

MUMBAI KI PLASTIC SURGERY

Plastic which is known to be a brilliant material, is slowly becoming a cause of concern for entire world, with plastic ban in many countries and states, MAHARASHTRA also decided to impose this law.

Concept: -

RED FM as a station has always stood up to issues pertaining to the interest of Mumbai and its citizens. In the wake of Plastic Ban in Maharashtra, RED FM as a station for expression is once again ready to lead the city with an activity that will not only help Mumbai get plastic free but also recycling these plastic into POLYFUEL that will lead to increase in energy resource. Red FM got Mumbaikars to unite once again and this time it was for the health of Mumbai with...

RED FM tied up with All India Plastic Manufacturer Association (AIPMA) who helped in recycling these plastics into Polyfuel

'MUMBAI KI PLASTIC SURGERY'

Where Red FM requests people to change their habits towards the usage of plastic. Though the ban is on the polythene carry bags, Red FM will go an extra mile and ask its listeners to dump all Plastic wastes not in their dustbins but collect it and dump it in the RED FM trucks all around Mumbai send it to Pune for recycling; thus taking a step towards making Mumbai Plastic free.

As soon as we started MUMBAI KI PLSTIC SURGERY it became talk of the town, people started collecting plastic from their houses and many of them also took pledges of reducing the plastic usage from their life.

Many restaurants who were using plastic straws, during the campaign they replaced it with paper straws.

A RED FM branded tempo was collecting plastic from all across Mumbai (Western, Central, Harbour)

IMPACT

- We collected **1500 kilos of plastic in 3** days from all over Mumbai
- A garbage vendor gave us **500 kilos** of plastic instead of using it for his profits in his business.
- Eager Beaver School set up plastic collection boxes in their **6 centres** all across Mumbai and asked their students to collect plastic, supported by lectures on plastic awareness.
- All India Plastic Manufacturer Association, supported us by sponsoring a 17 ft truck for carrying plastic to PUNE
- Varun Dhawan shared his point of view on Mumbai ki plastic surgery and supported us for this activity
- Juhi Chawla supported us by sharing her plastic free life story and spreading the word on social media
- Parineeti Chopra showed her support by spreading the awareness on social Media
- A listener collected plastic waste from approx. 70 societies from Navi Mumbai and supported the initiative.

Phone call by Varun Dhawan

<https://audioboom.com/posts/6777273-malishka-interacts-with-varun-dhawan-on-mumbai-ki-plastic-surgery>

Malishka speaks with Juhi Chawla on Plastic Surgery

<https://audioboom.com/posts/6777276-malishka-interacts-with-juhi-chawla-on-mumbai-ki-plastic-surgery>

Malishka Speaks to Dr. Medha Tadpatrikar on plastic surgery and Polyfuel

<https://audioboom.com/posts/6759893-malishka-speaks-to-dr-medha-about-plastic-on-plastic-surgery>

Malishka speaks to Nidhi Chaudhary, Additional Municipal Commissioner , BMC

<https://audioboom.com/posts/6802219-malishka-talks-with-addnl-commissioner-of-bmc-from-nidhi-chaudhary>

Impact on Social media

Plastic surgery video by RED FM -

<https://www.facebook.com/redfmindia/videos/1726292134102711/>



Juhi Chawla ✓

@iam_juhi

Follow



I've done my little bit & replaced the plastic in my house with glass & steel bottles. It's your turn now to be a part of [#mumbaikiplasticsurgery](#). Brilliant initiative by [@redfmindia](#) & [@mymalishka](#) 😎👍

Mumbai Ki Rani liked



Nidhi Choudhari @nidhichoudhari · Apr 4

Replying to [@mymalishka](#) [@RedFM_Mumbai](#)

It was a surprise unanticipated call on way to Office yet had very interesting chat Thanks for working on an important issue Hope more and more people join the movement [#plasticban](#) [#MumbaiKiPlasticSurgery](#)

2

1

17



Parineeti Chopra ✓ @ParineetiChopra · Apr 6

Amazingggg stuff Malishka!!! Now this is a real initiative!! ❤️❤️ [@mymalishka](#)



Mumbai Ki Rani ✓ @mymalishka

A week back I had no idea where the truck would materialise from. I just had faith in my city! Today the truck is loaded with plastic that #Mumbai brought to give us from every corner with a pledge to try and use less ...

66

122

2.4K



Listeners contribution



Navendu Mishra @iNavenduMishra · Mar 29

[#Mumbai](#) walo [@mymalishka](#) [#MumbaiKiRani](#) aane wali hai [#MumbaiKiPlasticSurgery](#) karne ! Dhyan rahe !



0:59

Mumbai Ki Rani ✓ @mymalishka

Say yeah if you Will be a part of [#MumbaikiPlasticSurgery](#)? Collect your plastic, tell your society walas, post a pic/video of u n ur plastic, next week we drop it off and destroyyy... ok we'll get the plastic made into polyfuel 🤗 Who's...



Environment Forum @plasticsimage · Apr 6

We AIPMA Environment Forum are proud to be a part of this great initiative **#MumbaikiPlasticSurgery** Red FM_Mumbai by My Malishka !
#plastic_ban_is_not_the_solution facebook.com/AIPMAenvironme...



Manish Shah @ManishShahAICC · Apr 2

The **#MumbaikiPlasticSurgery** is a bold initiative by Mumbai Ki Rani, @mymalishka. Cheers to the team at @RedFM_Mumbai. I highly appreciate the thought process behind the act. Young drivers of change, you all have my backing. May you all succeed in making India plastic-proof!



moGossip @moGossipApp · Apr 5

A great initiative by @mymalishka and @RedFM_Mumbai on generating PolyFuel from the plastics. Plastic ban taken to a beneficial act. **#MumbaikiPlasticSurgery** #Gossip #moGossip



Mumbai Ki Rani and 1 other liked



Shashank Jalani @ChintaFree · Apr 1

@mymalishka Found the elusive mom's treasure chest with all the plastic in the house! Plastics of the Arabian - the treasure chest **#MumbaikiPlasticsurgery**



sanket kamble @sanketkamble · Apr 8

Valencia supporting plastic ban **#MumbaikiPlasticSurgery**



On-Ground

