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Bandra Fest Going Green

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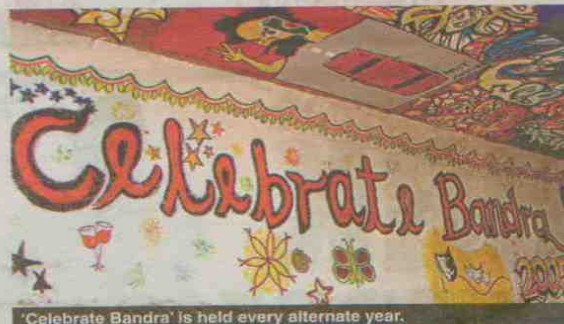
As we attempt to move towards a more eco-friendly way of life, a suburban festival is celebrating environment with its theme of Going Green. Celebrate Bandra festival, held every alternate year, kick-started its fourth edition over the weekend. As in the previous festival, this year too, it offers plenty in food, art, music, literature, music and even sports.

The organisers hope to spread



awareness about the environment, starting locally from the Bandra suburbs. Speaking about the theme, Chairman and Convener of Celebrate Bandra Trust, Darryl D'Monte said, "A major initiative is being planned to reduce plastic-use in the suburbs, which will be promoted throughout the event." In addition, bird-watching and mangrove walks will be organised to sensitise people about our fragile ecosystem.

Besides environment, there are plenty of other interesting activities to look forward to, promises D'Monte. Tuborg Beer, one of the sponsors of the event,



'Celebrate Bandra' is held every alternate year.



has placed bins at fifteen places throughout Bandra where beer bottles of any brand can be disposed off. The money raised from the sale of the bottles at Rs.3 per bottle, will be donated to the Trust. Another exciting feature will be the venues them-

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selves - they are the promenades of Carter Road and Bandstand along with the Fort amphitheatre.

"Mahmood Farooqui will present Urdu storytelling at the Pioneer Hall, which is over a 100-year-old building belonging to the Crown Tobacco Company. It will give a unique feel to the programme," added D'Monte.

The Trust has been actively involved in social activities as well. A committee called Bandra with a Heart has tied up with Navjot Foundation, an organisation working with underprivileged street children.

Making Bandra plastic-free

In an effort to give back to their beloved suburb, Celebrate Bandra Trust in partnership with United Way of Mumbai, is organising a campaign for reduction of plastic use. The campaign, spearheaded by Jayanti Shukla, joint secretary of the trust, will involve a long-term, sustainable initiative to encourage use of alternatives to plastic bags. "It is a daunting challenge but necessary," she said.

United Way, an organisation

working for civic issues, will handle the campaign in a structured way with shop-to-shop and door-to-door surveys to convince both shopkeepers and customers to reduce plastic usage.

"The survey has already begun and the response from shopkeepers, specially, has been wonderfully positive. Shop owners from Hill Road and Linking road have signed pledges to support the cause," Shukla added.

The campaign is focussing on being inclusive and participative. "Every citizen will have to feel like they belong to the campaign," Shukla said, while adding that there would be no imposition of bans, but creative and innovative ways to spread awareness. To this end the campaign is organising street plays throughout the event and involving school and college students through classes and poster campaigns.