

# Zero Waste Management project inaugurated in Tenkasi

EXPRESS NEWS SERVICE

Tenkasi, Sept 9: With an aim to make Tenkasi garbage free with extensive green cover, PepsiCo India, in partnership with Exnora, inaugurated its third Zero Waste Management (ZWM) project in Tenkasi on Sunday.

Inaugurating the project, the Executive Director of Exports & External Affairs, PepsiCo India, Abhiram Seth, said the ZWM was a unique project demonstrating partnership between Government, NGO and Corporate sector with people's participation.

The first phase of the Tenkasi project aims to cover 1,550 houses in three wards (11, 14 and 21) of Tenkasi town and informed that the project would be expanded across the state and the country.

Speaking on the project implementation process, he said three wards have been selected at Tenkasi as model wards for the imple-

mentation of the programme and garbage would be collected approximately from 1,550 households in the three wards. Continuous door-to-door campaigns, awareness rallies and street plays would be organized to motivate people and to ensure source segregation of garbage as organic and inorganic, he noted.

He also informed that the organic waste would be converted into vermi compost using earthworms, while the inorganic waste would be sorted out into different categories and recycled.

The inorganic waste, which cannot be recycled, would be sent for municipal sanitary refill, he said.

"This project is unique in demonstrating several options for micro enterprises like pet bottle recycling unit, waste paper recycling unit, tetra pack recycling unit etc., for which garbage is the raw material," he noted.



Tirunelveli District Exnora president G S Vijayalakshmi explaining the process of Zero Waste Management project to Abhiram Seth, Executive Director, External Affairs and South Asia Marketing, PepsiCo, during the inauguration of the project in Tenkasi on Sunday.

The inauguration was also attended by Mangalam Balasubramanian, vice-chairperson of Exnora, K S Neelakantan, Director, Environment, Government

of Tamil Nadu, Kalimuthu Commissioner of Tenka Municipality, and Gomathy Nayakar Chairperson of Tenka Municipality.