



GO GREEN WITH SAHAKARI BHANDAR

-The Go Green Project successfully completes one year and marks the World Environment Day with brand new campaigns -

Waste Management Awareness Program
Cloth Bag campaign
Eco Carnival
Best of Waste Competition

Mumbai 4th June 2010: Sahakari Bhandar, Mumbai's iconic co-operative neighbourhood retail store has announced hosts of new 'green' campaigns to mark the 'World Environment Day' and celebrate the success of the "Go Green initiative" started in 2009 across its stores.

The 'Go Green initiative' which had kicked off in 2009 across all the key stores of Sahakari Bhandar in Mumbai was a great success among Mumbaikars, who realized the importance of going green and contributing to saving the environment. To take this initiative further, Sahakari Bhandar in association with Mumbai based NGO "**R U Recycling**" (RUR), **Daman Ganga Board Mills** and **Tetra Pak Pvt. Ltd.** has launched hosts of new 'green' campaigns to further contribute to the environment.

Announcing the new initiatives, **Vinay Adhye, Business Head, Sahakari Bhandar** said, "On the occasion of World Environment Day on 5th June 2010, Sahakari Bhandar takes the green pledge again beginning their green journey to a world of health and conservation. To mark the World Environment Day, Sahakari Bhandar has launched a host of new green campaigns in collaboration with our partners, to make everyday a greener and a healthier world for the generations to come."

The various initiatives kick starts across Sahakari Bhandar stores in Mumbai include:

The Waste Management Awareness Program:

This campaign will kick start on 5th June 2010, 'The World Environment Day'. Sahakari Bhandar will start an awareness drive on need for segregating waste and collecting non degradable waste for recycling. The store will also start a collection drive of 'Tetra Pak' packages across major Sahakari Bhandar stores in Mumbai which will have special collection bins in the stores.

Cloth Bag Campaign:

Promoting eco friendly cloth bags to its customers & takes a green pledge towards a greener world

**Eco Carnival:**

On spot quiz, Eco games on waste nature, tattoo artists and prizes for children are part of the 'Eco carnival' that will be carried out, specifically designed to educate children on eco-living.

Best of Waste Competition:

Will announce a competition of 'Best of Waste' for two age groups 5-8 and 9-14 on 5th June 2010. Kids can register and bring their best of waste model/sculpture by 20th June. The 'Best of Waste' model to be created from Non-Degradable waste like used Tetra Pak Packages, PET Bottles, Metal Cans and any other waste that can be recycled.

Last year Sahakari Bhandar had launched cloth bags for shopping in its stores, a progressive step forward to reduce carbon footprint and create a greener world. Sahakari Bhandar had tied up with an NGO called RUR (Are You Recycling) to promote the use of cloth bags.

These reusable cloth bags are a step towards saving our planet and create a greener world. What is more exciting is that every time a customer returns to the store with the cloth bag; he earns himself Green Points which are redeemable as discounts on his next purchase. This initiative was promoted across 20 stores of Sahakari Bhandar located in Mumbai.

In an initiative to urge its consumers to go green, Sahakari Bhandar has taken the onus of spreading awareness on the concept of Recycling. Sahakari Bhandar will drive the recycling program by providing collection bins at all its stores where consumers can drop their pre-used plastic bags which will be then be sent for recycling.

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