



Jallosch – Clean Coasts Report 2022



PROJECT MUMBAI.org

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Winner of United Nations SDG Solidarity Action Award 2020

Jallosh – Clean Coasts

Project Mumbai is back in force after widespread pandemic. After June 2019, Project Mumbai relaunched a unique collaborative initiative to Mumbai's Water Bodies twice this year in 2022. Mumbai's coastline and water bodies was the focus of a unique massive citizen volunteering initiative this year. Jallosh 3 was held in the light of celebrating Earth Day on 23rd & 24th of April and Jallosh 4 was held in the light of celebrating World Environment Day on 4th of June 2022.

“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 Mahim Beach Clean Up, Beach Warriors, Beach Please, WWF for Nature 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 3 saw over 5000 volunteers clearing 15000 kgs of waste mainly containing plastic from across 17 water bodies including beaches, rivers and mangroves in Mumbai.

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



Overview of

Jallosh 3 which took place in April & Jallosh 4 which took place in June.

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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. Plastic pollution has resulted into crisis in Mumbai's beaches and the Arabian Sea, the fishing communities living along the Mumbai's beaches and Arabian Sea are losing access to fishing commons and livelihoods due to plastic pollution "When hauling fish, we end up with several kilos of plastic waste in the nets. It can take hours to segregate the waste from the catch before going to market. We end up spending a lot of money and time fixing our nets; sharp bits of plastic can get tangled in them or even cut them open"

(Excerpt from Hindustan times 2021)

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 behavior of the citizens has become a necessity.



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Mumbai: BMC cleans up 200 MT of waste hurled back by sea

The biggest amount of trash (around 100 MT) was collected by staff of the BMC's solid waste management department (SWM) from the beaches at Versova and Juhu.

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Ongoing Efforts

The grim situation of Mumbai's water bodies has not got unnoticed. From government organizations 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 vigor 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.

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.

Glance at enthusiasm at our own Beach Cleanup drive - Jallosh



Mahim Beach – Before



Mahim Beach - After



Waste Collected from Bandra Chimbai



Briefing at Jallosh



Volunteers Cleaning Dadar and Mahim beaches



Jallosh Clean Coasts – Concept

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 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. We conducted two-day program this April & June, on Earth Day and the World Environment Day respectively, was unique in its own way not only aimed at cleaning the beaches, but also simultaneously drew citizens to volunteer for the clean-up of river - bodies of Mumbai too. **We collaborated with Mangrove Foundation in Jallosh 3 held in April undertaking 6 Mangrove Locations.**

“Project Mumbai partnering with citizen movement Carter clean up at Carter Road beach has been a very fruitful collaboration. We joined hands on Earth Day and then again on world environment day that brought together nearly 200 volunteers to clean up the beautiful stretch of beach and mangroves. Our collaborative effort helped clear and send for recycling nearly 800kgs of marine debris.

We at Carter clean up hope to have many such collaborations with Project Mumbai in the near future.”

This is what Ashwin Malwade, Head of Carter Clean-up had to say about the Jallosh initiative and Project 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 time we also had a huge Sand Art build at Juhu creating a widespread impact on people around.

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

The principal 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**.

Sand Art at Juhu on 24th April 2022



Laxmi Gaud Sand Artists, a group of local female sand artists joined at Juhu on Earth Day celebration at Jallosh. This Sand art at Juhu catered huge response, spreading awareness over the place.

Jallosh Clean Coasts – Execution

Jallosh 3 was held on 23rd & 24th April and Jallosh 4 was held on 4th June, an event wherein we had 11 locations & 7 locations respectively including beaches, rivers and mangroves. Core team member from Project Mumbai were present at all location representing the organization and acquainting people with Jallosh initiative; accompanied by 2-3 volunteers at all each location helping the representative to carry out the clean-up smoothly. Role of volunteer includes taking almost all the materials (masks, gloves, garbage bags etc) from the project Mumbai office 3 days prior and bring it at the location on the day of the clean-up. In Both the edition of Jallosh as per the participants more than 800 masks, 700 garbage bags, 1500 pairs of gloves **each day** and for all volunteers T-shirt and caps were provided. Seven local Champion Partners were the guiding light at these dedicated locations for the volunteering Mumbaikar. 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 labor and machine work required to clean just a stretch of 200 meters. 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. Timings for the cleanliness driver were chosen carefully to avoid scorching heat as well as high-low tide timings.

Challenge faced in Jallosh 3 was the strength of Garbage bags being low to carry a lot of plastic waste that we were able to overcome by providing raddi cement bags and Jute bags in Jallosh 4.

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 enthusiasm as this was not just an event rather each one from the organizing committee was driven by a noble goal of stopping plastic pollution to save water bodies of Mumbai.

Location and Location Partners

Jallosh 3

Girgaon chowpatty

Dadar Beach – Beach Warriors

Mithi mahim Causeway – Beach Please

Bandra Chimbai Beach

Mahim Beach

Juhu Beach – Beach Warriors

Versova Mangroves & Beach –
Mangrove Foundation

Carter road mangroves – Carter Clean
Up

Powai lake – Young Environmentalist

Mithi – Andheri east - Young
Environmentalist

Aksa Beach

Airoli – Beach Please

Nerul mangroves – Mangrove
Foundation

Colaba

Jallosh 4

Dadar Beach – Beach Warriors

Bandra Chimbai Beach

Juhu Beach – Beach Warriors

Mahim Beach

Carter Road Beach – Carter Clean Up

Aksa Beach

Powai lake



Jallosh 3 accumulated over 5000 participants including students from Thakur Engineering College, Xavier's College, Khalsa college, NM College, Chetna College, Nirmala Memorial Foundation College, ILCES College, Various local schools, Employees of L&T group, DCB bank, Silica Institute, Various foundation such as Make a Wish Foundation, NM alumni association, Juhu Group, first course, Lions Club and Race course and many more organizations joining in the last moment

Jallosh 4 had over 2000 participants being a one-day event including corporates like Rotary Club Sobo, Blackbox, Capgemini, JP Morgan, Dupont, Coca-Cola, Interact Club, Connect For, NCC Cadets, Oracle, Work, Ctrl M, Chetna College and L&T. On the next day 5th of June, we had collaborated with IIT Bombay fest - Abhudhay under the Flagship of Jallosh and conducted a beach cleanup drive at Powai Lake.

Jallosch Clean Coasts – 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 realization 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.

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.

Jallosch 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.

Jallosch 3 witnessed over 5000+ participants and Jallosch 4 with over 2000+ participants being held for a one day, accommodating more than 50+ organizations. As a result, Plastic waste collected was around 2.5 tons in April and 2 tons in June. It created awareness on large scale.

Gallery

Dadar Beach



Mahim Beach





Juhu Beach



Aksa Beach



Bandra Chimbai





Carter Road



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, corporate and government organizations together and worked towards a collaborated effort for to bring about an 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 Recyclothron and Jallosh-Clean Coasts, protecting MMR's water bodies from plastic pollution.

We plan to undertake the behavioral 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). The Mumbai Plastic Recyclothron is programmatically organized every single month with around 1-1.5 tons plastic collected every month. We are focusing on recycling Ocean Plastics and converting them into city amenities giving back to society.

Jallosh being our flagship program we plan to conduct it monthly and quarterly making it a corporate volunteering program, engaging with Mangroves sites more and more.

TOI

City

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Mumbai: Waste warriors save beaches, rivers and lakes from 15,000 kg of plastic trash

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Medical students took part in the beach clean-up 'Jallosh' by Project Mumbai at Juhu Koliwada.

MUMBAI: Over 5,000 volunteers cleared nearly 15,000 kg of waste mainly containing plastic from across 17 water bodies including beaches and rivers in just two hours over the last three days (April 22 to 24), the country's biggest ever water bodies clean-up festival. Volunteers belonging to 50 plus organisations participated in the drive called 'Jallosh Clean Coasts' that was led by Project Mumbai.

Jallosh Foundation to conduct beach clean-up drive

By Kanak Deokar

Jallosh Foundation is conducting a beach clean-up drive on 4th June, 2022 (Saturday) across 8 locations in Mumbai. These locations include Bandra, Dadar, Juhu, Powai lake etc. The drive will go on from 7 am to 10 am.

"This is the fourth drive of Jallosh. In every clean up drive, we have managed to cover almost 15 to 16 water bodies in Mumbai, which includes beaches, mangroves and rivers. People join us in large numbers in every beach clean-up drive", said Rupali Vaidya, head of the programme.

Jallosh - Clean Coasts and waterbodies is a project undertaken

by Project Mumbai to protect water bodies across Mumbai. Operation Jallosh - Clean Coasts and waterbodies is an initiative by project Mumbai, a not for profit organization. 1500 people from various places have already registered for volunteering.

"People who would like to be a part of this beach clean-up drive can join team Jallosh at Bandra bandstand and Dadar beach. The volunteers will be guided by our support team which will work with them to clear the plastic waste, segregate the plastic from non-plastic waste. The volunteers will also get a certificate as a Jallosh Champ a week later,"

added Rupali.

"After being a part of 3 beach clean-up drives, I have realized that plastic is very harmful not only to the environment, but also the aquatic plants and animals. We saw a tortoise lying dead on the shore of Juhu beach. There was plastic in its throat because of which it could not breathe. Recently, at another beach clean-up drive at Juhu, we saw a dead fish which had a ball inside its mouth. It breaks my heart to see how people do not care about the environment and take their things back instead of throwing them away in the sea", remarked project management intern, Krupa Thakkar.

Testimonials

This is what Ashwin Malwade, Head of Carter Clean-up had to say about the Jallosh initiative and Project Mumbai

"Project Mumbai partnering with citizen movement Carter clean up at Carter Road beach has been a very fruitful collaboration. We joined hands on Earth Day and then again on world environment day that brought together nearly 200 volunteers to clean up the beautiful stretch of beach and mangroves. Our collaborative effort helped clear and send for recycling nearly 800kgs of marine debris.

We at Carter clean up hope to have many such collaborations with Project Mumbai in the near future."

From Atharv Kulkarni, who represented Project Mumbai at Bandra Beach in Jallosh 4

"Jallosh is not only an initiative but an emotion. Project Mumbai is doing an incredible job by motivating people to care for the environment. Plastic pollution necessitates that we all reduce our usage of plastic and recycle it appropriately. Volunteering is essential because individuals who care about the same causes unite and act together. My experience has given me a great sense of accomplishment in being able to share my abilities while learning to empathize. I appreciate their faith in me and want to contribute to their growth in the upcoming years. We can learn from one other's different perspectives on the same issue. Hopefully, one day we won't need beach clean ups to keep our coastline pristine but meanwhile, initiatives like these are fantastic and worth joining. Lastly, Mumbai ke liye kuchh bhi karega!"

Rotary Club Sobo Head, Kaikini Heather after the event took place at Dadar (Jallosh 4).

"Video n pics...huge tx to all of u for participating today 🙌🙌, amidst studies, schl resumption, work, personal commitments, travel n more....rock stars all!!

Tx to the organizers, Project Mumbai n Jallosh, environmental patriots n impact leaders. Lk forward to the next rendezvous!"

Vandana Barkur from Oracle commented after the end of the event

"Thank you, Project Mumbai for a well organised clean up drive. Feeling proud after seeing the clean patch of beach that we worked on. 🙌"

Madhuri Salve, a very committed volunteer at Jallos

"Pleasure to be Part of Jallos ... Rightly said by Shivanieach every participants were enthusiastic to keep our mother earth and natural resources clean.

Looking forward to have such events sooner

Thanks

Happy Earth Day 🌍🌍🌍"

Feedback from employees at L&T Hydrocarbons

"Most of Volunteers have mentioned the following:

Well organized.

Environmental Awareness

During mangrove cleanup more equipment to be available.

Will bring the Learning into the consciousness"