

Bringing Awareness to Masses

Waste management is a system which helps keep our environment clean. On the other hand, it also avoids dumping of all the waste in landfills or oceans. To accomplish effective waste management on a community level, **awareness is crucial**. It is important for the community to understand the important role they play in saving the environment.

Anubhuti Welfare Foundation has aimed to bring the community together through awareness programs. Our various activities have united various groups of people to work towards better waste management and also gain the basic knowledge about the right way to do it.

The awareness programs targeted different age groups and localities like -

Residential Society

- Awareness talks with residents
- Bi-weekly / monthly collection on pre-decided dates
- 1.8 tons collected till date from societies

School Awareness Events

- School student awareness program is the first of the activities planned in association with Pune (Maharashtra) Cantonment board.
- 2 out of 10 schools affiliated with PCB have been covered. With a plan to reach 1 school in a week.
- Post awareness session, a collection drive will be conducted on a monthly basis to create a practice of plastic separation from waste.

Public Awareness Events

- Plastic segregation and formal disposal awareness in Kharadi, Pune
- Collaborated with social organizations and Pune Municipal Corporation
- 85 students from 52 societies performed in street play, dance performances on the theme

Mutha River Bank Plogging

- A pilot round of plogging was conducted at Bhide bridge, Deccan, Pune.
- The Pune ploggers community has joined hands with Anubhuti Welfare Foundation to conduct regular plogging events and volunteer participation from students and corporates.
- Anubhuti Welfare Foundation helps Pune ploggers scale such small pilot events into large events with support for accessories and plastic channelisation.

Retail Shop Owners Awareness

- Pune fashion street on MG Road, Camp has more than 150 fashion and accessories retail shops.
- A 12 day door-to-door awareness campaign was conducted for onboarding retail shops to separate plastic packaging material from other waste.

Formalising the Local Kabadiwalas

- Plastic film waste requires large space with low yield so are either burnt or dumped.
- We experimented by appointing a local aggregator to buy such plastic and channelize it to a waste fuel plant. This worked out efficiently and the plastic was successfully converted into fuel.
- This activity is now conducted on a more regular basis.

Associating with city events

- Pune Sports Olympiad was plastic waste free in 2019.
- Students from 450+ schools participated in the sports event.
- Sports locations were equipped with plastic collection bins.

It has been quite a journey of creating awareness among various demographics of a city. We look forward to bringing a wave of change in the approach masses have about waste right now. Only when each individual will change in a small way can we make a huge difference for the betterment of our environment, our community. And eventually have a positive impact on the climate change issue and the ecosystem.