



ठाणे  
महानगरपालिका  
प्रदूषण नियंत्रण कक्ष



समर्थ भारत व्यासपीठ

# PUNARNIRMAN

PLANT A TREE, PLANT HOPE.

JUNE  
2025



# Editor's Message

## Dear Readers,

It is a lasting privilege to serve as the editor of this newsletter, and I am delighted to present the twenty-third edition of Punarnirman, for June 2025.

"By reconditioning, you can change the unpleasant upcoming." This profound truth is something we continue to learn from the remarkable rag-picker women of Thane district, Maharashtra. These women are central to a visionary initiative led by the non-profit organization Samarth Bharat Vyaspeeth (SBV)—a movement that has not only transformed lives but also reshaped public perceptions around waste and its management.

What began as a modest effort to support a few women through skill-building and alternate employment has evolved into a landmark success story in community-led waste management. Today, this initiative connects with over one lakh families, actively involves thousands of children, provides dignified employment to numerous women, and prevents nearly 300 tons of waste from being dumped every day.

With support from the Thane Municipal Corporation (TMC), SBV secured access to municipal waste and established a dedicated segregation facility in Kopri, Thane East, where women are gainfully employed in processing and sorting waste materials. A cornerstone of this transformation has been the Recycled Earth App, developed in partnership with Barking Deer Entertainment. This digital tool has enabled SBV to schedule dry waste pickups from across the city, allowing the Centre to expand its reach. Today, the Centre capably handles multiple streams of waste segregation and recycling—delivering measurable environmental and social impact.

In this edition, we bring you updates on several key projects and events that reflect the ongoing commitment of SBV and its members to inclusive, sustainable development.

I would like to extend heartfelt gratitude to Sri Bhatu Sawant and the entire SBV project team for their steadfast support in bringing this issue to life. Let this newsletter stand as a symbol of our shared commitment to a greener, cleaner future.

Be a recycler.

Be a saver.

Warm regards,  
**Dr. Vaneeta Raney**  
Editor – Punarnirman  
Twenty-Third Edition, June 2025





# Success story of One Contributor

## About My Society

My name is Preeti Zunjarrao, and I reside in 'Maa Bhavani Apartment' in Bhaskar Colony, Thane. Our society is a disciplined, environmentally conscious, and socially aware residents.

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

In 2023, I learned about the Punarnirman project through an acquaintance and promptly contacted the organization.

Subsequently, I began consistently segregating and correctly disposing of dry waste from my home.

### What encourages you to continue on this project to date?

Punarnirman's transparent and impactful work, coupled with the positive change I can facilitate within the community through my efforts, serves as a continuous source of motivation for me.

1

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

A clean and sustainable environment is essential for our future. Recycling dry waste plays a crucial role in preventing the wastage of natural resources. This understanding motivated me to undertake this initiative.

2

3

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

I shared information about this initiative with my neighbours, fellow society members, and even my office colleagues. I emphasized the significance of Punarnirman's operational model and encouraged them to adopt a simple yet effective method for segregating dry waste.

4

5

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

Cleanliness and environmental protection are collective responsibilities. While recycling dry waste may appear to be a small action, its impact is substantial. Let us all unite and take a step towards a sustainable future.

**Priti Zunjarrao**

Resident Of Maa Bhawani  
Apartment Bhaskar Colony

Project  
Revitalization

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**REDUCE  
USE  
CYCLE**



June Month Total Dry Waste



**8628 KG**

**CONTRIBUTED BY**

ALL GROUPS



# Graph of the Month

# EMBRACE SUSTAINABILITY, CARRY THE FUTURE





# STORY OF PROJECT COORDINATOR

**I am Yogita Gaikwad,**

and for the past three years, I have been working as a Project Coordinator at the Samarth Bharat Vyaspeeth organization. I have completed a Master's degree in Social Work (MSW).

From the beginning, I had the desire to do something meaningful for society, and the atmosphere at home was also inclined in that direction. That intention motivated me to pursue an MSW. However, after completing the course, I realized that being a social worker professionally is quite different from the informal, community-level work many people associate with social service.

Earlier, I worked for three years on a UNDP project with waste-picking women. That experience laid a strong foundation and led me to join Samarth Bharat Vyaspeeth. After joining, I gained a very different and enriching experience. The organization works not only for waste-pickers but also in the broader area of waste management.

Initially, Mr. Bhatu assigned me the responsibility of coordinating with various housing societies. While working with members of these societies, I developed a unique bond—I came to personally know many of the people living in each society. I was also responsible for conducting awareness sessions in societies, schools, colleges, and companies, and managing collection drives and similar activities. I had read success stories of the women working here, which completely changed my perspective about them. Sometimes, in addition to conducting awareness sessions, I also participated in the collection activities. Through this, I got to know where different societies were located and how much each contributed to waste collection. Eventually, the work became more streamlined and organized for me.

After joining Samarth Bharat Vyaspeeth, I started the "V-Collection" initiative, where citizens were encouraged to donate items they no longer needed. This initiative received an overwhelming response, and we were able to redistribute many useful items to children and women. Items that were no longer usable were sent for recycling. We were able to exceed the targets set by the Thane Municipal Corporation.

One of the most fulfilling tasks was helping women open their own bank accounts. I also taught them how to use ATMs. At first, I created a mock ATM out of cardboard with illustrations to explain the process. Later, I physically took them to actual ATMs and guided them through transactions. It gave me immense satisfaction to help them in this small way. The women would be so delighted and surprised—often laughing and saying things like, "Wow, money actually comes out of this machine!"



When I started this job, I had no idea how to go about the work. But my colleagues were incredibly helpful and kind. They explained everything patiently—Mitali, Kranti Madam, and Bhatu Sir taught me so much along the way. I was involved in many different projects, but one that I especially loved was with the Apte-Kshirsagar Foundation.

When you witness transformation with your own eyes, it brings a deep sense of fulfillment. I once saw a waste-picking woman driving a vehicle—yes, we had trained twelve women to drive tempos. Seeing those women, who once collected waste, now becoming tempo drivers was a remarkable and emotional experience. There was also a ramp walk event organized at Korum Mall by the Thane Municipal Corporation, where our waste-picking women walked the ramp. Seeing them on stage was so heartwarming—women who used to pick up garbage were now confidently walking a fashion ramp. It was a joyful and dignifying experience for them as well.

**Ms.Yogita Gaikwad**  
**Project**  
**Coordinator**  
**Project**  
**Revitalisation**  
**Samarth Bharat**  
**Vyaspeeth**





# Yoga day CELEBRATION

On June 21st, to mark the occasion of International Yoga Day, a yoga session was organized at Mahim Beach before work. All employees actively participated in the session."





# VISIT

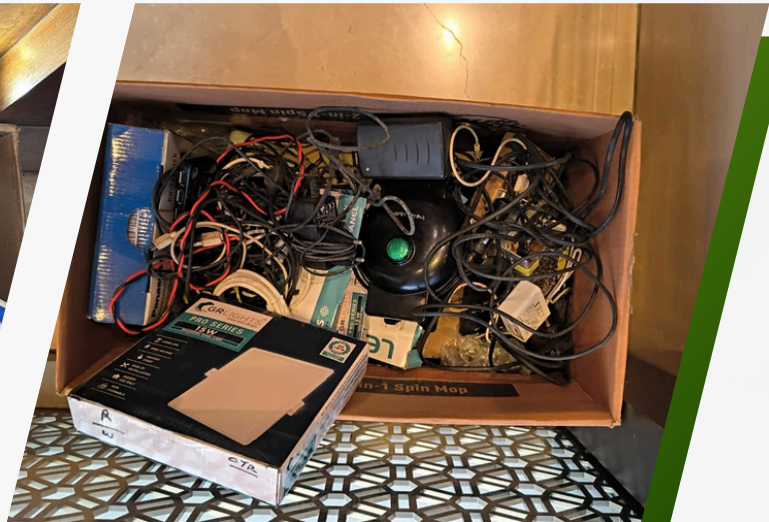
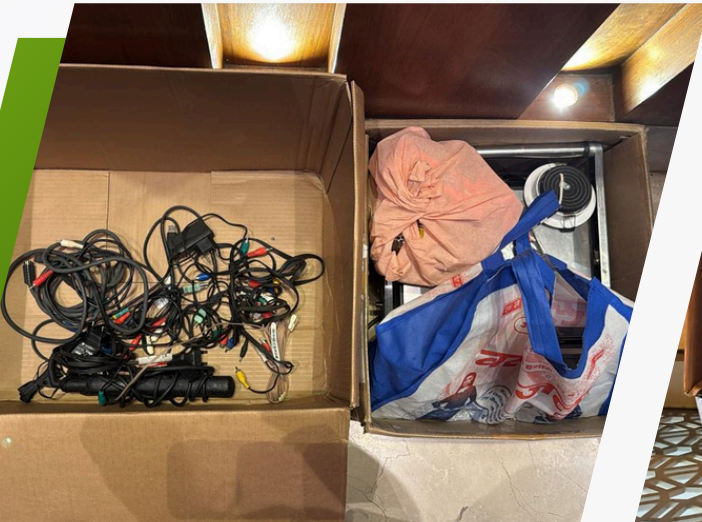
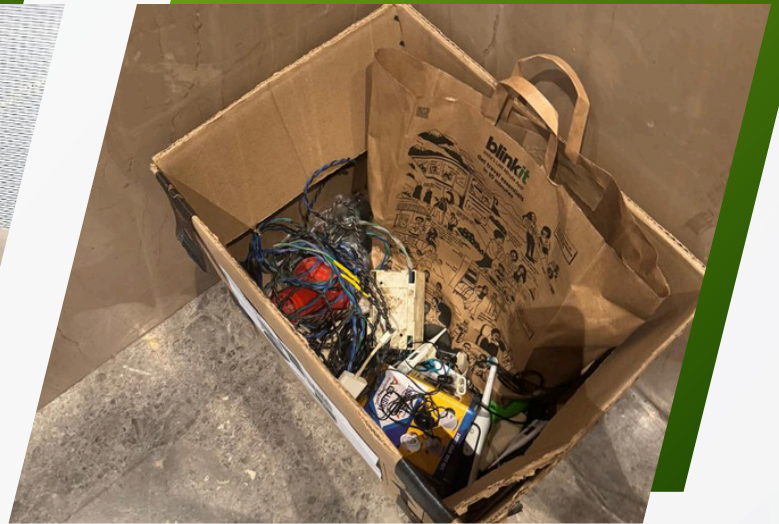
A business delegation from Taiwan, representing the manufacturing sector and accompanied by members of the Asian Productivity Organization (APO), visited Samarth Bharat Vyaspeeth Signal Shala and the Project Revitalisation initiative.





# One Hiranandani Park

## ONE E WASTE COLLECTION DRIVE





# Food Donation DRIVE



A 4-day exhibition on eco-friendly Ganeshotsav, zero waste and other eco-friendly topics was organized by the Thane Municipal Corporation from 5th June to 8th June 2025 at Gaondevi Maidan, Thane. Samarth Bharat vyaspeeth Project Revitalisation also participated in this exhibition and set up a stall.





# Wonder MUSEUM

Such discarded items often bear the imprints of the past, culture, and knowledge. Their value is not just monetary, but also cultural and educational. By selecting and preserving such objects, we contribute to both environmental protection and the betterment of society.



## Instrument Library

## kopri waste wonder museum



## Book library

## Antique pic



## Toys Library