



## NEWS RELEASE

### **Tetra Pak joins hands with the Nest Man of India to raise awareness about environment conservation among children**

- *The program, called Happy Wings, will reach run special workshops across 200 schools across the country*
- *Rakesh Khatri, Nest Man of India and Founder, Eco Roots Foundation, will teach children how to make nests out of household waste and recycled beverage cartons*

**Delhi; April 21, 2022:** On the eve of Earth Day 2022, [Tetra Pak](#), a world-leading packaging and processing solutions provider, has joined hands with [Eco Roots Foundation](#), an NGO working to conserve ecosystem, environment, and biodiversity to launch a program called **Happy Wings**. This program will reach out to over 200 schools across the country, covering over 20,000 students to educate children about the importance of protecting biodiversity, while also teaching them how to make nests for small birds using household waste like jute, coconut husk and recycled beverage cartons.

Launched at **Mount Abu Public School, Rohini** through a nest-making workshop, the program saw participation from representatives of **30 schools** across the National Capital Region where children learnt to make nests using household waste, as well as composite sheets made from recycled cartons. This will be followed by a workshop **at Delhi Public School, Faridabad** with participants from over 20 schools. The program aims to inspire a behavioral change among children at a primary level and increase sensitivity towards the environment.

The workshops will be conducted by [Rakesh Khatri](#), Founder - Eco Roots Foundation, popularly known as **The Nest Man of India**, who has built more **than 2.5 lakh bird** nests throughout India, thus helping several sparrows & other small birds find their way back to the national capital.

Announcing the association, **Mr Ashutosh Manohar, Managing Director, Tetra Pak South Asia**, said, *"Our approach to protecting the planet is grounded in our commitment to a low-carbon circular economy. Over the years, we have focussed a lot on responsible sourcing of material to protect biodiversity, while also enabling recycling of our used packages to give them an effective afterlife. **Happy Wings** is a beautiful blend of both – bringing sparrows and small birds back to our cities, while also putting recycled cartons to good use."*

**Mr. Rakesh Khatri, Founder Eco Roots Foundation, added,** *"Happy Wings is the result of a shared sense of purpose between Tetra Pak and Ecoroots to protect the planet. I am delighted to collaborate with Tetra Pak, in creating the next generation of conscious citizens, our children, who can change the course of our collective future for good. Over the past 14 years, we have reached out to 10 lakh students across the country, and with committed partners like Tetra Pak, we will take this to the next level."*

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Happy Wings is one of many programs run by Tetra Pak across the country to raise awareness about the environment conservation, especially through waste segregation & recycling. Tetra Pak cartons are paper-based, recyclable and over 40% cartons sold in India are already being recycled. The cartons can be recycled in many ways – pulp to make paper-based products like bags & notebooks, polymer-aluminium granules to make waterproof products like roofing sheets & furniture, and composite sheets to make products like seats & backrest for commercial vehicles, furniture and bird-nests.

### **ABOUT TETRA PAK**

Tetra Pak is a world leading food processing and packaging solutions company. Working closely with our customers and suppliers, we provide safe, innovative and environmentally sound products that each day meet the needs of hundreds of millions of people in more than 160 countries. With more than 25,000 employees around the world, we believe in responsible industry leadership and a sustainable approach to business.

Our promise, "PROTECTS WHAT'S GOOD™," reflects our vision to commit to making food safe and available, everywhere.

More information about Tetra Pak is available at [www.tetrapak.com](http://www.tetrapak.com) where you can also read about [the company's journey to develop the world's most sustainable food package](#).

### **ABOUT ECO ROOTS FOUNDATION:**

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