

ONLINE ENVIRONMENTAL DATA MONITORING ROOM AND TECHNOLOGY INFORMATION CENTRE INAUGURATED

September 7, 2023

Minister for Environment, Shri. Nilesh Cabral inaugurated Online Environmental Data Monitoring Room and Technology Information Centre at a function organized by Goa State Pollution Control Board, at Saligao **today**.

Shri Cabral also inaugurated conference “Simplifying Post Consumer Recyclates: Challenges & Opportunities” hosted by Godrej Consumer Products Limited (GCPL), a leading emerging markets company in partnership with the Goa Pollution Control Board (GPCB), Sampurn(e)arth Environment Solutions, and Mineral Foundation of Goa. The conference focused on spotlighting crucial conversations surrounding recycled polymers and sustainable practices, aligning with GCPL's commitment to environmental stewardship.

Addressing the stakeholders from various sectors, Shri. Nilesh Cabral said Goa can be a role model for other country, if we work towards recycling the maximum plastic we use in our consumable products. Deposit refundable scheme was introduced in the assembly session with an idea making the consumers aware that they are responsible he stated. Shri Cabral also expressed gratitude to Godrej consumer products Pvt limited for being a part of Goa’s waste management programme.

Ms. Gayatri Divecha, Head of CSR & Sustainability at Godrej Industries Limited and Associate Companies said, "India has shown bigger ambition than any other country in its approach to waste management and PCR use. We've not just recognised our plastic waste challenge but are confronting it directly. To realize this ambition, a united waste ecosystem is essential. As brand owners, we're seeking solutions with local relevance that can resonate nationwide. By bringing together the insights of practitioners, implementers, brand leaders, and the philanthropic community, we aim to craft a definitive blueprint for India's solid waste transformation."she added

Speaking on the occasion, Mahesh Patil, Chairman, Goa State Pollution Control Board (GPCB), said, "Goa, as a bustling tourist hub faces the challenge of having the highest per capita waste generation in India. While we have been proactively developing decentralized waste management systems to address this, the magnitude of the issue demands collective action. It's imperative that brands, producers, waste management companies, scrap markets, and regulatory bodies

like ours unite in our efforts. Together, we can safeguard Goa's pristine coastlines and ensure a sustainable future for all."

Secretary (Environment), Shri. Arun Kumar Mishra, IAS and Dr. Prashant Gargava.. Member Secretary, Central Pollution Control Board also spoke on the occasion.

During the conference, Godrej Consumer Products Limited also unveiled a waste management report, 'Scaling Our Waste Mountains,' which delves into India's solid waste management issue. It investigates the roles, challenges, and connections between urban bodies, informal waste workers, and citizens. The report identifies successful interventions and key elements that can be scaled to address the growing waste concerns in the country. Among the first to embrace the 'Good and Green' vision, Godrej Consumer Products or GCPL launched its sustainability agenda almost a decade ago.

Also MOU was signed between Goa State Pollution Control Board, Goa Waste Management and Corporation, Godrej Consumer Products Limited, Sampurn(e)arth Environment Solutions, and Mineral Foundation of Goa for Integrated Waste Management Programme. The Integrated Waste Management Program is a testament to the power of multi-stakeholder collaboration in tackling complex environmental challenges. The program is a holistic and dynamic approach designed to transform Goa's waste management landscape, incorporating three crucial pillars (IEC, Social Support & Plastic Recycling). Bicholim & Sattari Talukas has been chosen, covering 3 municipalities and 30 panchayats to ensure 100% collection and at least 80% segregation at source, formalization of waste workers involved in collection, segregation and processing and increasing soft plastic recycling generated within the targeted areas.

Dr. Shamila Monteiro, Member Secretary, GSPCB proposed the vote of thanks.

DI/NB/PN/AS/2023/982

.

--

Issued by the Department of Information & Publicity

Department of Information & Publicity,

Government of Goa,

Udyog Bhavan, Third Floor,
Near Azad Maidan,

Panaji – Goa.