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Jallosh - Clean Coasts



PROJECT MUMBAI.org

People. Purpose. Positive Change.

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Jallosh – Clean Coasts

Mumbai's coastline and water bodies was the focus of a unique massive citizen volunteering initiative this year. In June, 2019, Project Mumbai launched a unique collaborative initiative to Protect Mumbai's Water Bodies.

***“Jallosh-Clean Coasts”** was an initiative of Project Mumbai, a not for profit, and was supported by several like-minded and award-winning groups, including Jay Foundation, Mahim Beach Clean Up, Beach Warriors, Beach Please, River March, MAD Foundation, WWF for Nature, The Earth Day Network just to name a few. Jallosh-Clean Coasts by Project Mumbai is not a one-off initiative and has, at a macro level, the support of the Mangroves Foundation, affiliated to the Department of Forests, Government of Maharashtra, and the NEERI (National Environmental Engineering Research Institute). These institutions will also be part of the Task Force*

Jallosh-Clean Coasts, as it was called, saw beach groups, River water protection institutions, Mangrove cells, Indian and International eco conservation non profits, local and the state Government come together under Project Mumbai for a massive clean-up.

Nine Beach Locations, Rivers and Four mangrove points saw close to 20,000 Mumbaikars roll up their sleeves and rid it of plastic and non-plastic waste.

As we at Project Mumbai say and this time echoed by everyone--Mumbai Ke Liye Kuch Bhi Karega



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1. Background of Mumbai's Water Bodies

The city of Mumbai is blessed with presence of multiple natural water bodies- Arabian sea and beaches, rivers, creeks, lakes, bays and etc. these water bodies, once were known for their crystal clear water, scenic beauty and rejuvenating nature. However, this natural wealth of the city is being subjected abuse and damage due to garbage and solid waste are thrown into the open storm water drains as well as release of untreated sewage into these water bodies. As a result of this, Mumbai's coastlines and water bodies are in constant news for not all good reasons. A global study conducted by Alfred Wegener Institute, Germany has created a comprehensive database called Litter base. It identifies the several such locations in the world with the maximum marine plastic pollution. It has found sea near the Mumbai as one of the most polluted in the world. (www.hindustantimes.com, 2017)

The situation of rivers in the city is not much different. Mumbai(kar) got well acquainted with the Mithi when the choked river overflowed onto the streets during the 2005 disaster. It's a sad state of affairs that before this tragedy, this river was considered as nothing but nallah. Disaster of 2005 gave recognition to Mithi but many citizens are still oblivious to the fact that Mumbai has 3 more rivers-Poisar, Oshiwara and Dahisar and have turned into nallah due to indiscriminate littering.

The story continues for Mumbai's lakes, small streams, creeks and even mangroves. Irreversible damage has been done to the river and marine ecosystems and radical change in the policies, rules and regulations as well as behaviour of the citizens has become a necessity.

Also needless to say the sea cost and beaches in Mumbai has been in the sorry state with large garbage dumping and tidal waste the sea lets out periodically on the beaches. The concerns still remains the same, that to understand the cleaning up process as an equally periodic activity with more thrust on the awareness and behavioural change with Mumbai citizens.

River Mithi rejuvenation: Eight tonnes of trash collected along stretches

Swati Deshpande | TNN | Updated: Jun 3, 2019, 16:02 IST



MUMBAI: Under a se degree sky, over 75 volunteers, independent of various groups, picked away fragments of old plastic along with bulky mat stretches of the 17.2km parched Mithi river on morning.

City advocate Afroz S in October 2015 set i

motion, what was to soon become the world's largest, most inspirational m cleanups, had invigorated many to go beyond their weekend leisure plans devote few hours to try and make Mumbai beautiful again. "We are focusin first 1.3km of the river," said Shah. The river was so filthy it was called an or

1 collected



Thane: No firearms used at training camp at school, says Bajrang Dal



BJP: each



ENVIRONMENT , LEDE , MUMBAI

How 5000 Citizens Came Together to Clean up Nearly 20 Tonnes of Mumbai's Trash

On #WorldEnvironmentDay, Mumbai will once again come together in even greater numbers to clean its beaches, water bodies and mangroves. #LiveGreen #CleanIndia

by **Rinchen Norbu Wangchuk**
June 5, 2019, 8:57 am

On June 1 and 2, nearly 5,000 Mumbaikars came together to clean up almost 20 tonnes of trash from nine beachfronts, four rivers and different mangrove locations all the same time.

Although the Maximum City does have multiple volunteer groups engaged in cleaning domestic waste across these locations at their convenience, many of them

2.On-Going Efforts:

The grim situation of Mumbai's water bodies has not got unnoticed. From government organisations to citizens' groups, NGOs, foundations have taken cognizance of the damage caused to the environment and most importantly are bearing the responsibility too. Thus, we are witnessing series of initiatives are being taken with vigour and enthusiasm on regular basis. It involves –beach and river clean-up drives, awareness campaigns among schools, colleges and clubs. Government organisations have been lending a helping hand in all of these initiatives along with their own efforts at policy level.

Some of these efforts are able to make an impact and some beach locations are really on the path of reaching their earlier pristine state.



Malad Before



Malad After

Despite these inspiring initiatives and their positive impacts, situation of Mumbai's water bodies remains grim. It is observed that beaches have gained lot of attention and to an extent it is important too but this goes against principle of ecosystem. To address issues of Mumbai's water bodies-Integrated Approach is required which gives equal attention to beaches, rivers, lakes, mangroves and marshy lands.



Mahim Beach Before



Mahim Beach After



Volunteers at work cleaning up drive at Bandra

3.Jallosh - Clean Coasts

3.1 The Concept& Plan:

Hundreds and thousands of people across the country visit Mumbai only to catch a glimpse of the vast seas, going back disappointed by the dirty waste-littered shores, the scenario is even more pathetic on the river-maintenance front. Thus it was important to draw the attention of volunteering citizens as well as the Government towards Mumbai's neglected coastline and water bodies.

Project Mumbai, a not for profit, launched **Jallosh: Clean Coasts**, a unique citizen initiative to protect Mumbai's water bodies. Mumbai's coastline and water bodies were the focus of this massive citizen volunteering initiative. This three-day program, on June 1 and 2 and June 5th-the World Environment Day, was unique in its own way as for the first time it not only aimed at cleaning the beaches, but also simultaneously drew citizens to volunteer for the clean-up of river-bodies of Mumbai too.

"Most people in Mumbai are not even aware of the existence of three rivers flowing through the city, the fourth being Mithi, which came into notice after Mumbai's deluge over a decade ago. Industrial waste, encroachment and state neglect have led to an acute environmental crisis that Mumbai is facing and most of us are unaware of. It is high time for us to do something by joining our hands." says River March, a volunteering group which has been relentlessly campaigning for cleaner rivers of Mumbai.

During **Jallosh** (which translated means celebration) -**Clean Coasts**, different groups also held advocacy and interactive learning sessions on flora and fauna, educating people on not just safe-keeping and maintenance of the beaches, but also protecting the marine life, sea creatures and the mangroves.

This three-day massive drive was a first step towards reclaiming water bodies of the city by Mumbaikars.

The principle objectives of the Jallosh: Clean Coasts are three fold.

- **One is to create mass awareness** towards not only water bodies but conservation of water and keeping our water body areas clean.
- **The second is to set up a task force** with eminent experts and the Government to suggest an action oriented plan for the Government.

- **The third** is to look at an overall plan of action focusing on Mumbai's Environment, in the form of a **deep dive conference**.

3.2 Execution:

For Jallosh- Clean Coasts, Eight Beach locations, Two river sites and 4 Mangroves locations were selected. Seven local Champion Partners were the guiding light at these dedicated locations for the volunteering Mumbaikar. The volunteers from the Project Mumbai were present on each of the dedicated site to assist participants.



Identified locations for the Jallosh drive

For this mammoth event to happen successfully, team of Project Mumbai along with its partners took rigorous efforts. From registration on the website of Project Mumbai to formation of location wise groups of participants, appointing volunteers from Project Mumbai at each location, arrangement of equipment for cleanliness drive and so on, whole team took worked with vigour and enthusiasm as this was not just an event rather each one from the organising committee was driven by a noble goal of stopping plastic pollution to save water bodies of Mumbai.

Around 5000 people volunteered on these three days of the event. In addition to seven local champion partners, organisations like WWF and start-up like Via-Green played an active and important role to make people aware of extent of plastic pollution and their impacts on marine life. Fortis Hospital also lend its helping hand by ensuring availability of medical assistance at the sites.



Thursday, June 20, 2019

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PEPSICO INDIA PARTNERS WITH PROJECT MUMBAI'S 'JALLOSH - CLEAN COASTS' DRIVE

PepsiCo India Partners With Project Mumbai's 'Jallosh - Clean Coasts' Drive

The Initiative witnessed participation of organisations like Beach Please, World Wide Fund for Nature (WWF), River March, Beach Will Beach Clean Up etc

BY SANCHITA LOHANI

12 DAYS AGO

MUMBAI



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PepsiCo India announced its partnership with Project Mumbai, a not-for-profit organisation, to participate in 'Jallosh- Clean Coasts', the biggest clean-up of Mumbai beaches and rivers on June 1. The initiative kicked off from Mithi River

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Project Mumbai: Jallosh

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Action Plan of the day: Timings for the cleanliness drive were chosen carefully to avoid scorching heat as well as high-low tide timings. Once the participants arrived on their dedicated site, team members of Project Mumbai addressed them explaining –What is Jallos? Why it is important? What are its Objectives?



CEO Project Mumbai, Shishir Joshi interacting with volunteers

Then local champion partners gave brief introduction of their ongoing work, negative externalities our littering practices and uncontrolled plastic use. The work began immediately after this and continued for almost 2 hours. The collected plastic was being washed and cleaned with the help of volunteers from Via-Green organisation- a start-up working with rag pickers in the plastic recycling domain. The objective is to use this collected plastic to make signage boards or benches and put them on the same site.



Girgaon



Versova

During this cleanliness drive, Mumbaikar participated with full josh and energy. The exhaustive activity of beach clean-up made them aware of menace of plastic use as well as extent of human labour and machine work required to clean just a stretch of 200 meters.

3.3 Impact:

If a million-dollar question to be answered- What 'Jallosch' has achieved? A pragmatic answer must be given. The current state of our water bodies is a result of years of abuse of these ecosystems through man made measures and thus solution also lies in man-made actions. What Jallosch was aspiring for and was successful in achieving it-

1. Creation of awareness among masses. The reactions of the volunteers after completion of exhaustive clean up were inspiring. The realisation among them about harmfulness of simple milk plastic bag could be termed as real success of Jallosch.
2. Creation of network of like-minded groups who were already engaged in such clean up drives at a huge scale.



Volunteers celebrating after the clean-up drive

Mumbaikar participated with their family members crossing the barriers of age and gender. Their enthusiasm, care for nature and channelization of their aspiration to do something about this

marine litter gave team of Project Mumbai and its partners a token of an appreciation and energy to continue this task with more josh.

Jallosh also caused a buzz in the social media when netizens started talking about it and supporting it through Instagram, Facebook and twitter. Many of participants expressed a wish to participate again and those who registered and couldn't participate expressed their apologies with open heart and made promises to take a part in the next drive.

Versova Beach Clean up drive



Mithi river clean up drive



Bandra Sea coast Clean up drive



4. Way Forward:

As mentioned earlier, JallosH was the 1st milestones in the long struggle of reclaiming and rejuvenating our water bodies. It is a platform that brought common masses, NGOs, corporates and government organisations together and worked towards a collaborated effort for to bring about a awareness and change in attitude for clean environment.

Project Mumbai has since the very beginning led the 'Say No to Plastic' Campaign, through several of its award-winning initiatives including the Mumbai Plastic Recyclothon and JallosH-Clean Coasts, protecting Mumbai and MMR's water bodies from plastic pollution.

We plan to undertake the behavioural change and run the awareness campaign for no plastic along with the periodic cycles of clean up dives and no plastic drive each year.

We also plan to sign up with like-minded citizens and partner to extent our project and facilitate the clean drive across entire Mumbai Metropolitan Region (MMR).

JallosH being our flagship program we intend to conduct the next campaign soon.



5. Partners' and participants Speak:

As the campaign got over with the success of participation from various citizen groups, individuals, NGOs and support partners we are pleased to record the word of appreciation , pride and joy from all these participants

A. Indranil SenGupta and Rabia Tewari Co-Founders, #MahimBeachCleanUp

"As citizen volunteers heading the #MahimBeachCleanUp, we appreciate the efforts by other citizens and movements such as Jallosb by Project Mumbai that help facilitate volunteer participation. Events such as these foster a sense of community and give a direction to the well-meaning and conscious citizens across the city. They bring together like-minded individuals to pursue a common cause – in this case the preservation of our oceans. The recently concluded drive in June helped a great deal towards the collection of waste, which is supposed to go for recycling. It is a noble cause and helps set a great example for those who want to pursue similar goals and address the problem of plastic waste."

B. Moon Bhandari CSR Coordinator Mangrove & Marine Biodiversity Conservation Foundation of Maharashtra a.k.a Mangrove Foundation

Jallosb was one of the largest clean-up campaigns that covered all the coastal ecosystems comprising beaches, rivers and mangroves. An event of this size requires humungous coordination which was well handled by Project Mumbai. Mangrove Foundation had participation from conglomerates like Maersk and BPCL, responsible citizens and young students. With their support we were able to clear out total waste of 302 kgs under this initiative.

C. Jayanthi Nilakantan, School Teacher, The Cathedral and John Connon School - Senior Section, Fort

The day I went to Mahim RetiBunder for the cleaning drive, I was horrified to see the quantity of plastic in barely one square kilometre. We need an army to clean up beaches; it is no longer just a weekend initiative for some passionate environmentalists. It's the moral duty of every person who lives in this city. One can't turn one's face away from reality. Besides the cleaning, there's tons of other work to be done. The irresponsible dumping of plastic has to stop, so educating people is paramount. Shopkeepers have to stop doling out plastic, which may affect their business. The list is endless, so it'll have to stop here for now. To sum up, I hope that very soon some genius scientist will invent a material that destroys plastic altogether. Meanwhile, on a positive note, there's always a way.

And many more to share the stories and taken the inspiration from the initiative and made it last in the time to come and continue to take the footsteps ahead.....

