

# INDIA Forbes

FEBRUARY 2018

Network 18  
PRESENTS

India  
Hoga Clean

Towards A  
Cleaner Future

FORBES INDIA

MARQUEE

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Network 18



# Pune

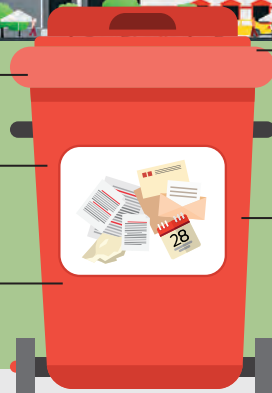


Adar Poonawalla

Adar Poonawalla, CEO of Serum Institute of India, launches the Adar Poonawalla Clean City Initiative (APCCI) in January 2016.

Adar Poonawalla pledges ₹100 crore towards efficient and scientific waste management.

The initiative has 170 trucks and machines and 300 employees for managing this activity.



100 Glutton and 33 Trilo electric vacuuming machines imported from Belgium and Holland, along with 28 tippers and two truck-mounted road sweepers are deployed daily to clean over 800km of roads every day.

My APCC mobile application allows the citizens of Pune to track the location of garbage machines and bins, upload garbage image, and receive an alert after garbage is cleared.

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## INDIA HOGA CLEAN, AN INITIATIVE THAT AIMS TO MAKE OUR CITIES GARBAGE-FREE



Gaurang Damani



# Mumbai

Gaurang Damani, who runs an NGO Karmayogi Pratisthan, adopted King Circle station back in December 2014.

700 volunteers from different organisations, including schools and colleges, educated commuters to not litter and keep the station and its premises clean.

Students from SIES College performed a street play in order to raise public awareness of the need to protect the environment.

The beautification drive involved placing over 60 flower pots and planting of over 100 saplings in the premises, and artists made beautiful wall paintings with social messages to prevent people from spitting on them.



**SAVE THE PLANET**

# EASY WAYS TO RECYCLE DRY WASTE



India generates tonnes of garbage each day. This garbage is mixed with biodegradable and non-biodegradable items. The unsegregated waste that collects over the years releases vast amounts of greenhouse gases like methane that are harmful for the environment. It

also contaminates the soil and ground water. Ironically, a lot of this harmful garbage can actually be put to good use if it is segregated at the disposal stage. Here's where every citizen can take small steps that can have an enormous positive impact on the environment.

Waste management means separating dry garbage from wet. Dry waste consists of inorganic material such as glass, plastic, metal, etc. that does not decompose, and can be recycled a number of times.

See some examples of dry waste below:





SAVE THE PLANET

## WAYS TO PROCESS WET WASTE

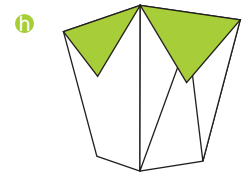
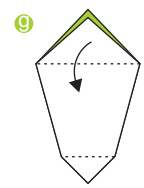
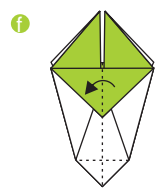
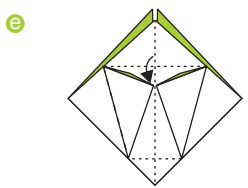
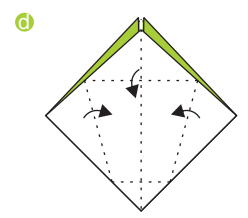
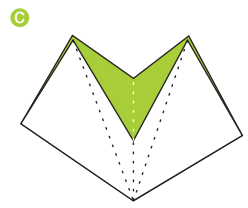
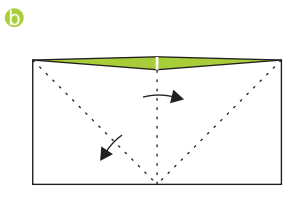
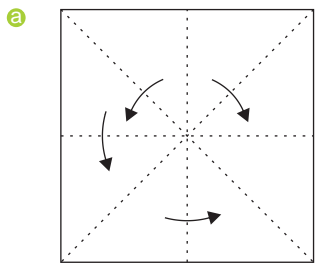
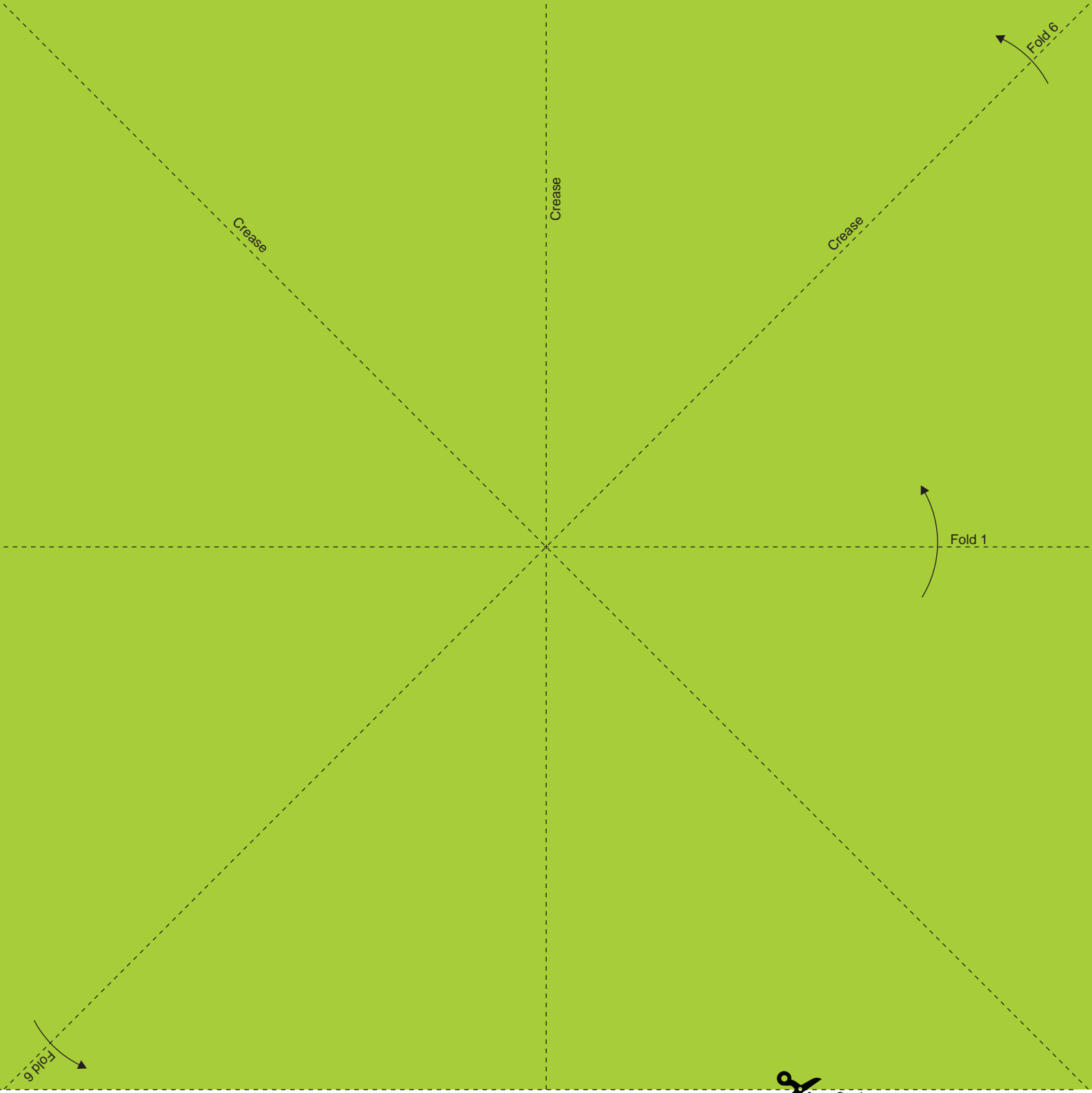


India generates around 70 million tonnes of waste each year and most of the big metros are running out of space to dump garbage. The landfills are bursting at the seams with mounds of untreated waste. This is where segregation of dry and wet waste at source can play a critical role as it could drastically reduce the amount of garbage being sent to the dump yards. Additionally, the segregation of wet waste can be a rewarding exercise as it can yield nutrient-rich compost that can make the soil more fertile. Recycling diverts salvageable waste such as food leftovers, foliage, etc. from going to the landfill.

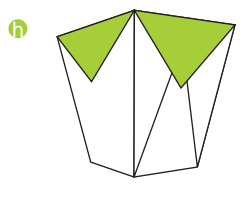
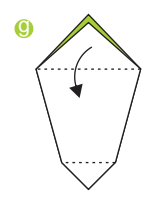
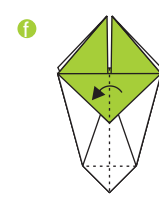
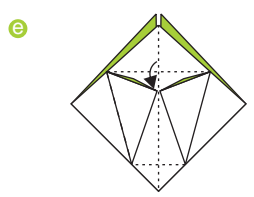
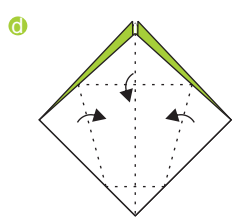
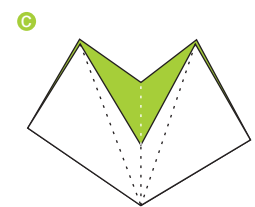
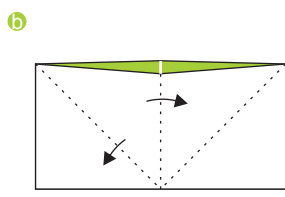
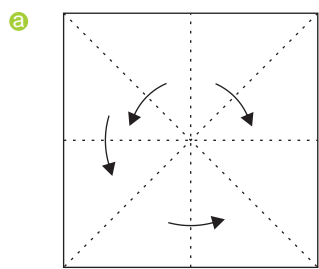
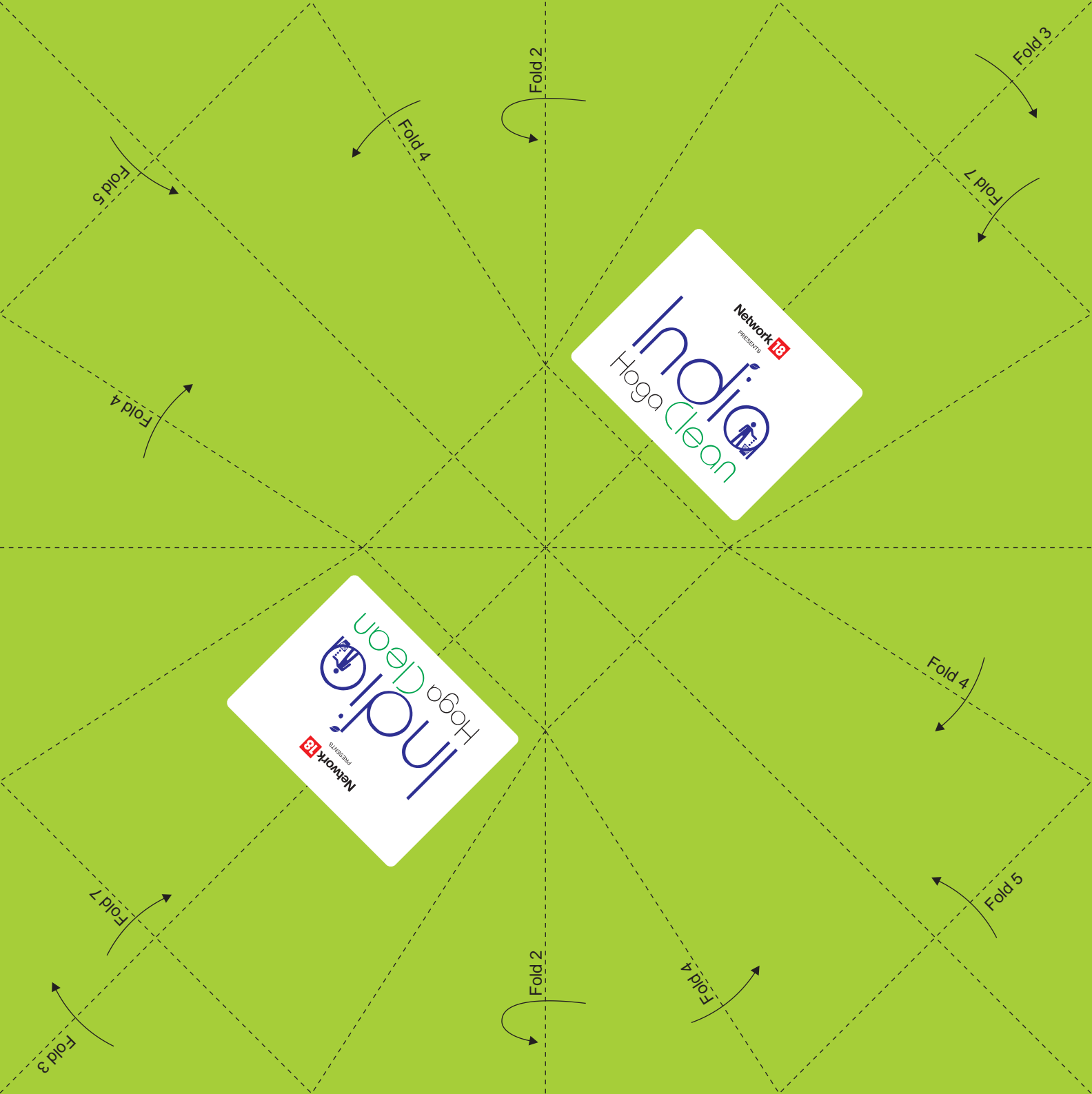
Here are some examples of wet waste: vegetables, fruits, flowers, leaves, pencil/wood shavings, hair, fish and meat, fingernails, tea leaves, leftover food, cooking oil, etc.



Check out the next page for instructions on how to create your own origami waste basket. ➡



**Make your own  
dustbin...**



**Make your own dustbin...**

# INDIA HOGA CLEAN, AN INITIATIVE THAT AIMS TO MAKE OUR CITIES GARBAGE-FREE

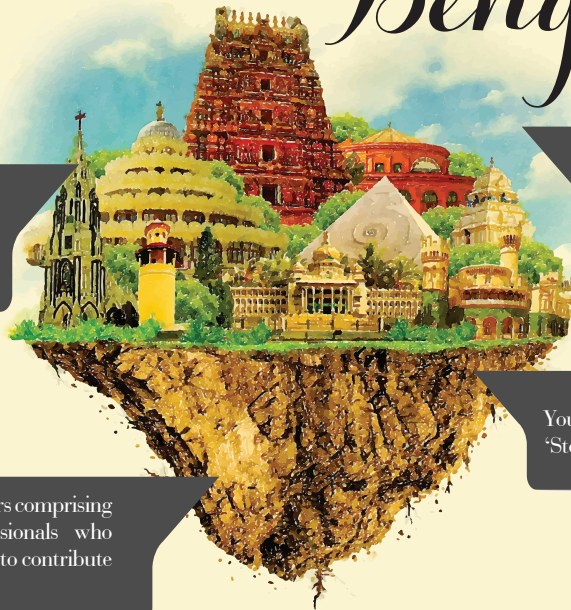


Amit Amarnath

## Bengaluru

Amit Amarnath, along with some of his friends, founded an NGO called the Youth for Parivarthan back in 2014 to make Bengaluru beautiful again.

The organisation focuses on 'spot fixing' by identifying garbage zones, cleaning them up, painting the surrounding area, and installing benches. So far, 115 areas have been 'spot fixed'.



Youth for Parivarthan's motto is: 'Stop Complaining, Start Acting'.

Today, it has over 1,200 members comprising students and working professionals who come together during weekends to contribute their bit to society.



Ravi Shankar

State-appointed agency Drishti Marine looks into garbage management, beach and marine safety and lifeguard services across all the beaches of Goa

Drishti Marine has deployed 250 employees who collect garbage along the state's coast to keep the beaches clean. On an average day, the agency collects around 2,000-2,500 kg of garbage. Since December 2016, it has cleaned up 9,00,000 kg of garbage.

The TeraMeraBeach awareness campaign by Drishti Marine in association with Taal Inc. is a 150-day long programme to educate visitors and locals about clean-up programmes through music and art.





**THE FIGHT EVERY CITIZEN**

**CAN FIGHT**

**TAKE THE PLEDGE**

Network 18 presents India Hoga Clean, an initiative that aims to encourage citizens to turn passive action into active action and join the cleanliness movement with a pledge to exterminate trash from our cities. Stay tuned to CNBC-TV18, CNN-News18 and our social media pages to learn how to be a part of the campaign and make a difference.

To take a pledge for a clean India,  
log onto [www.firstpost.com/indiahogaclean](http://www.firstpost.com/indiahogaclean)

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