

# LESS PLASTIC FOR ME



## OUR WORK

Wipro Cares worked with super markets, malls and shops to build awareness amongst the store staff and their customers to stop using plastic bags.

We also introduced common collection centres for used plastic in schools, apartments and super-markets, and linked these centres to collection networks which used this plastic for making roads or recycling. In apartment blocks and residential layouts, we worked with specific audiences to involve them in the campaign.

In educational institutions, we worked through various clubs/active groups to motivate students to reject use of disposable products on campus and ensure the collection and recycling of used products.

Student volunteers were encouraged to organize a host of activities, focusing on the problem of plastics and the need to use alternatives, leading to the institution declaring itself as a plastic-free zone.