Let's Bring Back the Colours of Nature

GARBAGE FREE INDIA| Annual Report 2019

Guided by Colours

ANNUAL REPORT 2019

Rethink: Reduce: Recover: Repurpose: Revive

GARBAGE FREE INDIA

gfi garbage free india

Message from team GFI

Dear Supporters,

Thank you all for making 2019 a year of discovery, learning, challenges and progress. It brought with it the promise of expansive possibilities.
We have worked towards creating awareness and enabling communities towards behaviour change through our flagship 'Colours with A Purpose Program', launched in 2019. Youth, have been, and, continue to be our important partners supporting us in realising our vision.
We are a team with an indomitable spirit, striving to help protect the environment.
With powerful collaborations and collective energy, we have been able to show a positive impact. We have grown our family of community mentors and have a strong team of 12 in three locations.
As we move into the new year we are committed to impact the lives of communities who are bearing the burden of mass urbanization and climate change.
We look forward to new opportunities and exploring new partnerships with individuals and communities to help bring about a change in attitude from one of resignation and apathy to one of purpose and belief.
We believe, this will empower each on us to help fight the climate crisis.
Join us to help build a *Clean, Beautiful, and Healthy* India.
Together, we can revive nature's beautiful palette.

Team GFI

About GFI

GFI is a citizen led movement started in 2013 by a group of professionals bound by a desire to make India garbage and litter free. GFI is registered under Section 25 of the Companies Act of 1956.

Vision is to create an aware community that generates zero wastes

Objective is to drive and sustain waste management practices through behavioural change by reaching out to all sections of society.

The organization aims to ignite **a peoples' movement** to help build zero-waste communities, where waste is **reduced, recycled and/or reused**. We want to do this by catalysing ordinary citizens and businesses to become change agents
- empowering them with the right motivational, information and structural tools

This is achieved by providing citizens with knowledge and structural access to a support system that can help them become active participants in the garbage-free movement. To this end, we have adopted a three pronged strategy :
the right education, the right structural support and the right ground activations.

"We use a three-pronged strategy: right education, right structural support and right ground activations"

Our Flagship Program

#ColoursWithAPurpose

Nurturing A "Waste Empowered" Generation

In August, 2019, Garbage free India launched its flagship program 'Colours with a Purpose'.

The program stems from a belief that nature is losing its colours due to our irresponsible resource use and "consume and throw" culture. There was thus an urgency in bringing back nature's vibrant palette. In solid waste management, colour also plays a key role in segregating garbage at source for ethical last mile disposal. 'Colours with a Purpose' was thus born to convey the power of colour – in reviving and uplifting our physical lives and as a strategic tool to manage and preserve our planet's resources.

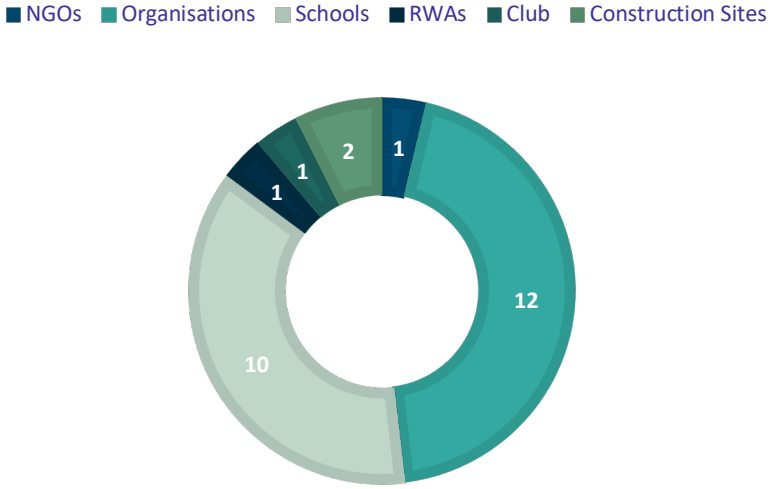
"Our partners in 2019: schools, housing societies and organisations and we are expanding"

3	26	28	31	10163.93
Cities	Schools	Housing societies & communities	Organisations	Kgs of total waste diverted from landfills

Kolkata Program Impact

Awareness Programs

AWARENESS PROGRAMS IN VARIOUS INSTITUTIONS



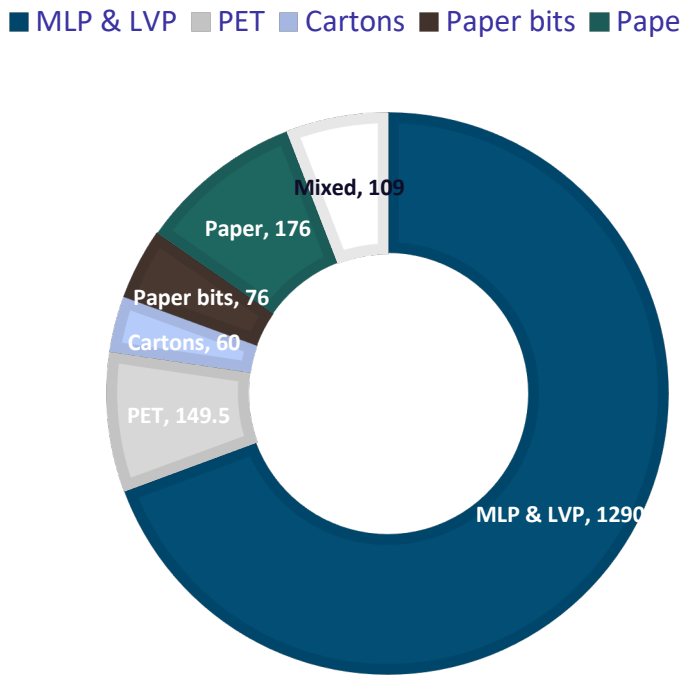
NUMBER OF PEOPLE REACHED

722	NGOs
2766+	Organisations
3940+	Schools
60	RWAs
20	Club
55	Construction Sites

We have reached more than 7573 people through our awareness programs

- We have engaged in various capacity building workshops with diverse groups on managing waste responsibly.
- Engaged with youth in schools through the 'Colours with a Purpose' program, focusing on last mile management of dry and organic waste.
- Participated in mass awareness activations to reach out to the wider community

TYPES OF WASTE DIVERTED FROM LANDFILL



Children composting

Waste diverted through CWP

"Bank It Don't Bin It" programme helped divert close to 1.3 tonnes of low value plastic from the landfill

We helped divert approximately 5500kg of Wet waste in 2019. Of a total of 1860.5 kgs. of dry waste diverted-1290kgs comprised of Multi Layered Packaging and low value plastic

Glimpses of 2019

A book reading session with a partner school

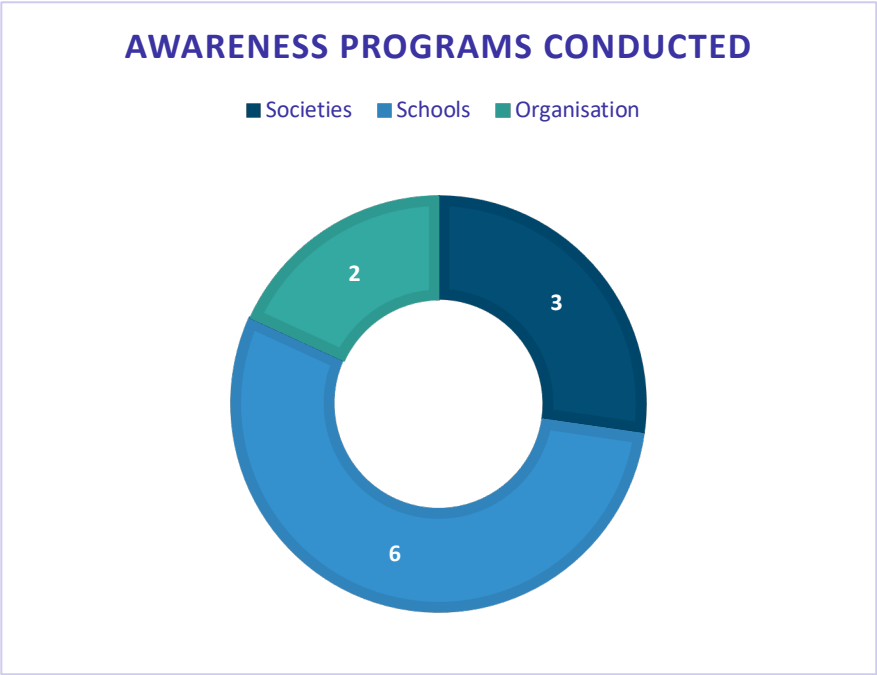
kNOw plastics awareness session

Kolkata Vision 2020

- Sustain and Scale up existing projects
- Enable new communities to get started

Mumbai Program Impacts

Awareness Through Colours with a Purpose Program



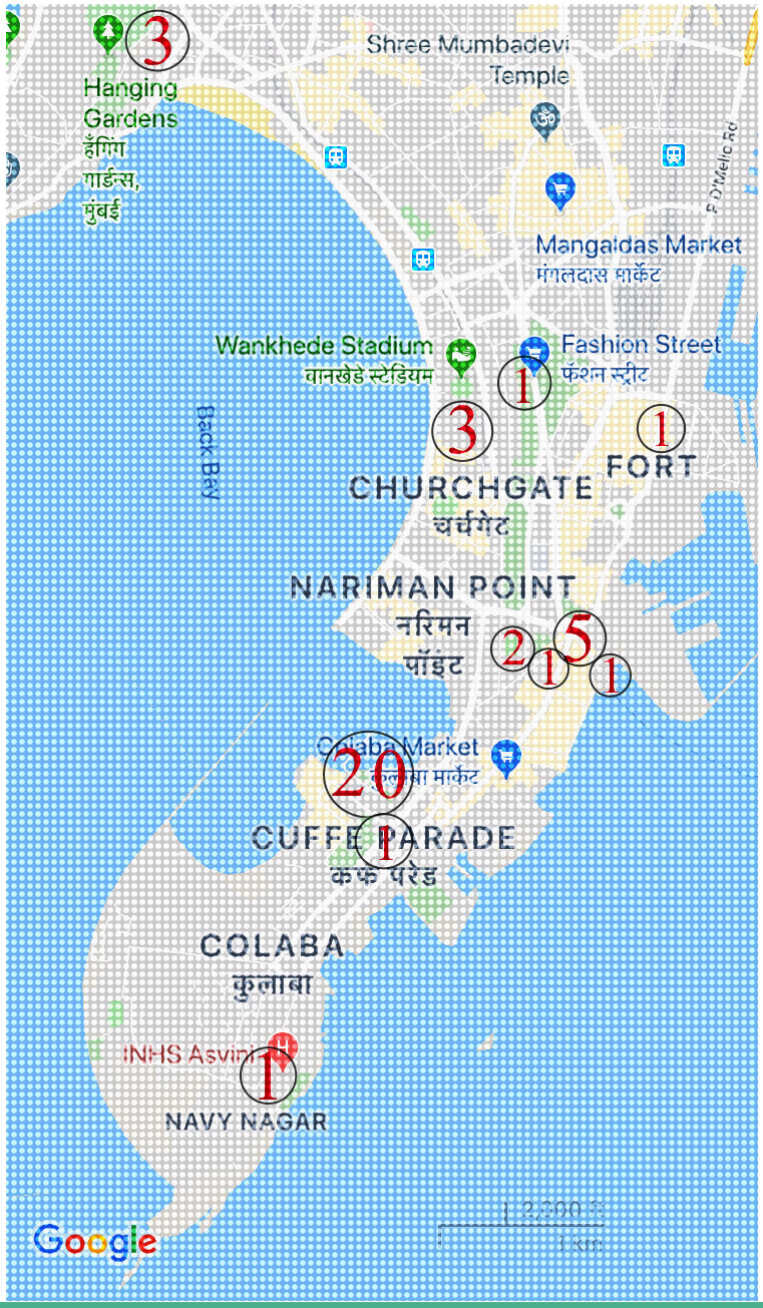
Launched the Milk bag Program

Organised a Beach Clean-up

Know you waste awareness sessions with communities

- Engaged with school children to introduce the 'Colours with a Purpose' program to create awareness on waste management.
- Introduced the 'Colours with a purpose' program in housing societies to divert different types of plastics from landfill.
- Conducted workshops for Godrej employees and children of Godrej housing society on upcycling/ repurposing waste and reducing single use plastics.
- Conducted a need assessment, and awareness session with the members of 3 villages in Panchayats in Mahad.

Milk Bag Program: **Launched in the May 2019 to help divert milk bags that easily end up in landfill. The Milk Bag Program currently covers South Mumbai. Below are the collection points across South Mumbai.**



Milk bags are collected from societies and individuals

4 daily pick-ups
11 weekly pick-ups
25 monthly pick-ups

Average weekly collection: 15kg

478.73 kgs. of milk bag waste diverted from landfills

Glimpses of 2019

Awareness program at Godrej on alternatives to single use-plastics

Awareness program at Mahad

Our team in action for milk bag collection

Know your waste session at a partner CWP school

Mumbai Vision 2020

- Sustain and Scale up existing projects: Colours with a Purpose and Milk Bag Project
- Enable panchayats in Mahad to start a responsible waste management journey
- Enable societies to get property tax benefit by managing wet and dry waste

Delhi Program Impacts

CWP Program in schools, communities, and organisations: Awareness, outreach, and sensitisation in 9 communities

1569 families reached through our waste collection program

1695 kgs. of Low-value plastic and 600 kgs. of E-waste diverted from landfills through CWP program in Delhi

- Engaged in various capacity building workshops with diverse groups on managing waste responsibly.
- Engaged with children and youth in schools through the 'Colours with a purpose' program to create awareness on waste management.
- Organised community outreach awareness programs: clean-ups, sports and art events.
- Started clean-up activities in collaboration with Municipal Corporation of Gurgaon in Sikanderpur market area. Expanded reach by initiating a program for awareness, segregation, and beautification in entire Sikanderpur-Ghosi village.

Glimpses of 2019

Sikanderpur clean-up Before After

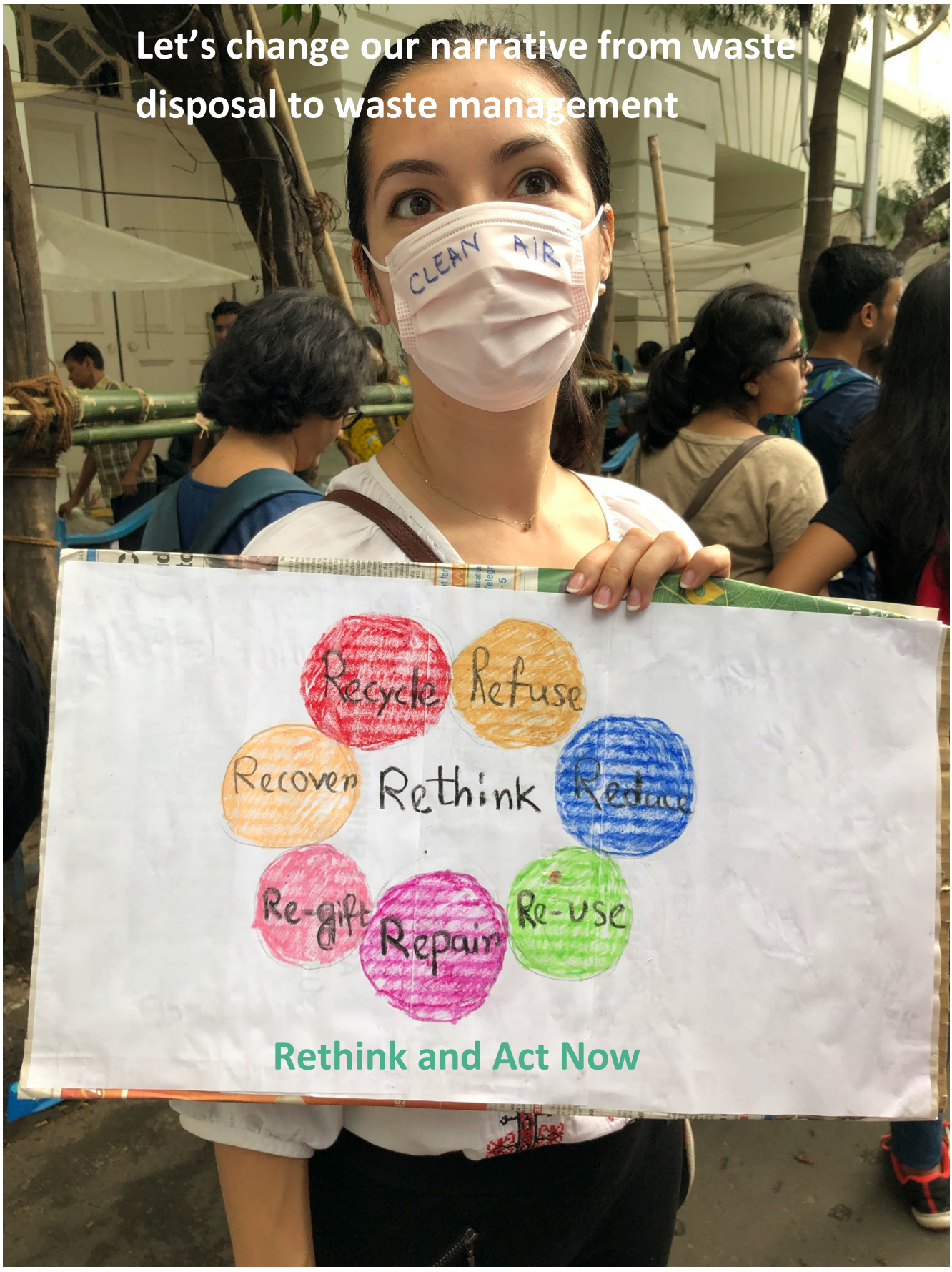
Plastics sent for road making

CWP awareness training at a school

At Jaago Gurugram rally

Delhi Vision 2020

- Sustain and Scale up existing projects: Colours with a Purpose
- Complete adoption of Sikanderpur-Ghosi urban village to enable behaviour change, responsible waste management journey and beautification


Let's change our narrative from waste disposal to waste management
CLEAN AIR
Recycle
Refuse
Recover
Rethink
Reduce
Re-gift
Repair
Re-use
Rethink and Act Now