

# ANTI POLLUTION DRIVE

*#stopsmokyvehicles*



# VEHICULAR POLLUTION IN INDIA

As you may have noticed all along, Indian roads are a home - ground for poorly maintained vehicles – all emitting thick black and blue smoke as they ply.



Indian cities are brimming with hydrocarbons, particulate matter, CO, CO<sub>2</sub>, Sulphur dioxide and nitrogen oxide; posing serious health risks to city residents. Amongst us the pedestrians, motorcyclists, and traffic policemen are among the most exposed, who choke on these corrosive, poisonous gases everyday and fall victim to serious heart and lung diseases like emphysema, COPD, respiratory disorders etc., which progressively damage the vital organs.



**All things are  
fair but not the  
pollution of air!**  
#stopsmokyvehicles





# ANTI POLLUTION DRIVE (APD) FOUNDATION

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**Pollution, by its nature, engenders a kind of trespass: It violates the moral space of people without their authorization or good reason.**

- Benjamin Hale

”

Anti-Pollution Drive (APD) Foundation was founded in 2014 to spearhead a crusade against air pollution caused by smoke emitting vehicles and thereby to ensure a safe, clean and sustainable environment for healthy living.

The Drive aims to make people conscious about air pollution by spreading awareness, negotiating with the law makers and the law enforcement agents to implement existing laws and working with them towards achieving clean air for our citizens.



APD believes that by reaching out and educating people about the negative impacts of Air Pollution; we can not only bring attention to the environment crisis at hand but also enable a change in behaviour. The sharing of information pertaining to statutory frame works prevalent in our country, facts relating to pollution, its effects as well as methods responsible citizens could adopt to ensure their carbon footprint is reduced to a minimum; are the key highlights of our drives. Over the past year we have interacted with multiple groups of people like:

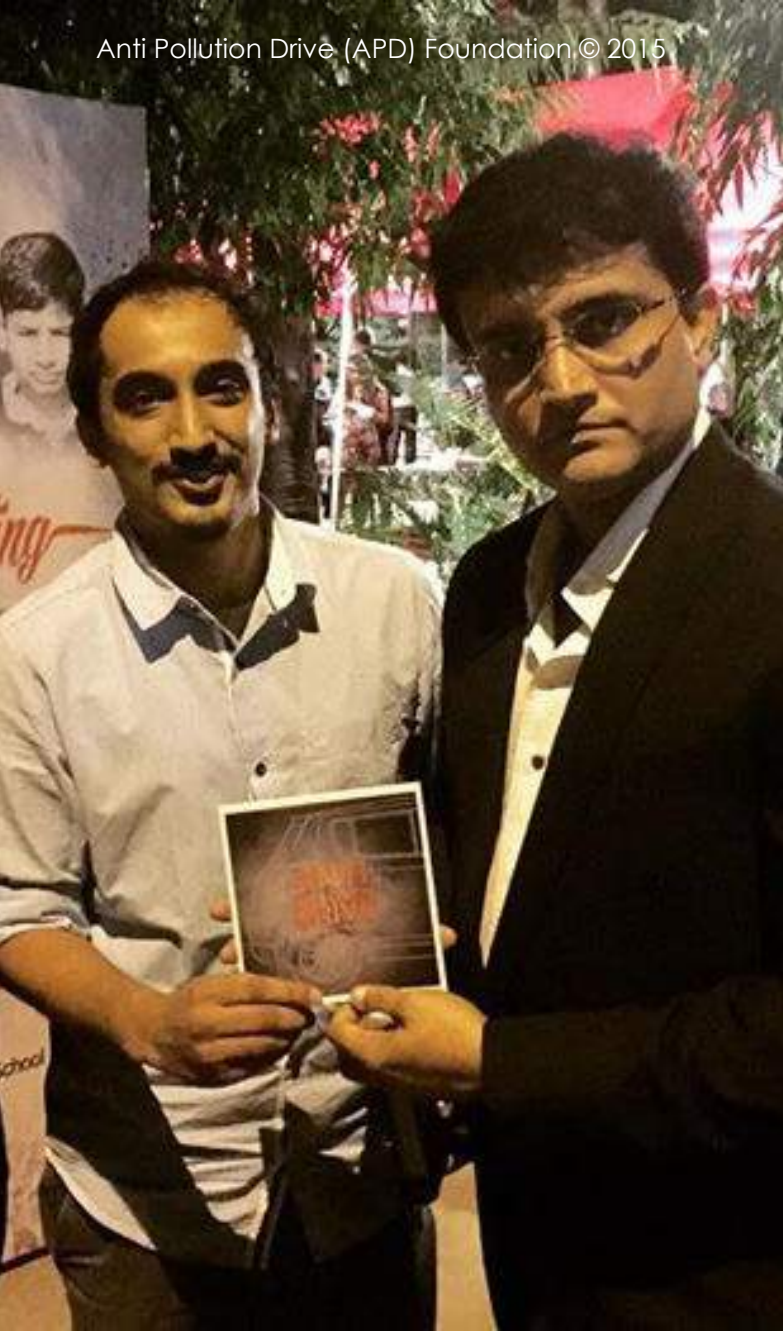
- **School children** - Our approach has been to create basic awareness on how they can adopt a cleaner, greener lifestyle in an attempt to rescue the environment
- **Professional colleges of Social Work, Indian Law, Medical and Engineering** – Where we seek assistance for the drive and reach out to active students/groups looking to channel their knowledge and strength for a crusade against air pollution





**AWARENESS DRIVES**  
ENABLING BEHAVIOUR CHANGE

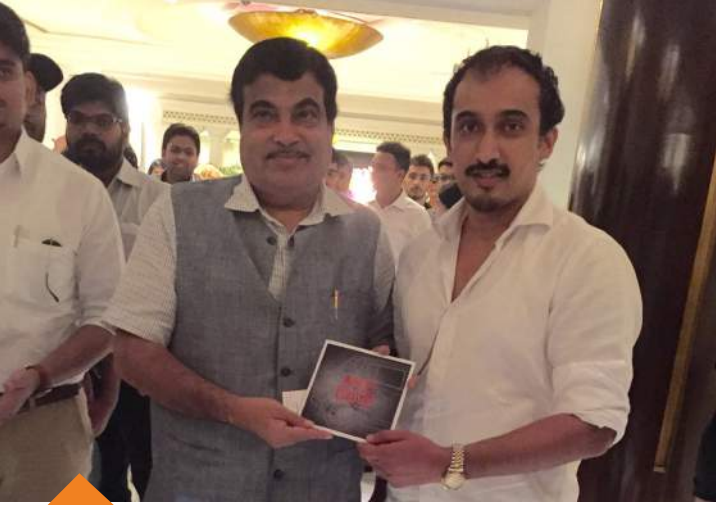




- **Government Officials, Traffic Department and Pollution control boards across the country** – Through frequent meetings we are engaging with decision-makers in an attempt to understand how we as citizens can assist in ensuring a less polluted tomorrow

It is well recognised that the youth as well as older generations are getting far more comfortable using technology. Whether it's to connect to each other or absorb information. Therefore, we have an active social media presence as an anchor to channel our public discourse. Through this we have been able to reach out to an extensive base of people and hope to disburse thought provoking messages to the public seeking every individual's involvement towards ensuring CLEAN AIR!





Sri. Nitin Gadkari, Honble Union Minister for Road, Transport & Highway



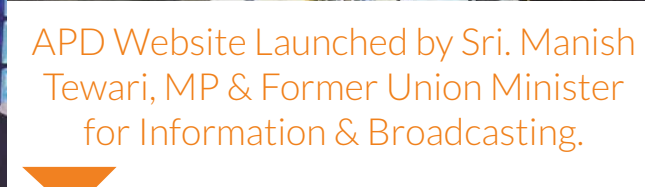
Sri. S Murugan, Commissioner of Police, Mangaluru



APD Brochure Launch, English Edition by Padmashree Smt. Sunita Narain



APD Brochure launch, Kannada Edition, by Sri. Ramanath Rai, Hon'ble Minister for Environment (GoK) & Adv. PP Hegde, Chairman Karnataka State Bar Council



APD Website Launched by Sri. Manish Tewari, MP & Former Union Minister for Information & Broadcasting.



Sri. Sadananda Gowda, Honble Union Minister for Law & Justice, Govt. of India

# LEGAL ACTION PUBLIC INTEREST LITIGATION (PIL)

EUROPE

ASIA

North Atlantic  
Ocean

AFRICA

{ 13 of the 20 most  
polluted cities in  
the world are Indian }

- WHO, 2014

SOUTH AMERICA



Our Legal research team is focussed on filing a Public Interest Litigation (PIL) before the Hon'ble High Court of Karnataka, seeking to:

- Restrict the movement of smoke emitting vehicles
- Provide traffic policemen with anti-pollution masks
- Empower traffic policemen with handheld devices for monitoring the emissions of all vehicles on road
- Increase the number of PUC testing centres
- Increase the number of air pollution monitoring stations

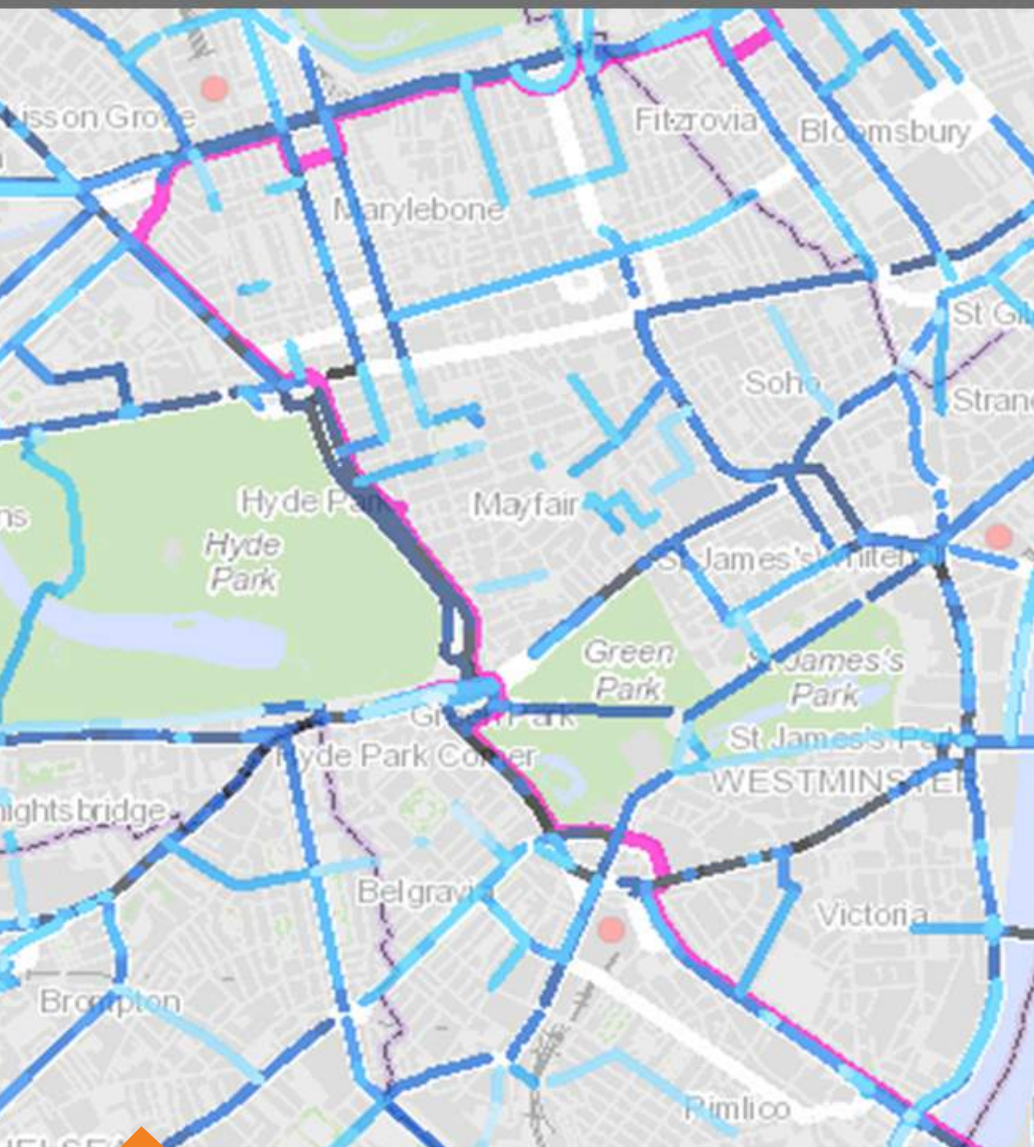
Additionally, we send out RTIs, research on Global laws and policies related to air pollution; and are in constant touch with city traffic departments & Pollution Control Boards.

## DID YOU KNOW?

Under rule 115 & 116 of the Central Motor Vehicle Rules (1989), authorities are empowered to suspend the certificate of registration of vehicles that do not comply with emission standards. Although we see hundreds of smoke emitting vehicles plying on our roads, in the past ten years, not a single certificate has been suspended in various cities!

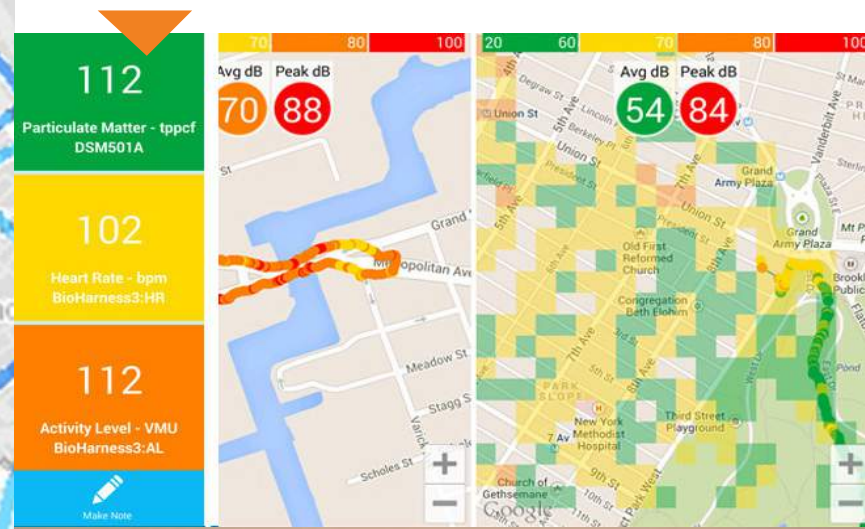
- RTI (2014)

HOW POLLUTED IS MY... ROAD? SCHOOL? 2020?



'How polluted is my road?' | Pollution congestion map for London.  
Creator: A campaign group Clean Air in London

AirBeam is a DIY, wearable air monitor that maps, graphs & crowdsources pollution exposures in real-time. Creator: Habitat Map, Brooklyn, NY





# SOLUTIONS INNOVATION AND STRATEGY

APD is collaborating with a Bengaluru based start up - 'Sensing local' to set up a do-tank.

It is bringing together a range of professionals like programmers, makers, urban planners, environmentalist; who are working towards incubating innovative ideas and evolving solutions to tackle air pollution. These include:

- Creating a pollution congestion map for the city
- Collaborating with govt. agencies to implement & scale-up solutions
- Data aggregation & analysis
- Innovative means to influence and incentivise behaviour change
- Connecting with and learning from similar initiatives in other countries

IT'S TIME TO ACT!

TAKE A PICTURE



SHARE WITH US

GET YOUR VEHICLE  
CHECKED  
REGULARLY

f /antipollutiondrive

#STOP  
SMOKY  
VEHICLES

INITIATE TO  
VOLUNTEER  
FOR A POLLUTION FREE INDIA

f /antipollutiondrive

COVERING UP OUR  
FACES

ISN'T ENOUGH

f /antipollutiondrive





# WHAT CAN YOU DO TO CONTRIBUTE

- Support the cause and voice your opinion on vehicular pollution. Sign up today on our website ([www.antipollution.org](http://www.antipollution.org))
- Volunteer to be a part of our team
- Help fund our activities & projects
- Join our **#stopsmokyvehicles** campaign by taking photos of smoke emitting vehicles, exposing their number plates and smoking exhausts. Post it on our facebook page ([www.facebook.com/antipollutiondrive](http://www.facebook.com/antipollutiondrive))
- Do your bit by periodically renewing the PUC certificate of your vehicle and keeping a check on its emissions

“

Alone we can do so little; together we can do so much.

- Hellen Keller

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**Let's** put a stop to smoke emitting vehicles by urging owners to keep a regular check on their vehicle's emissions. Let's appeal to the officials so that they put a stop to smoke emitting vehicles, considering that these are the primary contributors of air pollution. Join us to help enable a cleaner, healthier and greener environment.

Be part of the pollution solution!

**Anti Pollution Drive (APD) Foundation**

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