



PROJECT MUMBAI.org

People. Purpose. Positive Change.

THE MUMBAI PLASTIC RECYCLOTHON 2022 - 2023

Public Service Initiative Partner



L&T Energy
Hydrocarbon



www.projectmumbai.org

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1. Acknowledgement

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 an initiative to inculcate a **positive behavioural change** in terms of **Reducing** plastic waste from our daily use, **Reusing** the plastic items whenever we can, **Refusing** the single use plastic and then **Recycling** the plastic which we use.

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. Project Mumbai is thankful to our Green Champions, who manage our drop locations voluntarily, offer their space, energy and time for recyclothon drives each month.

We were delighted to have the support of L&T Energy Hydrocarbon as our Principal partner in this Public Service Initiative.

In other roles, Shakti Plastic Industries are working on the recycling support and the Maharashtra Pollution Control Board was the information and knowledge partner.

2. Background

We use plastic for the low cost of it but what we don't realise is that we end up paying a much higher cost for using it. The cost of our lives, health, the earth and our future generations.

Our future is grim if we don't take plastic and the negative impacts that it has seriously.

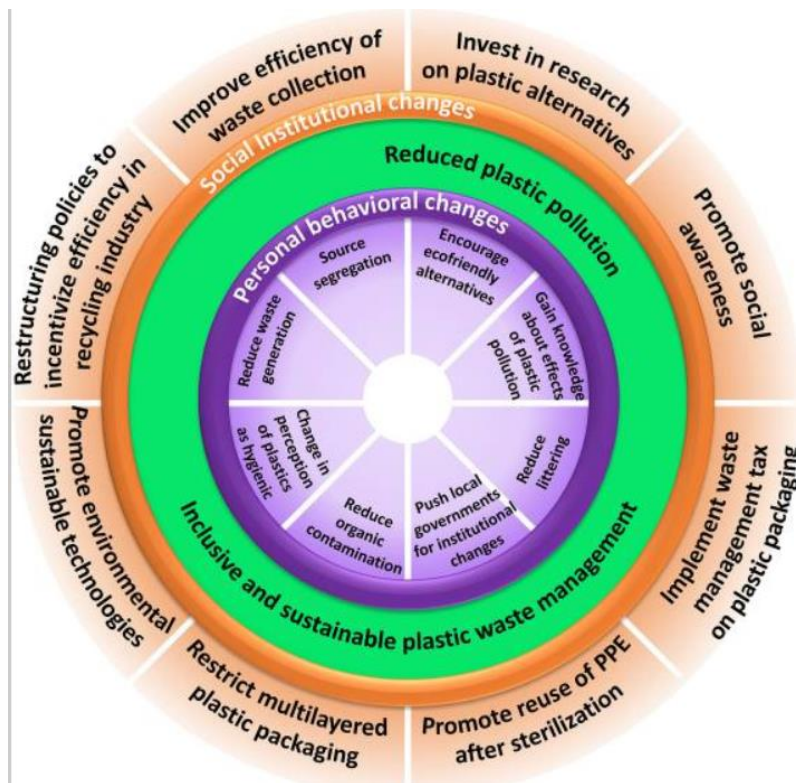
The rapid rate of urbanisation and development has led to an increase in consumption of plastic products vis-à-vis plastic waste generation. Plastic waste constitutes a significant portion of the total municipal solid waste (MSW) generated in India. Plastics are non-biodegradable and remain on earth for thousands of years. Due to their flexibility, durability, water resistance, and affordability, plastics have fuelled scientific and technological innovations in every sector possible. Plastic has become an inevitable part of our lifestyles. 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 the 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.

Single use plastic has become a daily affair in today's life. We use plastic in many forms from plastic bottles to plastic bags. The most common format is polythene shopping bags and packaging material. Single use plastic when not properly disposed it gets deposited in the nature either in landfills or it pollutes water bodies. It shows very harmful effects on the ecosystem. Plastic as well as microplastic, when injected in the body, causes harm to Animal species.

The government, centre as well as state, have made multiple laws and regulations, time and again, for Segregation, Collection and Disposal of Plastic Waste. Maharashtra Government banned the use of single-use Plastic (SUPs) in October 2018, from where the genesis of Plastic recyclothon has come. To phase out select SUP items by 2022, the Ministry of Environment, Forest and Climate Change (MoEFCC), Government of India notified the Plastic Waste Management Amendment Rules, 2021, on 12 August 2021. The national ban includes 21 SUP items. These items are categorised under: (i) carry bags that specify minimum thickness in case of polythene bags and minimum weight in case of non-woven bags, (ii) plastic sticks, (iii) packaging/wrapping films, (iv) cutlery items, and (v) other items that include PVC banners, plastic flags, polystyrene for decoration (thermocool), straws, plastic sheet, and pan masala packet.

The mismanagement of plastic waste is causing serious environmental implications harming our land, water as well as air. Presence of microplastic in our water bodies and in the air we breathe is alarming. Microplastic is even found in various species in the food chain. Improper disposal of plastic waste is also one of the factors behind the rising number of flooding situations in urban areas.

The steps of plastic waste management can be explained from following illustration :



The first and foremost step of plastic waste management is **behavioural changes** towards reduced usage of plastic items.

Although placed at the bottom of the scientific disposal pyramid, landfilling is one of the prominent ways of plastic waste management, especially in the developing world. Notwithstanding the fact that landfilling causes less CO₂ emissions (253 g per kg) compared to incineration (673–4605 g per kg), unsanitary dumping of waste leads to tremendous space constraints, leaching of harmful chemicals, and can also result in open surface fires in dumps, often resulting in the release of harmful air pollutants like dioxins and furans. Moreover, the rise in plastic waste generation, disrupted recycling markets, capacity constraints experienced by incineration, are causing increased load on waste dumps, and landfills overwhelming their capacity.

The 3Rs of Solid Waste Management that is “Reduce, Reuse. Recycle” play very important role in proper management of plastic use.



The Perils of plastic pollution have mobilised global institutions like the United Nations to give emphasis on plastic recycling and gradually reduce our plastic usage in our daily activities. In September 2015, the General Assembly adopted the 2030 Agenda for Sustainable Development that includes 17 Sustainable Development Goals (SDGs). Many of these goals like clean water and sanitation, Sustainable cities and communities, life below water, life on land and climate action focuses on systematic elimination of harmful plastic waste from our lives.



17 Sustainable Development Goals adopted by UNGA

3. Introduction

The impacts of plastic on the environment have recently come under global scrutiny. Plastic is notoriously hard to regulate since it has seeped into everyday usage. Plastics and plastic-based materials, being cheaper than other raw materials, became manufacturing favourites in numerous industries. Government subsidies greatly reduce the price of recycled plastics, compared to other raw materials, but recycling rates vary greatly between countries and even cities.

To phase out select Single-use plastic items by 2022, the Ministry of Environment, Forest and Climate Change (MoEFCC), Government of India notified the Plastic Waste Management Amendment Rules, 2021, on 12 August 2021. More than 21 specific single-use plastic products have been banned in India, which include plastic sticks, cutlery, plastic bags under a specific thickness, and many other daily-use items. This ban has been implemented for over 12 months, but there is little visible impact on the ground. Single-use plastic products continue their prolific engagement with daily citizen life. The absence of cheap alternatives, effective public engagement and concerted action by end consumers (refusal to use), negate the effectiveness of this ban.

Out of India's annual plastic waste, only one-fourth is recycled due to poor waste management and excessive dependence on cheap labour to employ as plastic pickers (rag pickers). When the single-use plastic ban came into force in 2018, Project Mumbai saw an opportunity to involve citizens in managing plastic waste and adopted the plastic recyclothon as one of its flagship projects.

The Mumbai Plastic Recyclothon

Project Mumbai began plastic recycling immediately after the plastic ban, seeing the need to dispose of plastic trash responsibly. In October 2018, the inaugural 'Plastic recyclothon' was held. The primary goal of this effort is to raise awareness about living a plastic free lifestyle and to instil a positive behavioural shift among Mumbai residents in terms of minimising irresponsible plastic waste disposal techniques.

The October 2019 campaign was pivotal, with over 1.25 lakh citizens donating plastic, which launched this recyclothon straight into the Limca Book of Records [Edition 2020] for the greatest citizen-driven voluntary initiative for plastic waste management. The plastic Recyclothon conducted after that were well received as well, and marked us collecting 17,000 kgs of plastic in 2022.

Our Plastic Recyclothon has aided in diverting thousands of kgs of plastic away from Mumbai's landfills, and also installed about more than 100 recycled benches in MCGM gardens and other public places.

We are pleased to have L&T on board as our primary partner in this Public Service Initiative as well as Shakti Plastic Industries, who serve as one of our recycling partners. The Mumbai Plastic Recyclothon has emerged as one of the largest Public-Private-People Partnerships for a Cause, thanks to the backing of numerous Mumbaikars and like-minded organisations

4. Mumbai Plastic Recyclothon Monthly Drives

4.1 Planning and Process

Project Mumbai conducts Plastic recyclothon drives every month, mostly coinciding with 4th Saturday of the month. To participate, we open the registration on our website 15 days before, mentioning the drop locations details and dates.

There are nearly 35+ drop locations across Mumbai and 1 in Navi Mumbai. These Drop locations are entirely managed by people on voluntary basis. We call them our Green Champions. They gave their space, time and energy.

Plastic collection is arranged on Saturday. We ask citizens to donate their plastic waste to nearby drop location of their choice on day before, Friday.

On the day of the drive, we operate 5 trucks (3 tempos and 2 8 tonne trucks) divided in 5 routes covering all the locations. Trucks are accompanied with driver and 2 helpers to pick up the plastic waste. 5 Volunteers accompany each truck for guiding the driver with locations, maps and also clicking photos and other updates.

Housing Societies As our Regular Drop Locations.

<u>Name</u>	<u>Address</u>	<u>Area</u>
Aparna Joshi	Navy Nagar	Colaba
Prachi Merchant	CBD Residents' Agro Society, Sector-9, CBD Belapur.	CBD Belapur
Shivali	"Il Palazzo bldg, Little Gibbs Road, Near Malabar hill club, Malabar hill."	Malabar Hill
Ishwara	Home villa, 48 Krishna Sanghi path, near August Kranti maidan, Lane next to Gamdevi =police station, Mum - 7	Gamdevi
Sonia Chhoda	"Miraway CHS, Sitladevi Temple Road, Mahim, Mumbai-16 [lane between Vodafone and Petrol Pump facing Victoria Church]."	Mahim
Priyanka Iyer	"Utopia Garden Grove-phase 2 Chikwadi, Borivali west, 1 st parking space at ground level, behind watchman's area"	Borivali West
Edison	Madonna colony	Borivali west
Asmita	Shreeji tower, silver Sarita complex, Vinay Nagar	Mira Road East
Sonia Lobo	Hrishikesh Building, David villa	Dahisar west

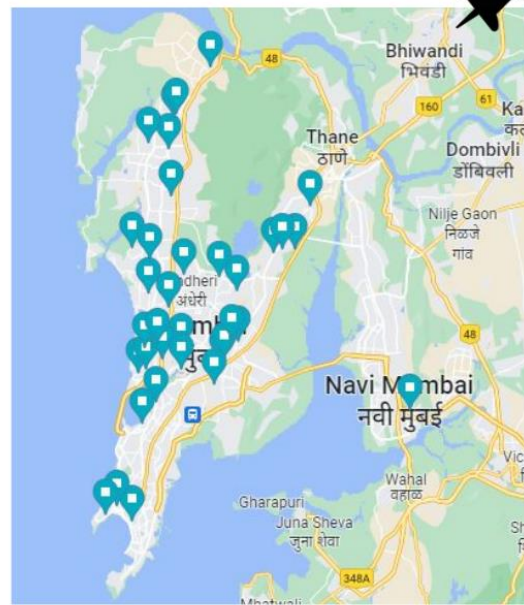
Veena Gholap	"Saideep 2, Sindhi Society, near Swami Vivekananda school."	Chembur East
Milind	Building No 56, Tilak Nagar , Chembur	Chembur
Lynette Fernades	Bennlynn bungalow, Nav Lok Priya CHSL	Bhandup East
Nazia Shaikh	Dreams complex, Bhandup	Bhandup
Manoj Jain	Samrddhi Garden LBS Marg	Bhandup
Priya Parab	Lok Everest	Mulund
Robin	"Framps Villa, CST Rd, opp Mumbai University campus, Kalina, Mumbai - 400098"	Santacruz
Minal Punjabi	Serenity, Turner Road	Bandra West
Mandeep Simran	Dharmi Niwas, Ram Krishna Mission Marg	Khar West
Rhea Chabria	Daffodils Apt, off Gulmohar Road, Juhu	Juhu
Madhulika	Silver springs, near green acres, Lokhandwala	Andheri West
Sujata	Kia Park CHS, Opp Country Club, Prathamesh Complex, Veera Desai Road Extn, Andheri	Andheri West
Smita Inamdar	Anil Bunglow, road #1, Hanuman Road, next to parmar building, Vile Parle East, Mum- 400057	Vileparle East
Deepa Thakural	Thukral Palace, 1st Floor Shre Punjab, Opp Sher-e Punjab Gymkhana, Mahakali caves road, Andheri East, Mumbai 93	Andheri East
Sulekha	B-12-192- Tapovan, Chittaranjan Nagar, near Raja wadi hospital	Ghatkopar east
Sona Bhattacharya	Godrej central, shell colony Chembur	Chembur East

Educational institutions as our regular drop locations/ collection centres	Corporate offices as our regular drop locations/collection centres
<ol style="list-style-type: none"> 1. St. Joseph Bandra 2. St Xavier's Boys academy 3. St Andrews college 4. Pratham school, Wadala 	<ol style="list-style-type: none"> 1. L&T Powai 2. SEBI Bhavan, Bandra

DROP-OFF LOCATIONS

There are 35 locations spread all across Mumbai. These includes

- 4 Schools
- 26 Housing Societies
- 2 Corporate Organization



Mumbai Map with all the drop locations pinned

4.2 Response and impact

With each monthly drive we manage to prevent 1000-2000 kg of plastic being sent to landfill and oceans. People at large participate in the monthly drive. We have 100+ registrations each month via our website. There are large communities like Navy Nagar, Agro society, Vileparle community etc where 50-100 families donate their plastic waste. Housing societies like dreams complex, Godrej central where nearly 400 flats participate. School and college children of St. Andrews, St Xavier's boy's academy etc participate by bringing their plastic waste to school which is then collected and sent to recycling. By end of each drive, 2-3 trucks are sent to recycler, full of plastic waste.

The immediate outcome of plastic recycling drive is nearly 2 tons of plastic being prevented from going to landfills or reaching to water bodies. The larger impact of plastic recyclothon is about making people conscious about plastic items they use, mindful about segregation and storing of plastic waste and donating it for recycling.

<i>Month</i>	<i>Weight Collected aprox</i>	<i>No of people impacted aprox</i>
<i>April 2022</i>	1460	26000
<i>May</i>	1600	15000
<i>June</i>	1200	19200
<i>July</i>	1633	17200
<i>August</i>	908	18000
<i>September</i>	230	22400
<i>October</i>	1870	30296
<i>November</i>	1420	22072
<i>December</i>	1670	28616
<i>January 2023</i>	1680	24768
<i>February</i>	1500	25952
<i>March</i>	1050	26240

Most important impact of the plastic recyclothon is bringing positive behavioural change amongst people and making people mindful about the usage of plastic and thereafter proper disposal of plastic consumed. Citizens become more mindful about the plastic waste they produce and hence they clean it, and store it for entire month till they can drop it for recycling.

Behavioural Change: One of the most positive impacts of this action-based initiative was a change in people's behaviour and attitude. Across residential complexes, offices and schools, individuals realised the necessity to reduce plastic consumption and the harm it was causing.

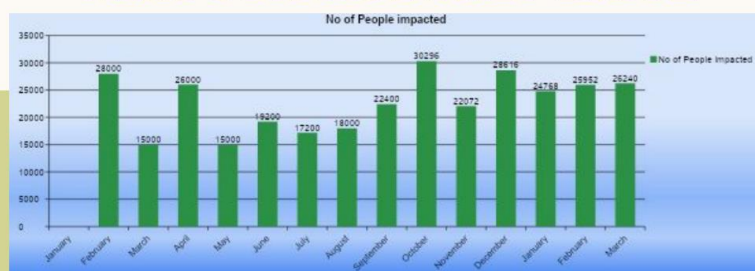
Refuse: After the past drive there were several instances of geographies from where people called in to say they have ensured that the local vendors stopped providing amenities such as grocery and vegetables in plastic bags.

Demonstrative Recycling: Project Mumbai has chosen a unique action-oriented manner of building people's belief into what and how plastic can be recycled. **Building trust through recycling.** Nearly **20 tons** of plastic waste collected in these monthly drives was recycled into nearly 80 benches, 50 dustbins. These recycled amenities were given back to society

PLASTIC WASTE COLLECTED IN MONTHLY DRIVES



NO OF PEOPLE IMPACTED THROUGH MONTHLY DRIVE



On average nearly 23000 people are impacted per Monthly drive



Helpers picking up the waste and placing it in trucks



Green champions who manage our drop locations



Plastic donated by citizens kept at drop locations



Our volunteers who go on each route and help with coordination

5. Awareness Sessions

The main objective of the Mumbai Plastic Recyclothon is bringing positive behavioural change amongst citizens and one of the best ways of bringing any change is through Awareness sessions. Through awareness sessions we try to reach out to people of all walks of life. From School children to corporate employees. We conduct awareness sessions in housing societies with the families. We explain them the harmful effects of using plastic especially single use plastic. Session also covers how we are contributing to larger crisis of global warming and types of pollution plastic is causing.

Output of awareness sessions are employees, students, families focus on segregation of plastic waste at household levels. They then decide to participate in recycling drives and they become the drop points. They also pledge to eliminate SUPs from their lifestyle and overall shift to lower plastic consumptions.

Awareness Sessions conducted at various schools	Awareness Sessions conducted at various Housing Societies
Garodia School, Ghatkopar	Madonna colony, Borivali
Divine Child High school	Runwal Heights, Mulund
Mulinche Samarth Vidyalaya, Kalina	Lok Everest, Mulund
IIT Bombay	Kalina Housing Society
Vissanji Academy, Andheri	Laxmi CHS, Khar
Kalina Municipal UP Hindi High school	
Fazlani L'academie Globale	
Pratham School, Wadala.	

Awareness Sessions conducted at corporate organisation	Awareness Sessions conducted at religious institutes
SBI CAG	Ganpati mandal, BDT chawl, Mumbai Central
Sultania Trade	Thakurdwar Church



Awareness sessions in educational institutes



Awareness sessions at religious institutes



Awareness sessions at housing societies

6. Public Outreach Programme

6.1 Awareness sessions conducted on Metro stations about Plastic Recyclothon

As India celebrates Daan-Utsav between 2nd October to 8th October, Project Mumbai decided to urge the citizens of Mumbai to give their contribution to this festival, via the “**Mumbai Gives**” initiative. Citizens donated their books, toys, clothes, E-waste, as well as their plastic waste. During Mumbai Gives, we conducted awareness sessions on busy metro stations plastic recycling and asked Citizens to Donate Plastic Waste.

The objective of the drive was to make people aware about recycling of plastic and proper ways of plastic disposal. We carried bins with us for people to drop off their plastic in the bin. Metro passengers participated in this awareness/ collection drive. They showed interest in learning the ways of proper recycling of their waste plastic like plastic bottles, Wrappers, plastic carry bags etc. They threw their plastic waste in designated bins that we had kept. That plastic waste collected then was sent to recycling. To conduct awareness, we distributed the brochures of our Plastic Recyclothon Program, and asked people to register on our website to take part in it, so that they can dispose of their household plastic waste to the nearest drop off once every month.

Location	DN Nagar Metro Station		Airport Road Metro Station	
Date	2nd October	8th October	2nd October	8th October
No of people reached	5-10	2-3	60-65	100-120
No of people impacted	20-40	6+	250+	400+



Desk Setup at Metro Stations for Plastic Recyclothon Awareness

6.2 Awareness sessions conducted in Bartar Bazaar and Vyapari Mela

Project Mumbai attended Barter Bazaar this year at Shyamnarayan Thakur High School, Kandivali from 9:00am -3:00pm. Barter Bazaar is an effort to promote sustainable living by bartering your plastic waste to recycled plastic pencil box.

At our stall we arranged to receive plastic from individuals, families and even organizations. We carried our pencil boxes, made out of recycled plastic, that we offered to donors who gave us two kilograms of plastic. We managed to collect 21 kilograms of plastic. We received twenty registrations from people who are willing to add value to the environment by working for it





The plastic donors, with their donation and the recycled compass boxes that we offered in return.



Project Mumbai coordinators At Barter Bazaar Stall

Vyapar Mela

- On 15th January 2023, Project Mumbai set up a Stall for awareness at the Vyapar Mela from 9am to 6pm.
- We distributed brochures which had information on The Plastic Recyclathon for awareness.
- The footfall at the stall was 40-50 people, some of which also donated plastic bags and other plastic items for recycling to us. At the end of the Mela,
- the PET Bottles consumed at the mela were collected for recycling. As a result of this awareness session, the number of people impacted was 160-200.



6.3 Public Awareness through Future Tree

6.3.1 Future Tree Display at CSMT Station

- On the Occasion of Republic Day, Project Mumbai put up a Display of Artwork at **CSMT station.**
- This event also marked start of the initiative of making major local stations on Central Railway, Plastic free with the collaboration of Indian Railways.
- CSMT station is one of the largest stations of Mumbai in terms of footfall. Daily 1 Lakh plus commuters travel to and from this station.
- Theme of the Artwork was, “The Future Tree”. A tree made up completely of Plastic waste bottles, wires and cables.
- An 8 ft tall tree was set up at CSMT station through 26th January – 3rd Feb 2023.
- Along with the tree, recycled plastic benches, Dustbins were displayed at station. This helped people to understand better what happens to their recycled plastic.
- Creative informative banners were created and displayed.
- The event reached out to public at large. Many of them shared it on their Instagram/twitter handles. A Marathi newspaper also covered a story on this event.



Future Tree Installation at CSMT Station.

6.3.2 Future Tree Display at Kala Ghoda Art Festival

- Kala Ghoda Art Festival (KGAF) invited us to display our recycled plastic tree at the famous Rampart Road from 4th Feb to 12th Feb.
- Project Mumbai was also a sustainable partner with KGAF for collecting plastic waste generated during the festival.
- We collected plastic waste from three locations of KGAF. Cross Maidan, Cooperage Garden and Rampart Road. We had placed 40 collection bins in total on three locations along with the one volunteer at each location. The plastic waste collected throughout the day was then transported to the recycler at the end of the day, 10 pm.
- “The Future Tree”, Art work was setup at Rampart Road. Along with the tree, recycled plastic benches, Dustbins were displayed. This helped people to understand better what happens to their recycled plastic.
- One coordinator from Project Mumbai was at the location for distribution of brochures and conducting awareness with the people visiting the festival. Footfall was more than 500 on each day. Footfall was more than 1000 on weekends.
- Creative informative banners were created and displayed.
- The event reached out to the public at large. Many of them shared it on their instagram/twitter handles.



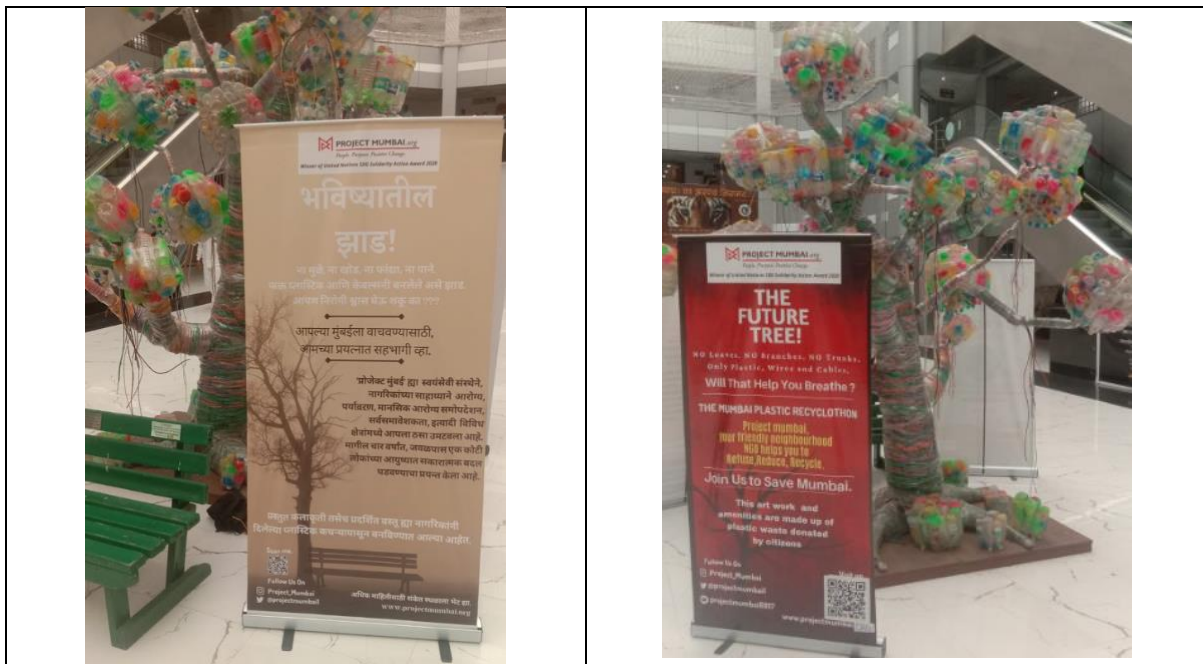
Future tree display at Rampart Road, Kala Ghoda



Recycled plastic waste bins kept at KGAF locations for collection of plastic waste

6.3.3 Future Tree display at Mantralaya

- The Future tree was kept for display along with the recycled bench at Mantralaya (Main state administration building of Maharashtra) from 22nd February till 7th march.
- It was displayed at the main lobby entrance of Mantralaya building hence it reached out to all the employees and visitors of the Mantralaya.



Future Tree displayed at central lobby of Mantralaya

6.3.4 Future Tree display at BMC Headquarters, CSMT



Future Tree Displayed at prestigious viewing gallery of BMC headquarters, CSMT

6.3.4 Future Tree display at BMC AMN Tower, L&T Powai



Future Tree at AMN Tower

7. Visit to Shakti Plastic Industry

Date	04/03/2023
No of attendee	15
Time	8 am to 4 pm
Venue -	Shakti Plastic Industries, Manor, District- Palghar

Brief –

Project Mumbai and L&T Energy Hydrocarbon planned a visit to our plastic Recycler. We started from AMN tower, L&T Powai, at 8.30 am. Attendees included L&T Employees, 2 Employees from Project Mumbai, 2 of our Volunteers who support us as drop off location for plastic recyclothon initiative. We were also accompanied by Journalist Ms. Tabbasum from DD news and her 2 crew members.

We reached at Manor's plant at around 10.30 am. After short break for refreshments, Mr. Nilesh from Shakti Plastic took us for tour of the plant. He and his colleagues showed us around the entire plant and explained about recycling with great details. We also had a chance to visit their labs where testing of plastic is done.

After this 2 hour visit, everyone sat down together for discussions and their takeaways about plastic recycling. Over the cup of tea, everyone enthusiastically shared their experiences, knowledge and also pledged to involve more and more people into plastic recycling. With the confidence of we would be able to save environment from evils of plastic by correct methods of recycling, we started our journey back to Mumbai.

Recycling Process

1. Segregation –

First and most important step of Recycling process is segregating waste.

Here Dry Plastic waste is separated according to their grade and color. MLP, LDPE, HDPE, PP and PET are the different grades of plastic in which plastic waste is divided. They are also separated based on colour. After Segregation, Plastic is treated further grade-wise.

2. Grinding –

Segregated plastic is grinded to make a semi-Finished product which is called "Popcorn" (Plastic Flakes). These plastic flakes too can be used in making multiple products.

3. Washing –

Segregated Plastic waste is washed with water using Machines to make it clean before it's processed further.

4. Agglomeration –

Agglomeration machines are used for physically transforming loose plastic material into chips suitable to be fed the hopper of an extruder.

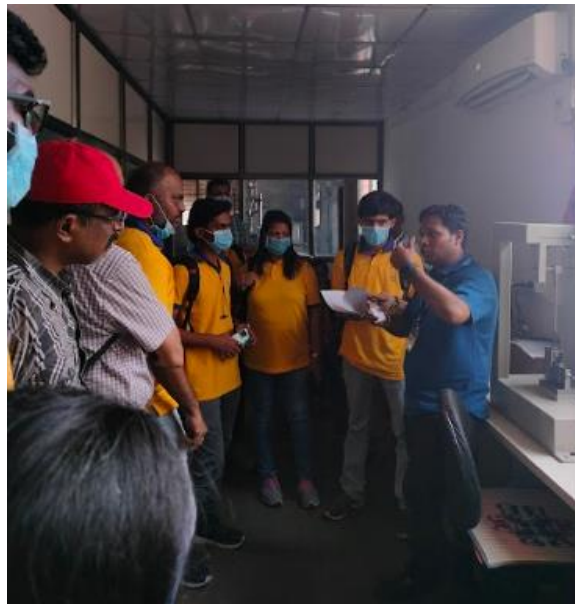
5. Extruder –

Extrusion consists of gradually heating shredded plastic particles to form a soft, viscous paste. This is then cooled down and cut into granules or pellets.

6. Moulding –

These Pellets are the final product of recycling. These pellets can then be moulded into different shapes and used for making new products. MLP granules are used in making of bench or other type of furniture items. LDPE granules are used in making recycled plastic items like dustbins, compass-boxes, pens etc.

Photos





Testimonials :

Mr. Robin (Our Drop-location Volunteer):

"Hi, My experience on the visit to Shakti Plastics:

When the bus entered Shakti Plastics compound my 1st thoughts were " OMG don't tell me that all the plastics i have been painfully collecting are just lying here !!". It when we met their staffer who took us around that I realised that SP gets plastics for recycling from many cities in India . Not just from PM. Appreciate the work done by the women (majority) in painstakingly segregating the different types of plastics. Based on colour & molecules. That visit was a real eye opener to know that plastics are recyclable many times. Also, the research that is done to make the recycled plastic to fit the requirements of their customers."

Mr. Edison (Our Drop-location Volunteer):

"It really helped me to understand how the plastic waste that we give is really recycled and put to better use rather than ending up in landfills , sea and rivers which cause land , water and environment pollution. It further motivated me to contribute more towards the cause in whatever way possible"

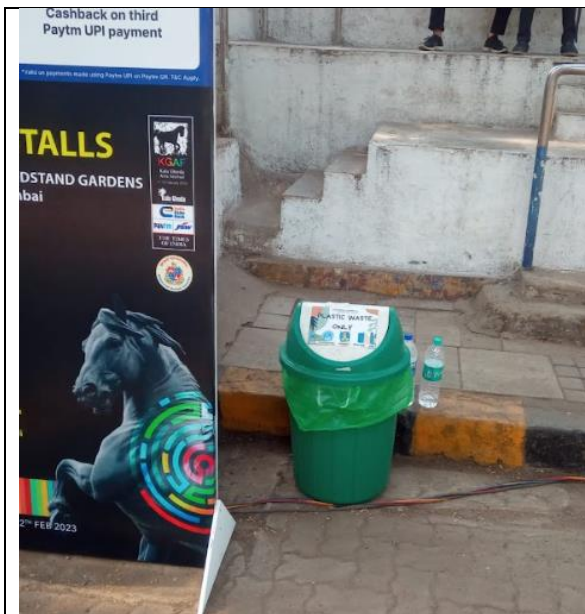
8. Recycled plastic amenities distribution

With nearly 20 tons plastic getting collected from citizens of Mumbai in a year, we send this to recycler and various recycled products are made. These recycled plastic products include garden benches, dustbins, pencil boxes etc.

- We distributed these recycled products back to the citizens. We distributed **pencil boxes** to school children including children of 'Pratham School'.
- The **waste bins** were distributed to the housing societies, colleges as a place to collect plastic waste. The recycled plastic bins were also used at KGAF for collection of plastic waste throughout the 10 days of event.
- **Garden Benches** made out of recycled plastic, are being placed in BMC gardens. Project Mumbai is also working on setting up community libraries in BMC gardens. These recycled benches have been kept to facilitate better reading experience.
- These **Benches** were distributed to housing societies and schools who act as our large drop off communities. It's a reward as well as tool of awareness for the citizens of donate their plastic waste. The new metamorphosized version of their plastic waste, also acts as an encouragement for them.
- Recycled plastic **pens** were distributed to winners of recycling contest held in March 2023 as a part of global recycling day celebration.
- Young kids who enthusiastically participate in Jallosch-beach clean-up events are also given **pencil boxes** as token of appreciation.



Pencil Box made out of recycled plastic waste distributed to children



Recycled plastic waste bins kept for collection of plastic waste during awareness events



Recycled plastic benches placed in Garden Libraries



Recycled plastic benches distributed back to our drop location volunteers

9. Global Recycling Day 2023

Global Recycling Day is celebrated on **18th March 2023** every year. This year our recycling drive coincided with global recycling day; hence we organised a friendly competition amongst the citizen. The drop location with highest number of participants and largest collection of plastic waste were declared winners. Individual winners received recycled plastic pen and winning drop location received recycled plastic bench as a token of appreciation.



PLASTIC RECYCLOTHION CONTEST

#KINDNESSCAPITALOFINDIA
#MUMBAIKELIYEKUCHHBHIKAREGA

Lets come together to celebrate Global Recycling Day.

YOU CAN WIN, IF YOUR DROP LOCATION HAS MORE THAN 25 REGISTRATIONS OR COLLECTS MORE THAN 200 KG OF PLASTIC WASTE OR BOTH !!!

- All the winning registrants will get interesting gift made out of recycled plastic.
- Winning Drop Location Institutions will receive a Bench made out of recycled plastic.
- FOR REGISTRATION:
<https://projectmumbai.org/the-mumbai-plastic-recyclothion/>

REGISTER TODAY FOR THE MUMBAI PLASTIC RECYCLOTHION AND BRING THREE MORE NEW PLASTIC WASTE DONORS.

Lets Create Behavioral Change. One Family at a Time.

Recycling Contest



WINNERS

Anil Bungalow, Vileparle East

Drop Location Managed by Green Champion Smita Inamdar

No of Registration 51

Amount of Plastic Waste 81 Kg



WINNERS

Framps Villa, Kalina, Santacruz

Drop Location Managed by Green Champion Mr. Robin

No of Registration 85

Amount of Plastic Waste 80 Kg

Recycling Contest Winners

Global Recycling award 2023

- Project Mumbai was recognised with global recycling hero award for 2023 for its contribution in the fields of recycling.
- Global recycling foundation is a London based organisation which recognises the efforts of people in the field of recycling.
- Project Mumbai was chosen from among 400 entries from 60 countries. Project Mumbai is the only Indian organisation to be recognised with this award.

10. Challenges and Way forward

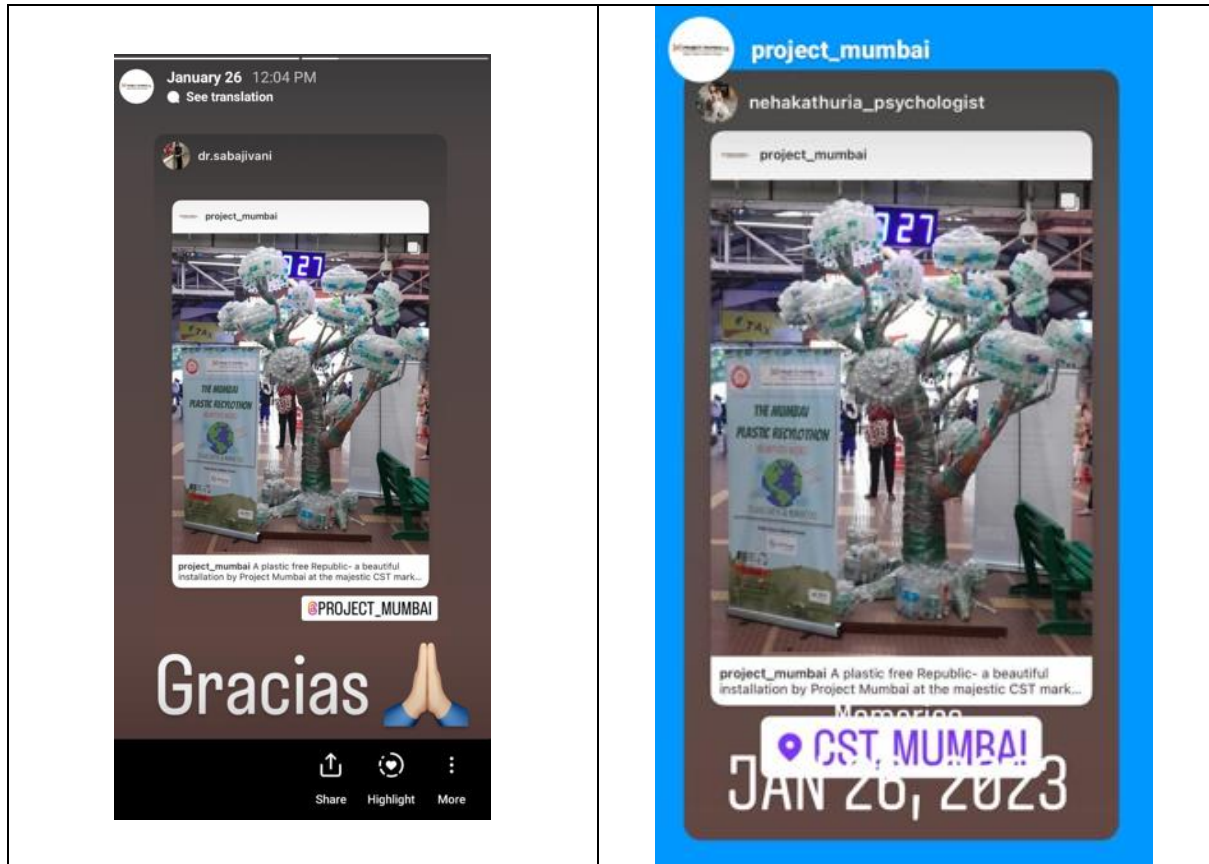
10.1 Challenges

- Logistics : Due to a very good response towards the contribution of plastic and increase number of drop location in different areas of Mumbai, cost of logistics is increasing.
- Cost of fuel : Cost of fuel has increased because more number of drop locations and more distance to be covered.
- Co-ordination : Sometimes there is lack of coordination between drop location volunteers and project Mumbai team.
- Volunteers : Finding Volunteers to take up the plastic recycloth drive is one of the most challenging issues faced.

10.2 Way Forward

- We will be Trying to create 1 school/college and 1 large community in all 24 wards of Mumbai as a large participant in plastic recycling
- We will take training sessions in schools/colleges more about Teaching segregation of waste.
- We will focus on taking more awareness sessions on importance of reducing plastic usage from their daily lives
- We will also use upcycling plastic workshops with schools/colleges/corporates as a medium to achieve more awareness.



11. Public Response on social media



Social Media Post



Newspaper article in "Navshakti"

 <p>central_railway</p> <p>Liked by anikett.raswee and 692 others</p> <p>central_railway A plastic free Republic- a beautiful installation by @central_railway @project_mumbai... more</p>	 <p>central_railway</p> <p>Liked by anikett.raswee and 692 others</p> <p>central_railway A plastic free Republic- a beautiful installation by @central_railway @project_mumbai... more</p>
<p>Social Media Post shared by Central Railway</p>	



Social Media posts KGAF



City NGO bags Recycling Heroes Award

Mumbai: NGO Project Mumbai and its initiative The Mumbai Plastic Recyclathon has received the Recycling Heroes Award 2023. From London-based Global Recycling Foundation, the award carries citation and a cash prize of \$1,000.

Chosen from among 400 entries from 60 countries, Project Mumbai is the only Indian organisation in this category to have won this award, which was announced on March 18, World Recycling Day.

The Mumbai Plastic Recyclathon inspires citizens to donate plastic waste month after month, which is recycled into amenities such as benches, garbage bins, pots and pencil boxes. The benches have been placed at civic gardens, schools and housing societies, and the pencil boxes have been gifted to children volunteers and civic schoolchildren. Started in 2018, the Mumbai Plastic Recyclathon has been featured in the Limca Book of Records (2020) as one of India's largest citizen-led plastic recycling initiatives. TNN

CITY NGO WINS INT'L AWARD FOR RECYCLING PLASTIC

MUMBAI: Project Mumbai, an NGO, which has been running The Mumbai Plastic Recyclathon in the city since 2018, was the only Indian organisation among 400 entries from across 60 countries, to be awarded at the Global Recycling Heroes Awards 2023, hosted by London-based Global Recycling Foundation. The award carries a citation and cash prize of \$1,000.

The Mumbai Plastic Recyclathon collects plastic waste from hundreds of thousands of citizens every month and then recycles it into amenities such as benches, garbage bins, pots and pencil boxes.

The initiative has also been featured in the Limca Book of Records, 2020, as one of India's largest citizen-led plastic recycling initiatives. HTC

SELFIE POINT GETS FUTURE TREE

S L Shanth Kumar



An installation by NGO Project Mumbai at the selfie point between BMC and CSMT, signifying how our future will be if we don't reduce the use of plastic. Each of the PET bottles, every inch of wire and film waste used in the installation symbolises the support and energy of Mumbaikars, translated into the recycled plastic bench

Times of India, 26th March, page 3.