

"Save the environment to
give a better life to the
future generation".



Project Revitalization Monthly Newsletter



सर्वार्थ भारत
व्यासपीठ



ठाणे
महानगरपालिका
प्रदूषण नियंत्रण कक्ष

Director Message

Dear Readers,

‘THINK GLOBALLY AND ACT LOCALLY AND RESPOND PERSONALLY’

I am delighted to share with you the first edition of our magazine, dedicated to the pressing issue of environmental conservation and sustainability. As the Director of this publication, it is my privilege to convey our collective commitment to promoting a sustainable environment and raising awareness about the urgent need to protect our planet.

Our magazine serves as a platform to educate, inspire, and empower individuals from all walks of life to make a positive impact on the environment. Through insightful articles, interviews, and features, we aim to shed light on innovative solutions, best practices, and the remarkable efforts of environmental activists and organizations around the world.

It is essential to recognize that each and every one of us has a role to play in this endeavor. By making conscious choices in our daily lives and embracing eco-friendly practices, we can collectively make a significant difference.

I encourage you, our valued readers, to use the knowledge and inspiration gained from these pages as a catalyst for change. Let us come together as a community, united by a shared commitment to environmental preservation.

Remember, it is not a choice between development and the environment; rather, it is an opportunity to forge a harmonious balance where both can thrive. By embracing sustainable practices, we can foster economic growth, social well-being, and a healthy planet for future generations.

I extend my heartfelt gratitude to our contributors, writers, and editorial team for their tireless efforts in bringing this edition to life. Their passion and dedication shine through each page, and I hope their words inspire you to take action.

Together, let us build a future where environmental sustainability is not just an aspiration but a way of life. Together, let us be the guardians of our precious planet.

regards,
Ulhas Karle, Director, SBV Board

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Editors Message

Dear Readers,

It is indeed a great honor to be the Newsletter Editor and it is an immense pleasure

in presenting the launch of this first edition of the newsletter titled 'Punarnirman' for May, 2023.

Waste is wealth! This is what we are learning from the ragpicker women of Thane district in

Maharashtra, who have been involved in an incredible initiative by the non-profit Samarth

Bharat Vyaspeeth (SBV), which has touched many lives and changed the way people look at waste.

What started as a small initiative to help 3-4 women ragpickers with skilling and alternate

employment by the non-profit, has turned into a massive success story of waste management

which connects over one lakh households in the community,

engages with over 60,000 children, employs 24 women and prevents about 30 tons of waste from being dumped every single day.

With the corporation's support, SBV managed to procure waste from the corporation and employ the ragpicker women for its segregation at a waste management centre established with help from the municipal corporation.

This kind of escalation could not have been possible without the help of the Recycled Earth App, which was created in collaboration with SBV's partner, Barking Deer Entertainment. This

allowed the team at SBV to schedule pickup of dry waste from different locations and the Centre was able to expand its services, and now manages several types of waste segregation and recycling.

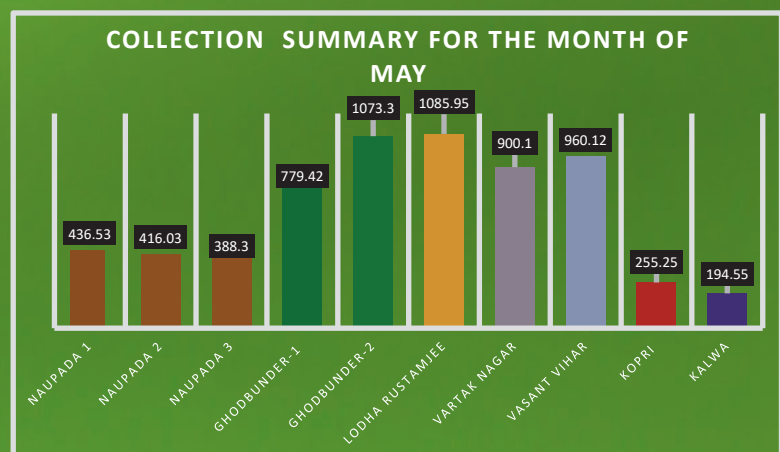
In this issue, we will recount the various projects and activities in which SBV members were

actively involved. The newsletter would not have seen the light, but for the charm of God and blessings of and support from the contributors. I would like to thank Bhatu Singh Sawant, and the members of the SBV project and my students' team for their everlasting support throughout the creation of this edition.

Dr. Vaneeta Raney.

Newsletter Editor First Edition, June, 2023

Summary of monthly dry waste collection by Project



- The environmentally conscious households who wanted to help the women came forward and agreed to segregate waste at their homes are indicated in the above graphical representation area wise located in seven different parts of Thane respectively.
- Astonishingly, Lodha Rustamjee has contributed to the maximum thereby adding to 1085.95 kgs. Noteworthy waste segregation societies are located at Ghodbunder road 1 and 2 with a total waste collection of 1,852.72 kgs. Naupada area altogether added 1,240.86 kgs. approximately.
- The above areas consist of those households who now save dry recyclable waste for ragpicker women in their respective homes suitable.

Success Story

Lalitha Venkatachalam active member, SBV PR believes in reusing & recycling and has been working at it since 2004. With her innovative Ideas, she wishes to bring change in the world around her & protect the environment.

01

Why is this initiative of waste management and recycling undertaken by you?

With urbanization the problem of population has increased manifold. Lack of space and increased usage of resources have added to the problem. In 2005, all the streets of Mumbai were flooded due to heavy monsoon. Blockage of drains by thin polythene bags was the root cause of the problem. Hence it was very important to bring this to light and think of ways to prevent this problem in future. I came to the realization that we are the problem, so I started working and ideating on how to reuse or recycle products. Like Mahatma Gandhi said **"BE THE CHANGE YOU WANT TO SEE IN THE WORLD"**

02

When and how did you start working on the project revitalization?

I started working on it in the year 2005. I used to take my own containers to local food shops and ask them to give groceries to me in my containers, instead of giving it to me in plastic bags. A lot of Shopkeepers and other people found it weird but I still continued. I avoided taking both plastic and paper bags from shops. In 2016 when the Swach Bharat Abhiyaan was launched, I actively participated in it. When I shifted to Thane later, I got associated with Urja. Here again, I continued the ideology of reusing. Gradually started reusing other things. Plastic was being taken care of and I thought about other items like footwear etc. It occurred to me that instead of throwing away used footwear, I could give it to the cobbler nearby and ask him to make full use of it. Basically, I wanted to reduce all kinds of waste, which was my motive. Then in 2018 I came across Samarth Bharat Vyaspeeth. Actually I wanted to dispose of the water filter at home and I was looking for some person or organisation, who would take it as a donation. In my social WhatsApp group I came across a message about E-waste and got connected with one of the members. So, it all started with a Water filter. That's how I became a part of this project and I am really glad. It felt like God had planned this for me.

03

How did you motivate others to join hands in this initiative?

When I joined this initiative of Samarth Bharat Vyaspeeth, I was the only one to do this in my society for 12 weeks. As they were regular and their social groups were active, it gave me confidence to tell others about it. On June 15th 2018 I called for a meeting with the residents of my building and explained the work being done by this organisation. I showed the residents how I separated things and collected them for recycling. A few people were convinced and they joined this initiative. At the same time, there were some people who threw tantrums, but I didn't give up. Then Covid struck along with a worldwide lockdown and it was not possible to manage the operations. Hence, we were forced to do it by ourselves. Little by little, people were getting a hang of it and later on we got a certificate too from the Authorities for this and people started noticing it. Gradually after a year the members increased and I asked the committee members to make it official.

04

How did you motivate others to join hands in this initiative?

There has been a lot of progress, now out of 55 members only 8 are not participating. Meeting after meeting, the numbers started to grow but pandemic was a turning point. We have forwarded this to other groups as well. Till now almost 8-9 groups have been formed. Mr Bhatu Sawant the founder of this project has been very active and guiding us throughout.

05

What is your message for society and community at large?

"Save the environment to give a better life to the future generation". This is everyone's responsibility. And I would also like to request people to follow India's culture of reduce, reuse and recycle to create a more sustainable world. If we don't start changing now there will be no future. It's time we think about our planet and make it a better place.

The Tree Goddess

Padma Shri Tulsi Gowda, known by environmentalists as the "Encyclopedia of Forests," and by her tribe as the "tree goddess" is a well-known environmental activist and conservationist from Honnali village, Ankola Taluk, Karnataka. She has the unique ability to identify the mother tree of any species of tree in the forest and is estimated to have planted 100,000 trees on her own in Karnataka.



She has made significant contributions to the preservation and promotion of the region's unique biodiversity, traditional knowledge, and indigenous practices. Tulsi Gowda worked for over 30 years in a government nursery after which she was offered a permanent job in the forest department and from where she retired at the age of 70. Owing to her deep knowledge of the region's ecology and biodiversity, she has been instrumental in protecting and conserving the forests and its inhabitants, including medicinal plants, rare birds, and animals. She has also been a strong advocate for sustainable development practices and has played a crucial role in promoting ecotourism in the region. Tulsi Gowda's contributions to the environment have been widely recognized, and she has received several awards and honors for her work. In 2021, she was awarded the Padma Shri, one of India's highest civilian awards, in recognition of her contributions to environmental conservation and preservation of traditional knowledge and practices. Overall, Tulsi Gowda's work has been a testament to the importance of preserving indigenous knowledge, protecting biodiversity, and promoting sustainable development practices in the face of increasing threats to the environment.

Sreedevi Pillai, pharmacist and a nature lover.

Picture of the month

Kids enjoying in toy library of project revitalization's waste wonder museum



Safaai Doot of the month



This smiling face belongs to Mrs. Ranjana Satish Satpute, a former rag picker, now a proud worker at Project Revitalization, sewage treatment plant..

Ranjana , a 34-year-old woman from the Adivasi community, was born in Thane.

Her life was filled with difficulties from an early age. Ranjana and her four siblings were forbidden from attending school as her father was a criminal. She married Satish Satpute ten years ago. Since, neither she nor her husband had any idea of family planning, they went on to have three children, two boys and a girl. She counts herself lucky that her husband is a decent human being and cares for her and their children.

Ranjana's day starts at 6:00 am when she prepares lunch before heading to work at Project Revitalization. On her way home, she buys vegetables for dinner. Together, she and her husband manage the household. Her husband works at the Kanjurmarg landfill and does odd jobs like painting etc. He earns about ₹ 500 per day when he works, while she makes about ₹ 10,000 per month. However, they have many expenses, including paying back a gold loan and supporting her extended family. She lives in a make-shift

home that is often demolished by the authorities. She does have electricity and a gas connection, thanks to Project Revitalization, but has no proper access to water yet. Despite all these challenges, Ranjana remains optimistic about the future. She dreams of owning a home and wants her children to complete their education at least until the 12th grade. She is determined to provide a better life for her family and believes that her hard work will make that dream a reality.

Sunita Saldhana, author and poet

Awareness campaign on project revitalization by Kohinoor business school

The students of Kohinoor Business School, as part of their KBS-'Dayitva'(A Societal Obligation) conducted a project with SBV in the First week of May ,2023 with SBV. Training was given to eight students by SBV members.



KBS students enjoying the volunteering work

Students actively worked for a week and made telephone calls to the societies in Kasarvadavli, Ghodbunder road, Waghbil, Naupada, Patilipada, Brahmand, Hiranandani, Vasant Leela, Louiswadi, Kopri, Balkum. Each volunteer made 20 calls per day. From 110 positive responses, 50 society members offered their secretary's contact information and expressed willingness to conduct an awareness campaign in their organization. The unreached societies were followed-up. Working on this project provided students with opportunities to contribute to environmental sustainability, promote responsible waste management practices, and create a cleaner and healthier living environment for communities. Students experienced the transformation on a personal level in turn.

Vaishali Pardeshi, Assistant Professor

Social Welfare activity report done for our rackpicker

HEALTH CHECK-UP CAMP

Rajmata Jijabai Trust conducted a health camp on May 16 at Kanhaiya Nagar. 23 female employees and 4 male employees of the project conducted by 'Samarth Bharat Vyaspeeth' were examined. Dr. Sucheta Sawant conducted it and Medicines given according to weight, BP, individual complaints. All were given a strength enhancing powder called 'Shashwat Shakti'. made by Dr. Sucheta Sawant. Three sevaks of Tarabai branch in Mulund town helped in this work.

November. 2022.

Weight, BP, personal complaints. Everyone was given turmeric powder

December 2022.

Weight, BP, blood count (CBC), thyroid test done. All were given calcium tablets, folic acid tablets and Janta tablets

February 2023.

Weight BP and personal complaints checked. Calcium folic acid tablets were given

March 2023.

Weight, BP checked. Foliates tab as needed. And Microfibril D was also given)

DISTRIBUTION OF GRAIN

April 27, 2023, Dr. Priya, who lives in Ghodbunder, distributed food grains (200 Kgs of wheat, 100 Kgs of Rice, 75 Kgs of Tur Daal) Also, Hindu Jagruti Nyas Shree Ghantali Devi Temple Management Committee Thane. He also gave a lot of grain for women.

PROGRAMME FOR ADULTS ON CHILD SEXUAL ABUSE

25th Thursday 1.15- 2.00 PM

Rubaroo is an 8-year-old NGO that strives to curb the issue of Child Sexual Abuse (CSA) through its awareness and prevention programmes.

- Conductor: Juilee Gokhale
- Position: Project Officer & counsellor at Rubaroo.
- Qualification: Completed Masters in Counselling Psychology from SNDT Women's university.

A WASTE PICKER WOMEN'S PICNIC

Asangaon – Srushti Resort --- 18 /1/ 2023

FINANCIAL AID

Financial aid was provided to rag pickers by the contributors to construct their houses before monsoon, so they can have a proper roof over their head when the streets are not friendly.



Creating A Noteworthy Impact: One Step At A Time

As David J. Schwartz, an author and coach has powerfully pointed out, “The person determined to achieve maximum success learns the principle that progress is made one step at a time.” And Team Samarth Bharat Vyaspeeth, is living this lesson and inspiring others to do so, since 2018, through Project Punarnirman/Revitalisation. In this short span of 5.5 years, he has managed to rope in 1848 societies, from 10 areas of Thane, collecting and recycling on an average 8500 plus kgs of waste every month, fulfilling his belief in Reduce, Reuse, Recycle.

As the graph above for the month of April 2023 alone shows, he has achieved considerable success in protecting the environment, through his determination and single-minded focus, supported by an able team. He is now able to rope in an increasing number of societies, covering over one lakh households. His concerted effort results in dry waste being collected every week, getting segregated and then recycled. This, in turn, has resulted in an impact at two levels – consumption of natural resources and reduction of pollution.

As regards the consumption of natural resources, he has contributed to reducing the stress brought on the environment through deforestation; mining and indiscriminate use of limited resources, like land, water and energy. On the other hand, he has also reduced pollution, by preventing recyclable things from reaching the landfills, where they often take hundreds of years to disintegrate, if they disintegrate at all. Plus, through this, he has indirectly prevented wastage of land, through dumping grounds and the numerous health and other issues arising from it.

More so, his simple yet consistent actions also directly reduce water and air pollution contributing to reducing the harmful effects of CO2 emissions both at the stage of production of the products and their disintegration. And while these efforts may not lead to a drastic and immediate reversal, they are bound to slowly and surely impact global warming, which is threatening the very survival of life on earth.

As a famous saying goes, येबे थेबे तळे साचे – many drops together make a pond; likewise, this initiative, slowly growing in strength as a citizen's initiative, through the coming together of many like-minded people, is bound to create a noteworthy impact in the long run! More power to Project Punarnirman/Revitalisation!!

Dr Preeti Shirodkar, Teacher, Trainer, author.

PROJECT PUNARNIRMAN/REVITALISATION

