I always had a keen interest in environment related projects. More importantly this was for the improvement of the environment. And I am always in when it comes to saving the environment. I keep myself updated on what is going around and I also know that most of the dumping grounds are full. When I heard about this project from my neighbour I was very pleased.

## How did you start?

There was only one member of our society who was a part of this project and one day I saw her carrying plastic objects like bottles etc. That is when I came to know about Samarth Bharat. I was told that the plastic waste is collected every 15 days by them. I decided to join and now there were two of us.

But I was very curious about how they work and exactly what they do with the waste. Hence I decided to pay a visit to the facility at Kopri. I met Mrs. Kranti Sawant and she briefed me about how waste is segregated. I was enthused by this and decided to spread the word. Steadily people came to know and then there were five of us.

## How did you motivate others to join hands?

Initially, there were five of us and we decided to visit some other members and educate them about this. We decided an appropriate time and paid them a visit. We gave them a brief on how we can minimize the amount of waste we send to the dumping ground. Our society already has a waste disposal plant in our premises composed from wet waste. That project has been ongoing for four years. So the wet waste is already taken care of and now we found a way for dry waste too. Given all, this our house to house campaign was really successful. Myself and Girija Dharde, Kavita Walavalkar, Jyoti Pote, Anand Narsule made sure that our society becomes actively a part of it. We wouldn't have got the same response, if we just circulated the messages on our Whatsapp groups. Now, we just notify them when the next waste collection is. So an ample amount of dry waste gets collected.



**Dilip Karandikar**

**Raviuday Society Naupada**

## How are you continuing till date?

For now our society is actively participating and there are already seventy five societies. I want to make sure that I give my everything to make this project bloom. And I sincerely hope that more and more societies become a part of this. It might take some time but people should seriously take part in this and start working on saving the environment. I am really thankful to Mrs. Kranti Sawant, the way I was briefed about this project gave me a clear picture about it. Because of her it was easier for me to contact the others. I see myself a part of this project in the upcoming years but my age factor also comes in between. But as long as I can I will try to participate actively.

## What is your message to the society and community at large?

Now we might not understand, but the future generations will definitely face a problem. Actually they will have to face a lot of problems given the condition of the environment. The dumping grounds are already full so If we don't work on anything now, it will be very difficult to save ourselves in the future. So **DO IT NOW AND DONT REPENT LATER.** We should open our eyes and make sure that only a minimum amount of waste goes to the dumping ground.

Interviewed by  
Ms. Nitya Gera.



# Editor's Message

Dear Readers,

As you browse through the articles in this magazine, you will find examples of our ability to create changes which will impact the environment. This world which we cherish is facing an unprecedented crisis - Climate Change. It is no longer a distant concern. It is here, affecting us now, and demanding our immediate attention.

Climate change is not a mere scientific faraway theory. It is a reality with tangible consequences. We are witnessing its impact in the form of unusual rainfall patterns,

rising sea levels, swallowing coastlines, and record-breaking temperatures scorching our lands. The devastating wildfires, ferocious hurricanes, and severe droughts across the world serve as stark reminders that we are at a pivotal moment in history.

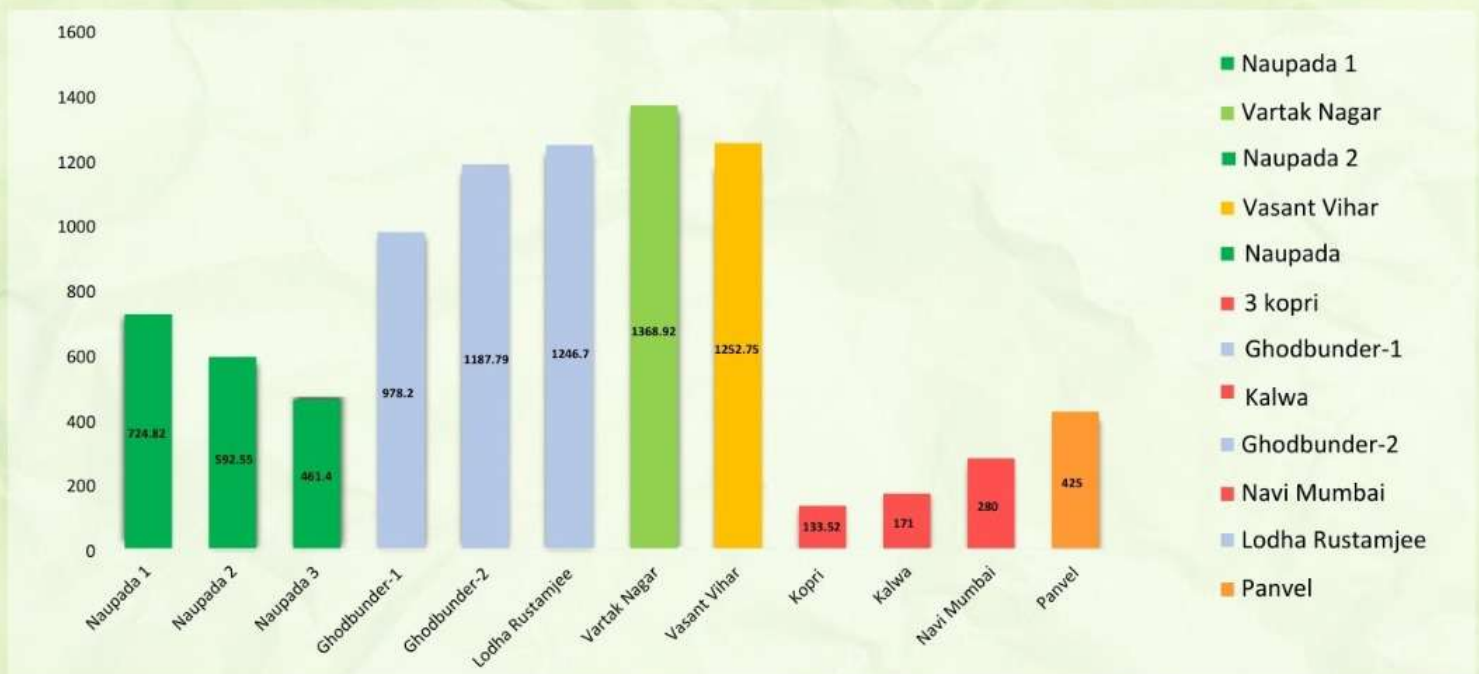
Each one of us needs to act on this. We must unite as a community and take responsibility for our actions and their environmental impact. The power lies within us to make the changes that our planet so desperately needs. As individuals, we can start by adopting more sustainable lifestyles. Simple yet impactful choices such as reducing and recycling plastic waste, conserving water, and embracing renewable energy sources can contribute to a healthier planet. The solution does not rest solely on individual efforts; it requires systemic change and global cooperation. Governments and Businesses must prioritize climate policies and make bold commitments to reduce greenhouse gas emissions. Transitioning to clean energy sources, investing in green technologies, and protecting vulnerable ecosystems should be at the forefront of every nation's agenda.

Education and raising awareness about the consequences of climate change and empower future generations to become environmental soldiers. We have seen what humanity is capable of achieving when faced with adversity. Now, we must channel that collective will and determination towards saving our planet. It's not an easy journey, but it is one we must embark upon together. We have the opportunity to create a legacy of environmental responsibility for generations to come. The time to act is now, before it's too late. Let this magazine be a symbol of our commitment to creating a more sustainable world.

Sreedevi Pillai,  
Nature Enthusiast



## Graph of Monthly waste collected







Awareness &  
other activity  
**Done by project  
Revitalisation**



# Picture of the month



# National honey bee day

Unleash the Buzz at Our National Honey Bee Day Event - Honoring the Vital Role of Bees in Sustaining Our Ecosystems!"





# Safai doot story



## Sunita Yadav - A story of grit and determination

**Mrs Sunita Rajesh Yadav, 45 yrs old**, who never attended school while growing up in the Thane neighbourhood of Hari Om Nagar, has become a proud, self-assured woman in addition to many other things. Her life story exemplifies tremendous tenacity and perseverance. Sunita is one of the fifteen siblings along with two sisters and one brother still alive who were born to parents who earned a daily salary. She never had a simple meal every day during her youth because of extreme poverty. She found happiness when she met her ideal partner in the same Hari Om Nagar dumping ground and gave him her heart. He was from the U.P. With their family's blessings they got married. The birth of their two girls significantly boosted their happiness. The older one is currently studying for her 10th grade while the younger child is a seventh-grader. Sunita was raised as an Adivasi and is now a baptised Christian who regards Jesus as her saviour.

Her husband's abrupt death from a heart attack was a devastating blow to her way of life. After her husband passed away, the landlord offered her and the kids Rs 8000 as compensation and ordered them out of the rented home where they had been living. The education of her older daughter suffered greatly at this time. Being the strong woman that she is and never one to give up, she made the decision to take care of herself and her two girls by herself. In carrying out her responsibilities, she never sensed a man's absence. At Kaanahiya nagar in Thane (E), she began working at project revitalization of Samarth Bharat Vyaspeeth. Her transformation into a self-assured woman ready to take on the world for her girls began here. She earns between 8000 and 10,000 per month by sorting collected waste into different categories for recycling. Her current job offers her the security of a regular salary in a welcoming, safe environment. She finds solace in the notion that she may borrow money from her employer in times of need to get by. In her experience, the organization's founders are always at their side. Despite her difficulties, she is able to envision a bright future for herself and in particular for her daughter, who wants to be able to live at least in a rental property. Her current home is a plastic sheet and wooden ply box that has been glued together with nails costing Rs 50. The flooring is made up of carpet scraps that were gathered from the landfill. She stands in line from three to four in the morning for fetching water from Koprigaon. To take back the water cans for the day she has to pay the rickshaw driver for it. She feels

grateful to the work place for giving her gas stove, a cylinder, and electricity connection. She has nothing else, as these are her only belongings. It is an unthinkable life, but she, like many others, has aspirations in her eyes of one day moving into a building and having access to all services. Despite her best efforts, she is unsure of how to accomplish it. She wishes her girls will do well in their studies and have a life and profession better than hers. She takes solace in unwinding at home and listening to sermons and spiritual hymns while she is not working. Her trust in her lord Jesus was strengthened after he saved her older daughter from a fall when she was 2 to 3 months old. Medics had given up on her. She prayed fervently that Jesus would save her. Her trust continues. Birthdays are only celebrated on salary day, when she gets to take her daughter to a restaurant. Christmas is a time for celebration as well, and she does this by purchasing new clothes for the family and going to midnight mass. Despite the numerous challenges she faces on a daily basis, she never loses sight of her bold womanly spirit, which inspires her to do the seemingly impossible. With pride in her heart, she takes care of the home, the kids, and unforeseen circumstances.