



presents

# SwachaGraha<sup>®</sup>

start a green spot



*In association with*

Green Spot concept & strategy

**brand  
radianz**  
www.brandradianz.com

**tajct**  
THE INDEPENDENT COMMUNITY ACTION TRUST

**printo**<sup>®</sup>  
easy, one-stop printing

The SwachGraha campaign is a platform to create a movement, through a collaborative approach between Civil Society organizations(CSOs), Citizens, Organizations, Corporates and the Government to the burgeoning problem of Municipal Solid Waste.

The SwachaGraha campaign is a vibrant city wide campaign, initially in the city of Bengaluru, seeking to communicate the key tenets of solid waste management, ie. segregation of waste at source, home composting, waste management and get the stakeholder engagement leading to sustainable living, highlighting the importance of saying ' No to landfills' and growing ' Safe Food' .

## SwachaGraha | Vision



More than a million pledges,  
with more than a million homes starting the Green Spot.

# About SWMRT

Solid Waste Management Round Table, Bengaluru (SWMRT) is a voluntary group of individuals ,bringing their expertise as SWM practitioners, waste management solution & service providers, representatives of waste-pickers & waste workers, and individual activists, and collectively working towards the cause of sustainable decentralised waste management in Bangalore, since 2009.

## Other Campaigns



The first ever city wide recycling awareness initiative



To promote three way segregation with colour coding. It has been adopted by over 1 lakh households across Bangalore and in other cities as well. It is now the Law

## Awards

SWMRT received :

- the Namma Bengaluru Awards 2011 for the Best Community based group
- the Rotary Award for Best Social Community organization of the year in 2014
- the prestigious Karnataka State level - Environment Award 2015 for Institutions ,from the Chief Minister.

*In Association with*

*Green Spot concept & strategy*



*In Partnership with*



# Offices - Engagement Plan



This campaign provides you and your employees with an excellent opportunity to publicly demonstrate your commitment to the future of the city through sustainable development, by saying 'No' to Landfills, enabling and encouraging 'Safe Food'.

# Campaign at a glance

## The SwachaGraha Pledge Week (by the community)



Declare a SwachaGraha Pledge Week

Members of the participating office bring in vegetable/fruit peels from home during the week, and drop it into the Composting drum

Every Member to do an online pledge on [www.swachagraha.in](http://www.swachagraha.in)

## Green Spot Challenge (by the Individual)



Green Spot 1  
**COMPOST**



Green Spot 2  
**GROW**



Green Spot 3  
**COOK**

Motivate every Member to Start the Green spot

Use a Do It Yourself (DIY) composting method or buy the weekly challenge compost kit, put the organic waste into the composting bin and follow the compost method

## Begin the Journey



Create an in-house team of Green Spot volunteers

## Support

- Campaign Information Tool kit
- In-house Promos



## Share

Share your SwachaGraha journey  
and your Green spot Story

Website - [www.swachagraha.in](http://www.swachagraha.in)

Facebook page - [fb.com/swachagraha](https://fb.com/swachagraha)

Twitter - [@SwmrtBengaluru/Swachagraha](https://twitter.com/SwmrtBengaluru/Swachagraha)

Instagram - [SWMRT.Bangalore](https://www.instagram.com/SWMRT.Bangalore)

Support groups:

- <https://www.facebook.com/groups/267667793339034/>





## Begin the Journey

Create an in-house team of Green Spot volunteers.

Conduct a briefing on SwachaGraha for the Green Spot volunteers using the resources on the website [www.swachagraha.in](http://www.swachagraha.in)



# The SwachaGraha Pledge Week (by the Office)

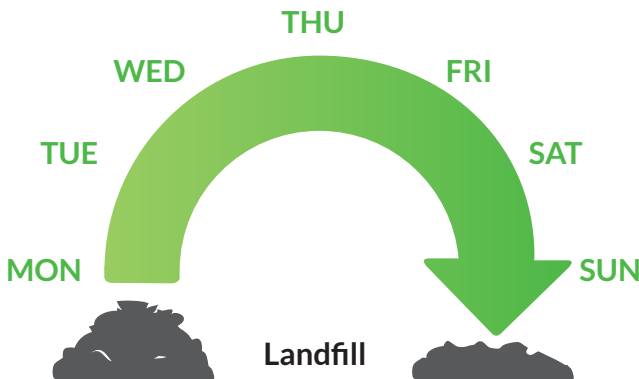


Declare a SwachaGraha Pledge week and launch the SwachaGraha Campaign in your office.

Bring each and every Member of the participating office, in contact with the SwachaGraha campaign Pledge and what it stands for.

The Pledge stands for a commitment to composting one week's worth of organic waste, thereby keeping it away from the landfill.

The pledge also stands for a commitment to start the green spot journey



# SwachaGraha Pledge Week Process

Set up a simple , common composting drum in the common area.

During the week, ensure every member, brings one day's vegetable and fruit peels from their homes and drops it in the composting drum. will take a handful of coco peat (available from our solution providers) and sprinkle on the waste.

This is their pledge. The Pledge card could be offered as a takeaway, in acknowledgement .

Make every pledge count. Pledge on the [www.swachagraha.in](http://www.swachagraha.in) website



# Pledge Week - Do's and Don'ts

## Preparation - Do's



Identify a prominent location for the Pledge taking area. If the campus is very large, identify a block wise Pledge taking area.



Identify Pledge taking Timings , when the Pledge area will be open



Place the composting drum, coco peat powder, and pledge cards there

Put up attractive posters around the Composting drum



Have a volunteer help desk at all times when the Pledge area is open



Put out information bulletins of the Pledge taking area with timings, Pledge taker do's and don'ts



Create a photo opportunity when they are taking the pledge

# Pledge Week - Do's and Don'ts

## Don't

Don't allow the composting drum to overflow

Don't allow the composting drum to be open when not in use



Don't run out of coco peat

Don't allow delegation, proxy pledge act

Don't provide vegetable and fruit peels. The Pledge act is valid only with vegetable and fruit peels that the Pledge taker has brought from their home.

## Pledge taker - Do's and Don'ts

Carry only fruit and vegetable peels



Carry in a reusable box without a liner

Don't use disposable containers like pouches, plastic covers, paper covers, thermocole/Styrofoam containers to carry the organic waste

Don't use plastic liners, paper liners in the box being used to carry the waste

Don't delegate or find a proxy. Only you can do it.

# Green Spot Challenge (by the Individual)



Green Spot 1  
**COMPOST**



Green Spot 2  
**GROW**



Green Spot 3  
**COOK**

# Green Spot Challenge - Objective



Green Spot 1  
**COMPOST**



Green Spot 2  
**GROW**



Green Spot 3  
**COOK**

Motivate every member to **Start the Green spot journey.**

Participants will create their **First Green Spot** - Produce compost from one week's daily fruit and vegetable peels and use it to nourish a growing plant in their home.

# Green Spot Challenge



Green Spot 1  
**COMPOST**



Green Spot 2  
**GROW**



Green Spot 3  
**COOK**

## Creating alternative behaviour

The common thinking is that organic Waste has to be thrown out or disposed off every day.

7 days



The Green Spot challenge, alternatively challenges that and suggests, we need to hold onto our organic waste .

The Green Spot challenge sets a new threshold , of holding onto the organic waste for a whole week by composting it.

## Image Building

The campaign has to bust the notion that composting is a difficult, dirty, smelly process.



The campaigns One Week Challenge kit will help in proving that composting is a cleaner option than leaving mixed waste in a bin and is as easy as making your cup of tea.

Anyone can do it.

# Green Spot Challenge



Green Spot 1  
**COMPOST**



Green Spot 2  
**GROW**



Green Spot 3  
**COOK**

## Impact

Members who participate in the SwachaGraha campaign will find it rewarding for more than one reason.

A chance to make an immediate and material difference - each participant can contribute by keeping one week of waste away from landfills



Learn scientific waste management - Hands-on exposure to the process of composting is the first step towards “adopting it as a way of life”. Some participants will be inspired to take it further and initiate community composting in their apartment or neighbourhood.

Great stress buster - Urban Farming is catching on in Bangalore! It's a great way to relax and reconnect with nature.



# Green Spot Challenge Process

**www**

Visit the SwachaGraha website [www.swachagraha.in](http://www.swachagraha.in) and make an online Pledge.



Use a Do It Yourself (DIY) composting method or buy the one week Challenge compost kit. Visit [www.swachagraha.in](http://www.swachagraha.in)



Put the organic waste into the composting bin and follow the compost method for a week.



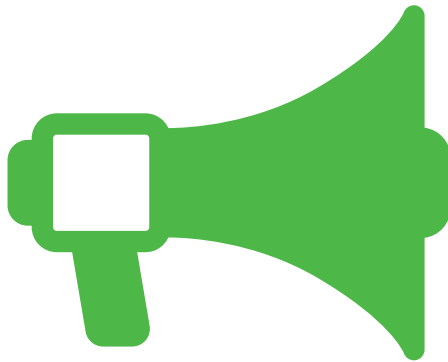
After completing a week of filling the composting bin, take a picture of yourself and the composting kit and post it on Facebook; Twitter; Instagram #SwachaGraha

**28 days**

Sit back and watch the compost get ready to use in 3-4 weeks time.

# Promote

(by the inhouse volunteers)



# Role of Green Spot (In-House) Volunteers



Green Spot Volunteers will reach out to every Pledge taker through email communication with links to useful resources and information, bulletins, calendar of events.

Ensure that each and every employee of the office participates.

Be a volunteer to assist at the pledge desk. Collect the pledge takers details and their consent to do a web Pledge sign up

Set up support groups for resolving doubts

Actively participate in ongoing SwachaGraha events in the campus like composting workshops,

Ensure success stories are broadcast regularly.

Volunteers take up the weekly challenge themselves and role model it.

# In-house promo ideas



Members may be more likely to participate if there are some short-term successes. Once they see tangible results, the risk of dropping out will be reduced. This information should therefore be made public

- The number of members who have taken up the 1 week challenge.  
Green spot volunteers could possibly take a survey.
- Invite uploading of 'My Green Spot story'.
- My Green Spot mock sign up
- Workshop by Compost Raja/ Compost Rani ( Members who have composted successfully)
- Workshop by Green thumb (Name of Member)( Member who is a successful gardener)
- Workshop by Master chef ( Name of )( Member who is a good cook)
- Competitions between departments on number of pledges, number of sign ups.

# General



## Green Spot Support

- Contact us at [swachagraha@gmail.com](mailto:swachagraha@gmail.com) to setup a workshop on composting and gardening by experts.
- Green team can conduct ongoing composting and gardening workshop using resources available on the website



## Information Tool kit

- SwachaGraha Campaign support [www.swachagraha.in](http://www.swachagraha.in) provides ready to use
- Campaign videos, Compost Kit suppliers listing;
- Soft copy of Posters , Banners, Pledge cards;



## Timeline

Plan the Campaign for a 6 month period , to see the full impact of the three Green Spots . Promote long term adoption, assess drop-out rate by the members.

# SwachaGraha | Vision



More than a million pledges,  
with more than a million homes starting the Green Spot.

## MILESTONE



Strive towards 100% participation

*All content in this document, such as text, graphics, logos, button icons and images is the property of SwachaGraha(R), its content suppliers and is protected by copyright laws. The selection, arrangement, and presentation of all materials in this document, and the overall design of this document is the exclusive property of SwachaGraha(R).*

*This book or any portion thereof may not be reproduced or used in any manner whatsoever without the express written permission of the publisher or without accreditation to SwachaGraha(R).*

*First publication - 2016*

# Start a Green Spot

*for a cleaner  
Bangalore*

I Pledge



**Let's rise together**

[www.swachagraha.in](http://www.swachagraha.in)