

# THIS WEEK IN "LITTERLAND"

[www.litterpreventionprogram.com](http://www.litterpreventionprogram.com)

October 12, 2014



**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

**SHASHANK RAO**  
*shashank.rao@india-clip.com*

AS GANDHI Jayanti approaches, the Indian Railways is on the front foot, attempting to get its stations cleaned up in honor of the man who always believed in cleanliness — M.K. Gandhi.

Ground staff, who can be spotted collecting trash and scrubbing out paan stains every day, are now demanding that the railway authorities bring in stricter regulations and penalties for those who litter or soil the stations.

Currently, stationmasters have the power to fine offend-

ers caught spoiling the railway station premises. "We penalise offenders with a fine of 5000. We are also looking at making implementation of the penalty system more stringent," said Shashank Kumar, divisional railway manager (Mumbai), Western Railway.

The cleaning drive involves backbreaking work for the staff, who have to collect strewn wrappers of snacks and other 600 monthly, or remove paan and spit stains from foot over bridges and platforms. They believe that people will continue to commit such offences until they are made to realise how hard it is to clean up later. And so, some of them have suggested that instead of simply levying fines, the offenders should be made to clean up after themselves.

"These offenders should be asked to clean up as well, if they are caught spitting or littering. This should happen in front of the public," said a railway official on condition of

anonymity. In fact, at certain smaller stations, this tactic was used on trial basis. However, others feel that it is a difficult approach. "It is difficult to implement such an initiative as people might protest," said Divisional Railway Manager, Central Railway (Mumbai), Mahesh Nigam.

However, the officials claim that they are taking efforts to ensure that there is sufficient cleanliness maintained at stations. Recently, Union Railway Minister Sushant Singh announced a budget of 15 crore to 45 crore to clean more than 200 stations. But it still remains to be seen how the railways plan to prevent the stations from getting dirty again.

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

**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 Swachh 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/](http://www.briefrelief.com/)

**HEADLINE LITTER GRABBERS (OCT 5 - 12)**  
Some of what made our News Reel this week  
[litterpreventionprogram.com/news-reel.html](http://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.