

INSEED- TAKING SMALL STEPS

I have come back with a very different and yet exciting info for the New Year!

Recently I visited an active organisation called INSEED - INDIC SOCIETY OF EDUCATION AND DEVELOPMENT. The head office is at Nashik. Its Mumbai branch is at Viceroy Park, Thakur Village, Mumbai. The NGO was initiated by one of the chief executive members - Sangeeta Shirmane in December 2009. She is a resident of the same building. She gathered a few more like minded members of the locality who wanted to do something for a 'Green Environment' and today they have a dedicated team of 15-20 members involved with the NGOs initiatives.

Sonali Jog



The team is working on an Environmental project- "No to Plastic Bags". As we all know plastic bags specially the thinner polythenes under certain microns are a major hazard for the environment.. They lead to pollution as they cannot be recycled, hence not at all eco friendly. They are also responsible for blocking gutters and roads, thus making our surroundings unclean and prone to water logging.

We are all aware of the above facts, but hardly a handful of us are putting any corrective measures into practice. Hence, Sangeeta along with her team members Shruti Baluni, Babita Pachissa, Farida Variava and a few others, decided to initiate their own project in their society.

Viceroy Hsg. Committe agreed to share a part of a small room at the ground floor for their office to begin with. This is a place where they come together and work on their project. As the members say "We wanted people to know that we do have options. The need was to rethink the approach, and be a part of the solution, and not of the problem."

They then came out with better alternatives for plastic bags like cloth bags and paper bags. They started creating

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awareness among the members living nearby as well as approached various local shops, chemists, vegetable vendors, etc. in Thakur Village. They started manufacturing their own samples of cloth as well as paper bags as per requirement in order to convince the sellers to quit plastic and use the latter to their fullest. During



Volunteers of Viceroy Park From Left to Right :
Ms. Preeti Modi, Ms. Srishti (Child Participant), Ms. Pamela Pushp,
Ms. Preeti Modha

holidays and weekends, children also volunteer to make the bags and put the logo on them. They take immense pride in being contributors to this project.

Their regular members who participate in this project are Bhairav and Ashirwad Chemists located at Oberoi gardens. They have majorly covered areas like Vasant Sagar, Oberoi Gardens, Dattani Park etc. and are still going on. There were some that took time and energy to convince, but in the end most agreed to participate. The paper bags were provided to the shops at a cost, though low, to cover the expenses of making it, and providing salaries to the women. "It felt good to see that each day the number of bags purchased from us increased. The most memorable moment was when our friends from the locality mentioned that their purchases were wrapped in paper bags with the project logo on them" said Mrs Sangeeta. In order to make these bags, they gathered a few ladies from slums nearby, trained them to make cloth and paper bags and thus provided them income, from their homes itself. The organisation providee raw materials required such as raddi papers (newspapers), cloth, glue, rubberbands and ropes to the workers. Recently, the NGO has been successful in convincing big retailers like Godrej Nature Basket at Thakur Village, which is really a good move. They are also advocating a shift to cloth bags, these can be

reused, even for lifetime. These are being used since ages and as we know Old is Gold. Reduce, Reuse and Recycle is the right mantra for an eco- friendly, clean and green environment and Inseed has been working hard to put it into practice.

A few MBA students from Pharmacy College had a very good experience working with this ngo and scored highest in their project. This NGO is just not about creating awareness for a cause but it also gives you a solution (readymade and packed (literally)! Their office is commonly known as paper bags office and everyone should visit it once to see the for themselves the catalysts of change in action, since small changes and habits in life make a big difference to all of us!!!!!!!



'Say no to Plastic' : Volunteers and Kids of Viceroy Park promoting Cloth Bag Painting event

One can also be an active member of this org. since it has an open membership, anybody who has a drive to make a change in our surroundings from kids to adults can join:

INSEED, Viceroy Park Tower - A, Opp. Viceroy Garden, Paper Bag office, Gr. Flr., Thakur Village, Kandivali (E), Mumbai - 400101.

Active member: Sangeeta Shirname:
sangeetashirname@inseed.org,
site : www.inseed.org

To give your feedback or Suggestion write to us:

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