

ANTI POLLUTION DRIVE

APD FOUNDATION

ANTONY WASTE
HANDLING CELL PVT LTD

IEC Annual Report



June 2016-17

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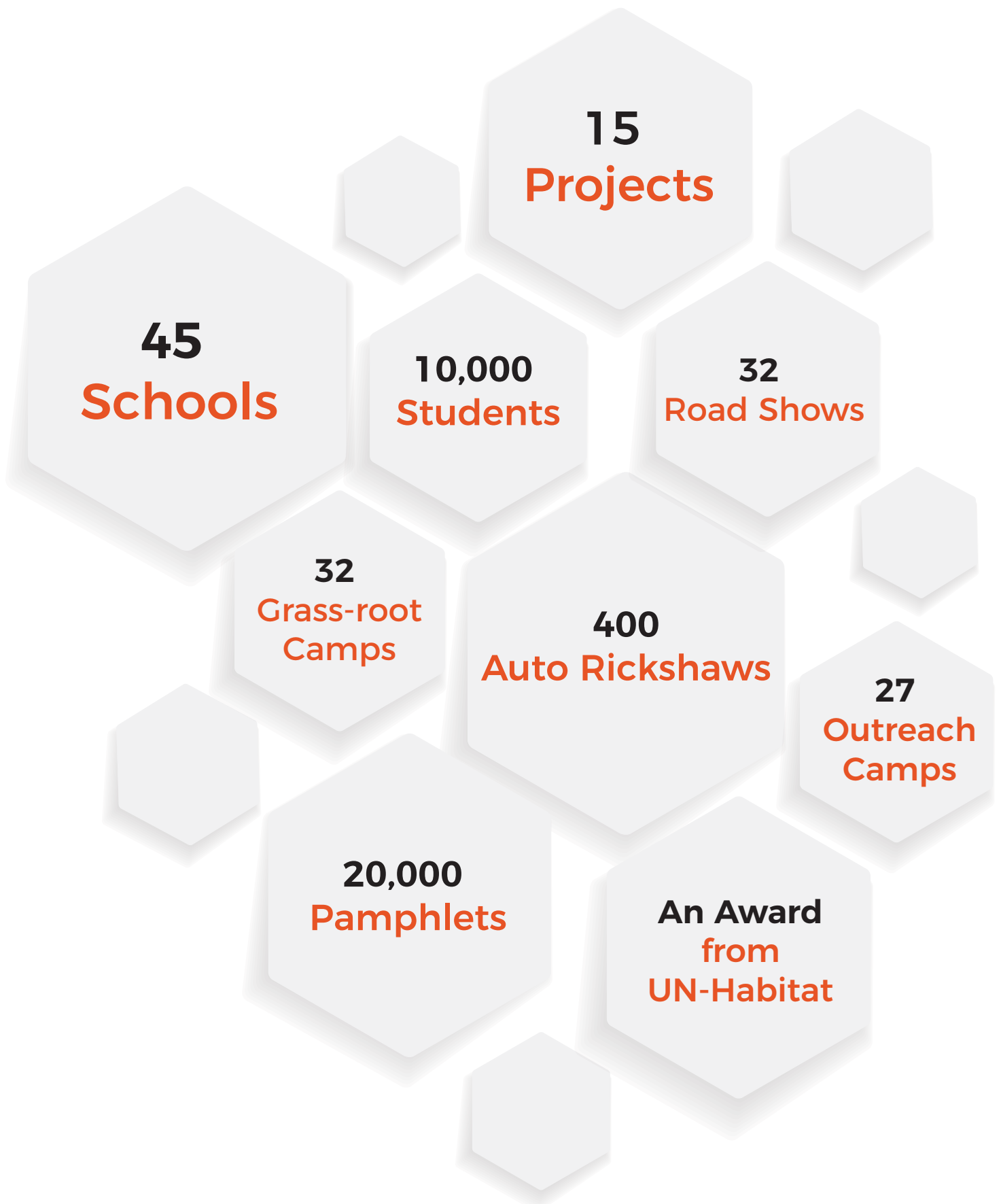
We are pleased to share with you the annual report for the Information, Education & Communication (IEC) Campaign in Mangalore City. The past year has been an extremely eventful and progressive year for Mangalore city and its people in terms of environmental awareness. Mangalore city witnessed its first far-reaching pan city awareness campaign on environmental conservation.

This campaign saw the involvement and participation of several groups and sects of people ranging from students, senior citizens, paurakarmikas, media, politicians, bureaucrats, govt. officials, corporates and many others.

As we move into the New Year in association with you, we pray our efforts together will further manifest to benefiting the public, environmental and economic health in Mangalore.



HIGHLIGHTS



ABOUT US

Anti-Pollution Drive (APD) Foundation is a registered public trust under the Indian Trusts Act, 1882. The not-for-profit Foundation is focussed on tackling the sources of air pollution - predominantly through tackling vehicular air pollution and proper waste management.

What We Do: The Anti-Pollution Drive (APD) Foundation was set up in view of the fact that there is an apparent information and data deficit amongst the citizens of our country regarding the two issues. Our key instruments towards obtaining our objective would be through holistic information, data sharing & advocacy campaign where we sensitise our people about the ill effects of pollution and drive the citizenry towards taking a more involved role in sustainable and responsible living.



Mission: To work towards mitigating air pollution, facilitate sanitation of environment and thereby help improve public health and economic profile of Indian cities.

Vision: A clean & healthy environment



ABOUT US

The Problem:

Mangalore generates over **300** Tonnes of waste per day of which almost **85%** of the waste collected is sent to landfills. So technically Mangalore landfills **10,950** trucks of waste and generates **76,411** metric tonnes of CO2 emissions per year- equivalent to burning of **81, 250,008** pounds of coal.



It all began with some conversations and showing the **AWHCPL** team about the projects conducted by **APD**. Several coffees and lunches later both of us realized our aims and objectives for the environment are intrinsically linked and joining hands will definitely benefit Mangalore and its citizens. Thus began our journey.



OUR CAMPAIGN

Introduction of Campaign Hash tag:



#MixMalpodchiAkka
#MixMaadbediAnna

is a viral hashtag which we introduced at the launch of the IEC campaign. This tag is a highlight and has seen several stakeholders, celebrities, public representatives, officials and citizens come forward and publicly record and broadcast the hash tag on social media.



Activating Public Area:



Our team visits the scheduled ward wise location to perform road shows and motivate the general public around by announcing in a loudspeaker so as to sensitize and prepare them to segregate the waste and the importance of environmental conservation. School students and the ward area paurakarmikas (civic- worker) also joins us in this mass awareness programme. This project is designed to target street vendors, shopkeepers as well as the passer by. Thru this project we receive various inputs by citizens who approach us to discuss and support our initiative.



OUR CAMPAIGN

Educating the Future:



Each college & school carries hundreds of potential change makers of our future. By reaching out to these institutions we hope to nurture and incept the importance of waste segregation and preserving the environment in the young minds. This campaign plays a very significant role for us and we use a holistic approach in each school or college.

Hoardings: Permanent Informing Approach (Government/Public Buildings)



Public & Governmental buildings are populous spaces with most citizens visiting for their due diligences. We decided to tap these valuable areas and erect our information billboards with detailed understanding of waste segregation. We approached admins of several governmental departments and established an understanding to fix our hoardings in strategic spots within their premises to achieve public viewing.



OUR CAMPAIGN

Strategic Sticker Campaign:



This project was launched to create a visual impression about the importance of waste segregation and to support the Paurakarmikas. Almost **10,000** stickers are dispatched and pasted across the city in various locations that witness time spent by a citizen. These pictorial stickers carry specific hard hitting messages to encourage readers to commence segregation at source.



Information Hand Delivered:



We formulated pamphlets & leaflets which were designed by state-of-art experts which our team distributes to citizens during our different IEC activities conducted across the city. Every batch of pamphlet has a different design code and information is disseminated in an impressive layout.



OUR CAMPAIGN

Placards: Perception Creation



In resemblance to how some corporates incept their branding by hoisting their placards across the cities on electric & telephone poles or trees and gates, we espoused this technique to disburse the important message of environmental conservation. Although in a smaller scale we hoisted the placards in various locations across the city.



Train The Trainer:



In order to achieve proper solid waste management, one of the most important aspects is the training of Waste Managers - PKs and Supervisors. If the PKs are trained adequately and thoroughly then achieving success in segregation will be easier. During these workshop sessions our Waste Managers are trained on the components of DRY & WET waste, what the importance of segregation is and what is its contribution in the degradation of Environmental & Public Health. Sensitizing them with the relevance of proper Solid Waste Management is compulsory and they will in turn be our foot soldiers who will work towards educating citizens on how to segregate their waste

OUR CAMPAIGN

NICO Brigade



We were a part of the month long campaign along with NICO Brigade which is a team comprising of students from the NITTE Institute of Communication (NICO) to conduct an awareness campaign on waste segregation. As part of the Environment and Media class, students of the 1st Semester of NICO decided to run an awareness campaign for the duration of one month: 26th October to 25th November. An interesting programme was devised comprising of a small talk, a dramatized poetry recital, a comic skit, and interactive game which would educate all viewers and participants about the basics of waste segregation. A Poster Making Competition was also held, both online and offline, open for all, which aimed to award the best creative poster on the theme of waste segregation.

Activation of Malls

Malls are locations that gather the maximum footfalls in a day and the city has three highly popular and most visited malls. City Center located at KS Rao Road, Prestige Fiza Forum Mall located in Pandeshwar & Bharath Mall located in Bejai. In City Centre the mall announced support to our waste segregation campaign, subsequently they permitted our team to commence outreach and informative programmes to their 5000 plus visitors each day. We commenced strategies such as: - 1. Video presentation in Food Court TV Screen 2. Pamphlet distribution at Mall entrance 3. Standees at the car parking entrance. In Forum Fiza Mall we have continuous drives by placing a kiosk on the ground level and interacting with the mall visitors and getting them to take a pledge or sign up to segregate the waste.



OUR CAMPAIGN

Case Study Documentation



In order to capture and understand other best practices as case studies in other cities, APD Foundation is documenting the same in multiple modes. The first documentation was a visit to a Dry Waste Collection Centre in Ward 111, Bengaluru. In the video, the waste sorter is seen explain the multiple streams of dry waste than can be retrieved and their respective value in the market.

Consensus Building

Since the inception of this IEC campaign we have been communicating and developing several partnerships. Approaching stakeholders holding group meetings, developing a team, giving presentations to corporates, identifying stakeholders etc. Meeting have been held with multiple stakeholders in order to track progress, get a buy in and support for the campaign. The following meetings have been held through the month.



OUR CAMPAIGN

Awareness via Music:



We developed partnership with a band which is known for playing Jazz and Rock Blues to popularize the concept of waste segregation in the city. The band members are ferocious in their belief that music is an extremely strong driver of social change and recognize the effect it can have on its audience and fans. As their contribution to the partnership, the band plays at popular youth hotspots and spreads the message.

Association with Bale Thelipaale



Bale Telipaale, the Tulu comedy sensation amongst the Tuluvas the world over, entered its fourth season with a bang. But this time with a difference - in its current instalment of the show, the comedy was greased with our social message on waste segregation. They joined hands with us to educate and sensitize the public on the importance of waste segregation thru their high TRP comedy show. During the interval of their shows our video which was developed on Waste Segregation were aired to their viewers.

OUR CAMPAIGN

Health Camp for Paurakarmikas:



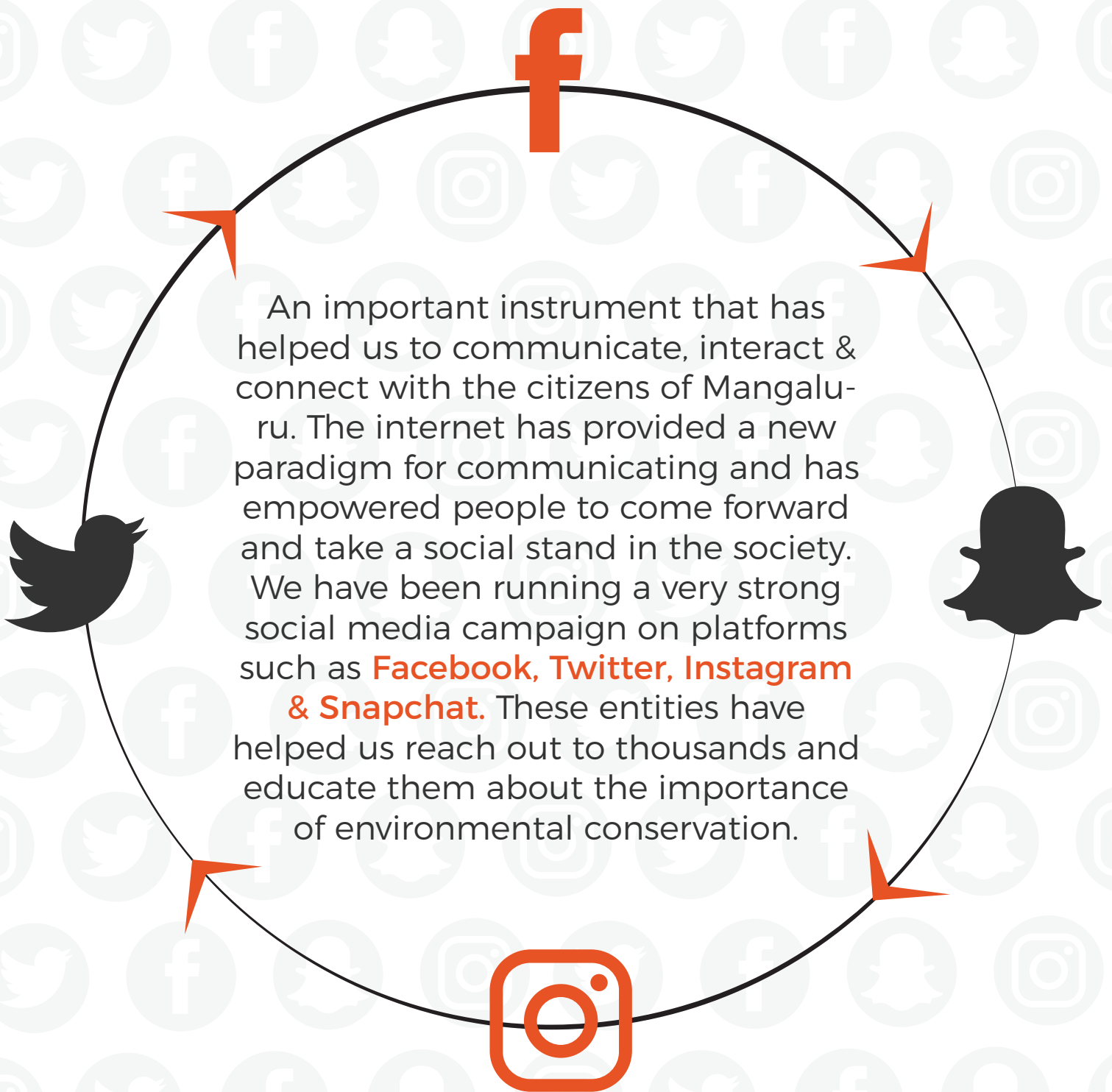
We initiated a Yoga session for the city paurakarmikas on International Yoga Day. The objective of this programme was to educate our Paurakarmikas to safeguard their health and well-being with simple yoga techniques. Paurakarmikas are regularly exposed to hazardous conditions, toxic materials and pollutants.

Award / Recognition



The award was given for Smart Swaccha Mangaluru(SSM) project by the **UN-HABITAT & NAROTAM SEKHSARIA FOUNDATION** during the Young Social Innovators Conclave 2016 held in Mumbai. SSM is a programme to achieve segregation at source through targeted campaigns, workshops and training programmes. It will be executed side by side with the current IEC campaign which is conducted by APD along with Antony Waste Handling Cell Pvt

Social Media Awareness



An important instrument that has helped us to communicate, interact & connect with the citizens of Mangaluru. The internet has provided a new paradigm for communicating and has empowered people to come forward and take a social stand in the society. We have been running a very strong social media campaign on platforms such as **Facebook, Twitter, Instagram & Snapchat**. These entities have helped us reach out to thousands and educate them about the importance of environmental conservation.

COMMEMORATING ENVIRONMENTAL DAY



17-06-2017 celebrated **World Environment Day** in association with the Karnataka State Pollution Control Board. On this day we introduced information charts for schools & colleges.



02-10-2016 Observing Gandhi Jayanti by conducting a road show along with the Mangaluru City Corporation.



16-09-2017 Observed International Coastal Clean-up Day at Panambur Beach in association with the Indian Coast Guard and around 500 students from various schools and colleges.



25-03-2017 & 26-03-2017 Celebrated Earth Hour by conducting a procession along with 1000 students of PA College of Engineering and various awareness activities at Forum Mall.

OTHER PARTNERS

ANTI POLLUTION DRIVE
APD FOUNDATION



sensinglocal

Architects + Urban Planners + Technologists



ANTI POLLUTION DRIVE

APD FOUNDATION

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