

THIS WEEK IN "LITTERLAND"

www.litterpreventionprogram.com

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WHAT IN THE WORLD IS GOING ON?

Australia (left) and India (below) grapple with litter in their own way just like the rest of the world. The drastic lengths and measures are symptoms of a global, throwaway culture that has been allowed to fly out of control.

Frustrated railways staffers say...

'If you litter or spit at the station, clean it yourselves'

As the Indian Railways begin a major clean-up drive before Gandhi Jayanti, officials debate the best way to keep people from soiling the station premises

■ Officials can currently fine offenders \$500, and are looking to make punishment more stringent

■ At certain stations, they have asked offenders to clean up after themselves

■ Others fear this tactic might lead to a backlash from commuters

ers caught spilling the railway station premises. "We penalise offenders with a fine of \$500. We are considering at strengthen implementation of the penalty system more stringent," said S. Venkateswaran, South Central Railway Divisional Railway Manager, Central Railway (Mumbai), Western Railways.

The clean-up drive involves back-breaking work for the staff who have to collect street scrapers of cigarette butts, other filth manually, or remove痰 and spit stains from foot and platform surfaces. They believe that people will consider to commit offences until they are made to realize how hard it is to clean up later. And so, some form of simply levying fines, the man who always shuns to clean up after themselves.

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End of cleaning up after

commuters who litter and spit on railway premises, employees are now demanding that offenders now be made to clean up after themselves.



HEADLINE LITTER GRABBERS (OCT 5 - 12)

Some of what made our News Reel this week

litterpreventionprogram.com/news-reel.html

Glasgow students to try gum saving device (10/10)

What is round, pink and fits on a keychain? The nifty On The Go Bubble has arrived in Glasgow's West End. It's a personal disposal canister for chewing gum made of recycled gum by Gumdrop, the UK pioneer of chewing gum recycling. Keep Scotland Beautiful pulled Wrigley and Glasgow University Student Union into a Gumdrop trial aimed at discouraging students from gum spitting and tossing and using bubbles instead. Larger containers mounted in public places serve as a drop boxes. Program founder Anna Bullus deserves our *Litterland* bubble of appreciation for her pioneering contribution to figuring out the gum litter conundrum.

Hamilton audit fingers brands of litter (10/2)

Here's a Top Ten list you probably don't want to be on. The non-profit Fix Our World released results of its branded litter audit following analysis of Hamilton, Ontario's spring cleanup. In order of prevalence, the trash pile consisted of: Tim Hortons, McDonalds, Coca-Cola, Pepsi, Nestlé, Starbucks, Wendy's, Kirkland and Great Value supermarkets and Sprite.

DELHI UNIVERSITY TO STUDY "CLEAN INDIA"

India's five-year clean up plan is going under the microscope. Delhi University (DU) will launch a long-term study of the national project in February 2015. Describing Swachchh Bharat Abhiyan ("Clean India") as a "one-of-its-kind" government program, the anthropology professor spearheading the study, P.C. Joshi, believes it is important to chart and measure the effort's success in Delhi over time. In 2019 a report will be handed over to India's ministry of environment and forestry with policy recommendations.

It marks the second chapter in DU's in-depth look at civic behaviour and the environment. A four-year study from 2004 to 2008 examined human civic behaviour in public places.

"We surveyed over 120 localities and interviewed over 10,000 people in Delhi, Lucknow, Kohima, and Guwahati and studied the patterns of how people behave in terms of civic etiquette in public. We will now revisit the same localities and study the impact of the cleanliness campaign," Mr Joshi told Asian Age.

DID YOU KNOW?

There's a product on the market addressing the delicate issue of urine-filled beverage bottles, highway litter's prolific, dirty secret. Brief Relief is a contraption for people who can't contain their bladders while driving. Find out more at www.briefrelief.com/