



Press Release

Make Calcutta Relevant Again And Greenwaves Environmental Solutions Rings In The Yuletide Spirit With A 10 Ft High Trash (Christmas) Tree Made Of Waste Materials

Kolkata, 20th December, 2023: Taking sustainable lifestyle to the next level, **Make Calcutta Relevant Again (MCRA)** and **Greenwaves Environmental Solutions** in association with **LaSustaina, Café Offbeat & Y-East** have joined hands to present the city of joy with its first-of-its-kind 10 ft tall Christmas tree designed by **Twirl.store**, made entirely of various unwanted or waste materials. The unique Christmas Tree, being named **Trash Tree**, was unveiled at **Offbeat Café** with a Tree-lighting ceremony.

The Chief Guest at the event was **Ms Barbara Voss, Consul General of Germany** in Kolkata, **Mr. Biswajit Debnath, E-waste Expert & Sustainability Consultant, Green Waves Environmental Solutions**, **Mr Meghdhut Roychowdhury, Founder, Make Calcutta Relevant Again & Chief Innovation Officer, Techno India Group**, **Ms Pauline Laravoire, Co-Founder and CEO, Y-East & Sustainability Director, Techno India Group**.

“Before your eyes is a unique Christmas Tree which Twirl.store created with talent entirely from what society considers as waste materials, but which found a second life and purpose on this celebratory tree. Through this initiative, we thus continue to advocate for the importance of sustainability in our cultural rituals and daily life, until it becomes a norm”, said **Ms Pauline Laravoire, Co-Founder and CEO, Y-East & Sustainability Director, Techno India Group**.

“We truly believe in the concept of Waste-to-Wonder whether in terms of daily-use products, gifts or interesting installations. We hope this special Trash (Christmas) Tree will help create more awareness about up cycling and recycling”, said **Ms Sujata Chatterjee, Founder, Twirl.store**, the all-girls organisation behind the design and decoration of the Trash (Christmas) Tree.

As the event drew to a close on the cosy winter afternoon, guests were requested to pen down their wish for the city in a few lines - their Christmas Wish for Kolkata – and put in the slips in a stocking. A bunch of lively children and her friends sang the timeless Christmas carols adding to the festive atmosphere.

In a novel twist to the Christmas tradition of gifting, the programme ended with everyone picking up a key ring from the branches of the tree and gifting it away to an unknown guest at the event, spreading joy and happiness.

About Make Calcutta Relevant Again:

Young people in Calcutta are eager to build something new **#MakeCalcuttaRelevantAgain**, helps them do that. Under the initiative, sponsorships are provided to upcoming creators and they are helped to showcase their work with top-notch mentors and industry experts who help them take their creations to the next level. The aim is to bring back Calcutta's Glory and not only bring it back but take it to the next level through constant disruption and innovation.

For further information please contact:

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