

THE PLASTIC RECYCLOTHON- EK BAAR FIR OCTOBER 2019



PROJECT MUMBAI.org

People. Purpose. Positive Change.

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1 Acknowledgement

Project Mumbai launched its second Mega plastic donation, collection and recycle drive this October 2019, celebrating the people's festival of Giving, **Daan Utsav**.

The Plastic Recyclothon by Project Mumbai is now an award-winning initiative urging people to reduce consumption of harmful plastic which is damaging the environment. At the same time, this has emerged as one of the **largest Public- Private-People Partnerships for a cause**.

The Plastic Recyclothon: Ek Baar Phir is specifically an initiative to inculcate a **positive behavioural change** in terms of reducing plastic waste from our daily use.

As we bring in lots of gratitude to the citizens and like-minded organisations who came on boards to make this initiative a huge success. The volunteers played an important role in the implementation of the whole project.

We were delighted to have the support of HDFC as our Principal partner in this Public Service Initiative.

In other roles, Shakti Plastic Industries are working on the recycling support, BIG FM assisted us in the outreach, students and staff of JJ School of Arts have come on board as design partners and the Maharashtra Pollution Control Board was the information and knowledge partner.

2 Background

Single use plastic has become a daily affair in today's life. We use plastic in many forms. The most common format is of carry bags and packaging material. Single use plastic is now accepted as a threat for our overall environment. Single use plastic when reaches to the nature it shows very harmful effects on the ecosystem.

India produces 25,940 tonnes of plastic waste daily, as per CPCB report. The decomposition of plastic is time consuming and it causes various negative effects on the environment. Uncollected plastic waste eventually goes in nature untreated. According to Environmental Ministry, about 20,000 tonnes of plastic is generated every day in the country, out of which only 13,000-14,000 tonnes are collected.

By 2050, the amount of plastic in seas and oceans across the world will weigh more than the fishes, says a headline-grabbing estimate by the Ellen MacArthur Foundation. At less than 11 kg, India's per capita plastic consumption is nearly a tenth of the US, at 109 kg. (Aravind 2019)

While the petrochemical sector is regarded as the backbone of plastic production, it is also considered a yardstick for measuring global economic growth, wherein plastic processing and production is of vital importance. It is expected that in the current financial year (2018) exports would cross 8 billion USD with an increased growth of 9.5% in the first half of FY 2018 as compared to the past year. **It is also envisaged that exports are expected to double in the next 5 years, owing to the growing domestic production.**

Plastic in water bodies as per the factsheet of Plastic Waste (PW) for India

The seas near Mumbai, Kerala and the Andaman and Nicobar Islands are among the worst polluted in the world.

- **Plastic debris affects at least 267 species worldwide, including 86% of all sea turtle species, 44% of all seabird species, and 43% of all marine mammal species.**
- **As reported by World Economic Forum, about 150 million tons of plastic is floating in our oceans**
- Significant amount of toxic heavy metals like Copper, Zinc, Lead and Cadmium recovered from plastic wastes from seashores have an adverse effect on the coastal ecosystems.
- **Lead and Cadmium pigments commonly used in most of the plastics as additives are hazardous in nature and are known to leach out. Several GHG gases are emitted from the landfills. Among them, carbon dioxide and methane constitute 90 to 98%.**

The use of plastic is increasing. In our day to day life we see involvement of plastic to very small level. The plastic processing industry is estimated to grow to 22 million tonnes (MT) a year by 2020

from 13.4 MT in 2015 and nearly half of this is single-use plastic, according to a Federation of Indian Chambers of Commerce and Industry study (Aravind 2019).

The Mumbai produces 7,025 tonnes of waste every day and as per Hindustan Times news report dated October 14, 2019 Mumbai dumps 80-110 metric tons (MT) of plastic waste in the ocean every day. All this waste earlier used to go to landfill sites of MCGM. On this background Government of Maharashtra put ban on single use plastic in the year 2018. After the ban Project Mumbai carried one the first round of Plastic Recyclothon in 2018 on the same dates i.e. from October 2 to October 8, 2018. It also included beach cleaning drive which was conducted on October 2, 2018. Over 75,000 (Seventy-Five Thousand) Mumbaikars participated in this drive.

In 2018, Government of Maharashtra put blanket ban on single use plastic. Some products were exempted from the plastic ban. For example, small PET bottles of 0.5liters, Food grade virgin plastic bags over 50 microns, Bags/sheets used in plat nurseries. Milk pouches over 50 microns. There were products which were completely ban. For example, plastic wrap used for packaging or storing products, Non- woven polypropylene bags, Plastic packaging for food items, Plastic and thermacol decorations.

Why Recycling Is Important – Single Use Plastic to Be Banned

Some plastics have fibres which shorten with every time it is recycled. Thus, **a plastic can be recycled 7-9 times before it is no longer recyclable.**

Recycling is good - **every ton of plastic waste recycled result in a saving of approximately 3.8 barrels of petroleum.**

Technologies are available in India that can convert **1 Kg of plastic to 750 ml of automotive grade gasoline. Shredded plastic waste can be used in laying roads.**

Examples

1. Jambulingam Street in Chennai was one of India's first plastic roads built in 2002.
2. In 2015-16, the National Rural Road Development Agency laid around 7,500 km of roads using plastic waste.
3. Co-processing of plastic in cement kilns offers a sound, environmentally viable mechanism to process non- recyclable, combustible plastic waste.

3 Introduction

Plastic has become an indivisible part of our today's lifestyle. We use plastic in different forms on daily basis. Currently government has taken the issue of plastic waste very seriously and from 2018 has put ban on single use plastic.

The presence of plastic even in the food chain has hit the alarm for us as a human race. We had already conducted plastic recyclothon in 2018 as well. We organised Plastic Recyclothon- Ek Baar Fir in 2019.

We also wanted to involve as many people as we can. Hence, we also organised two competitions. One was DAAN ME JAAN and another was DAANAV COMPETITION. The idea for the later competition was of creating an idol or a monster out of plastic and then donating all the plastic for recycling. The whole program was organised during DAAN Utsav, between 2nd October 2019 to 8th October 2019. The drive began on the occasion of Gandhi Jayanti. Therefore, this year nearly 1.25lakhs of Mumbaikars paid a very different tribute to the father of the nation Bapu, by fighting against the biggest enemy of the environment i.e. plastic. Through a very non-violent movement, Mumbaikars shaped another revolution.

4 Plastic Recyclothon 2019

Project Mumbai launched its second Mega plastic donation, collection and recycle drive this October 2019, celebrating the people's festival of Giving, **Daan Utsav**.

This year, responding to the massive support from people across geographies, Project Mumbai proposed to take this initiative multi-city as well as attempting to change lives and better our environment across people of the Mumbai Metropolitan Region (MMR). This year the recyclothon covered Mumbai, Navi Mumbai and Thane with more than 500 participants that included housing societies, corporate houses, Institutes and individual citizens.

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4.1 Process and Scale

Daan Utsav

Daan Utsav is a 'festival of giving' which is celebrated for a week. Usually it starts from October 2 and ends on October 8. In this year's Daan Utsav we collected plastic waste which was donated from citizens of Mumbai, Thane and Navi Mumbai. We asked people to give their plastic to us for recycling and 12 corporates, 84 housing societies, 23 schools, 36 businesses and 311 individuals registered with us and donated us their plastic waste. FM radio, as one of our partners played role in publicity of the project.

Plastic has been established as a harmful object for nature, economy, ecology. Maharashtra government took bold step and ban single use plastic in the year 2018. Immediately after the plastic ban by Government of Maharashtra we took up plastic recycling as our flagship project. We conducted the project for the first time. It was to spread awareness about 'NO PLASTIC' lifestyle. We also aimed to give back beautiful installations to city from the plastic, which city gives to us. Last year we created benches from the recycled plastic and installed them in MCGM gardens or other public places.

For the year 2019 the registration began in September. We had kept our registration open for 27 days on our website. The registration was open from September 1 to September 27. The initial plan

The Plastic Recyclothon- Ek Baar Fir

was to close down registration on 23rd September 2019, but then after seeing the response from Mumbaikars, we decided to extend the registration up to 27th September 2019. During the 27-day long registration period, we got around 450 and odd participants for all the six days. The participants were categorized as 'individual/households', 'schools/colleges', 'business', 'Corporate House' and 'Housing Society'. The participants were allowed to register under any category. We offered any pickup date between **2nd October** and **from 5th October to 8th October**. After registration we asked them to keep their plastic segregated and ready.

The registrations were from all over Mumbai Metropolitan Region (MMR). Mumbai, New Mumbai and Panvel were the included areas. We operated 6 trucks on an average every day. We had 150 volunteers working with us totally for six days. Each truck had two volunteers.

We had pickups from Mumbai, Navi Mumbai, Thane. We divided Mumbai in three broad sections. We divided it as South Mumbai, area which mainly consisted of Fort, Girgaon and up to Mumbai Central and Byculla. Second part was Western Suburbs, which was roughly parallel to Western Railway and third part was Eastern Suburbs which was roughly parallel to Central Railway up to Thane. Areas under Thane Municipal Corporation, it was counted under Thane registration category.

Logistics were organized in partnership with 'Shakti Recycler'. The trucks ranged from 8 tonne truck to a tempo. We created route wise google map list which was then given to the volunteers onboard. The map was developed route-wise, thus making it easy for volunteers to navigate to next pickup location. This technique proved to be useful for our volunteers.

The Plastic Recyclothon- Ek Baar Fir



Image 1 Collection trucks with Poster

Along with Google Map we also referred to an app called as 'I am here'. The app was useful to locate the truck. It was useful for the donors to find their truck on the map. Volunteers also used their live location sharing option.

After registration we made different routes as per the residential addresses and locations of the participants. We also made some section so as to avoid very long routes. Route wise WhatsApp groups of participants were created. These groups were used for the communication between donors and our volunteers.

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Image 2 Participant with their plastic waste

The participant who registered under any category other than 'Individual/Household' were gifted a cloth bag as a souvenir for the plastic Daan after the pickup.



Image 3 Our Cloth Bag

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The map below shows the extent of our reach. To the north it was up to Virar and in South it was till Nariman Point. We also had registrations from the MMR like Bhiwandi, Kalyan and also from other cities like Thane and Navi Mumbai up to Panvel (ref. img.4).

We had different number of people on each day. Every day we operated on 6-7 routes every day. Due to excess on registrations we had arranged pickup on 4th October

Date	Number of pickups
2nd October 2019	111
4th October 2019	16
5th October 2019	114
6th October 2019	96
7th October 2019	52
8th October 2019	93



Image 4 Our pickup locations

4.2 DAANAV Competition

Daanav means a monster! We organized this competition especially for the schools or colleges. The concept behind the competition was to create a monster out of every possible plastic waste and then disassemble it and give the plastic to us in recycling. The end of the competition was on the 8th of October, on the occasion of Dussehra.

The idea was to ask participants to create a sculpture of a monster with plastic only and then to donate all that plastic to us. On the occasion of Dussehra we planned the destruction of evil plastic. That was the origin of the idea to create the plastic monster (Daanav).

Participants were told to share photographs of their Daanav with us. Our judges would declare the result very soon. 2 schools participated in the competition. Children's Academy, Malad won the prize for the DAANAV Competition.

Traditionally people do 'Raavan Dahan' on the occasion of Dussehra. This year we asked people to destroy the monster of Plastic from our house itself.



Image 5 Children's Academy, Malad – Daanav Contest

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Image 6 Children's Academy Creation



Image 7 The Plastic DAANAV D.G. Ruparel College

4.3 DAAN ME JAAN

‘Daan Me Jaan’ was another flagship vertical of this whole Plastic Recyclothon project. The competition was of designing a poster or creating a slogan motivating people for plastic donation. It was open for everyone. We also got some registrations for that as well.

5 Media Coverage and Public Response



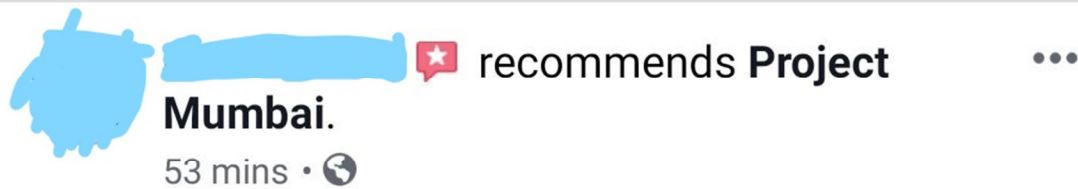
Image 8 Participants expressions on Social Media

During the collection we had very positive response from the participants. They were very keen and aware about the plastic waste. They willingly donated their plastic to us. They had also asked for monthly basis collection if possible. A weeklong drive has created a good momentum within the participating citizens to recycle the plastic.

Many people shared their experiences on social media. There were many people who also responded us on WhatsApp.

Project Mumbai and the Mumbai Plastic Recyclothon-EkBaarPhir also received tremendous support from all forms of media, which wrote about the initiative. We were also specifically mentioned in the Better India, a social media platform which reports on good things taking place in India.

Doordarshan has profiled this initiative (yet to be aired) as part of good news in India and so is the American network, PBS, which came to India to do stories on unusual happenings but positive.



Thank you for driving this "drive" with such amazing planning and dedication. It gave us in Mulund, an opportunity to engage in activities that raised awareness about plastic pollution. We are putting together a skit on the topic in our society. And thanks to this initiative, we formed an young Eco Warriors club. The level of planning by Project Mumbai is amazing! Thanks and all the best! 😊

Image 9 Participant's Response



Image 10
Feedback
from
People on
Social
Media



Thank you **Project Mumbai** for letting us be a part of your **#DaanUtsav** Proud of your volunteers who have done a greater deed this **#Dusshera** by eliminating the evil of **#plastic** by **#PlasticeRecyclathon** Kudos Thank you @PriyankaPurohit for contributing



6 Public Response on Social Media



Prose Integrated

8 Oct at 14:22 • 🌐

Thank you **Project Mumbai** for letting us be a part of your **#DaanUtsav** Proud of your volunteers who have done a greater deed this **#Dussehra** by eliminating the evil of **#plastic** by **#PlasticRecyclothon** Kudos Thank you @PriyankaPurohit for contributing

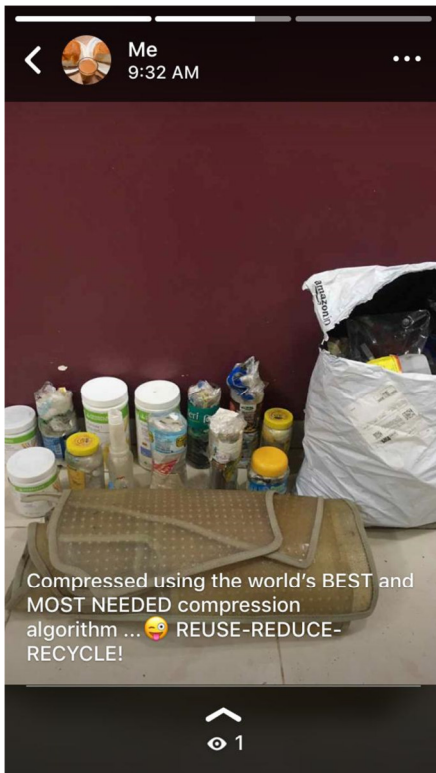


Tech Mahindra SMART Academy

4 hrs • 🌐

Happiness is...getting recognized for our work. Proud to announce that our Tech Mahindra **#SMART** Academy for Healthcare, Mumbai got recognized for their contribution in the Mumbai Plastic Recyclothon 2019, organized by **Project Mumbai**. Take a bow Mumbai Healthcare team.

#TechMahindraCSR #RiseforGood #HealthcareTraining #DontBePlastic #SaveEarth #PlasticWaste



7 Feedback from Volunteers

My Volunteering Experience In Plastic Recyclothon

"Hi this is Bhakti. I am a practicing CA. I came across this initiative of Project Mumbai through Instagram and I decided to volunteer. The experience was good in terms of seeing the effort people making to reduce the plastic accumulated at their homes and offices to put it to a better use. It's a good initiative by Project Mumbai to recycle the plastic into benches. This is a small initiative compared to the tons of plastic waste being dumped into landfills and oceans...So some might think that *ek ke karne se kya fark padta hai...But ek ek ke karne se fark padta hai and ye do sentence me sirf ek ka fark hai...So definitely fark padta hai..*Big cheers to Team Project Mumbai and looking to be a part of such drives in future with more participation and more reach...!"



Bhakti Aiya

"Volunteering in Project Mumbai was a proud moment as well as fun.

I did Volunteering because I always wanted to do something for our Earth no matter what it is, collecting plastic and recycling it was the best thing anyone can do this will help ourselves a lot now and in future. I absolutely loved the concept from Project Mumbai.

I loved the experience of going to different places and talking to people who are so positive and want to make our world a better place by helping Project Mumbai to collect plastic for Recycle.

It is a very productive drive because it is helping us to make sure that we play a role in saving our Mother Earth, also it is very easy to participate in this drive.

I am a student; studying is Third Year Business Management Studies.



Harshada Sawant

"I volunteered for Project Mumbai because i wanted to do something for environment. Everyone should take the initiative for project like these ones. I had an amazing experience while volunteering for this drive also i had a support from you all. Actually, drive like these

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should once twice a month or once a month because that collects all the waste and we can recycle it effectively. THANK YOU FOR THIS CHANCE AND I HOPE THAT YOU GUYS INVITE ME FOR THE NEXT ONE."

Apurvash Bhangale



8 Challenges Faced

There were many challenges faced by us. Though it was second time that we are conducting the plastic Recyclothon, the outreach is far more. The challenges we faced were on every level, right from the registration phase to the last collection.

This was the most challenging part of the project. Handling nearly about 150 volunteers and 6-7 trucks daily was challenging task. As said earlier the trucks were big in size. As we had committed doorstep pick up to our participants, we had to take trucks to their places. Roads were very narrow, and we struggled to take trucks there. Some unforeseen issues like unusual traffic on Mumbai roads caused our trucks to get late. Therefore, we had to shift some pickups to next day or adjust them on some other date.

Estimating the plastic collection was difficult task for us. This has impact on our and planning the route. On some routes the plastic collected was very small and the pickup truck was too big. At some routes we got so plastic that our trucks needed to be emptied before we could do further pickups. In such cases we had to push remaining pickups to next day. While working on monthly drive, we need to take care that we get the estimates about the plastic. This will help us to decide the vehicle for collection.

9 Way Forward

We are planning to make this project sustainable. Taking plastic waste for recycling only once is not enough. The awareness about 'REDUCE, REUSE AND RECYCLE' should reach to the common people. The scope of the plastic reduction should reach to the common man. There were many participants who had already requested us to start a monthly collection. In a way we have been successful in getting the importance of recycling of plastic to many people. We believe that stopping after just one-week collection won't help us to bring the change that we want to see. We feel the Daan Utsav momentum should be extended to the entire year and make it a periodic event.

In the future we are in a process of organising regular monthly pick-ups. We would surely like to set up an ecosystem which will promote the segregation. It should not stop only at segregation level. The segregated plastic should go for recycling. Creating such system is necessary

10 Gallery





11 References

Aravind, Indulekha. 2019. *Just how bad is India's plastic problem?* News, The Economic Times. <https://economictimes.indiatimes.com/news/politics-and-nation/how-india-is-drowning-in-plastic/articleshow/69706090.cms>.