



KANPUR PLOGGERS

Annual Report

(2023-24)



Kanpur Ploggers Foundation
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MESSAGE FROM THE FOUNDER

DR. SANJIVINI SHARMA

The inspiration to start Kanpur Ploggers Foundation came from witnessing the growing littering problem on beautiful Ganga ghats of our Kanpur city and the urgent need to take action. I was convinced that if we came together as a community to address, we could achieve a lot. With this simple goal, to take positive steps towards climate action, this idea was born.

Our achievements speak volumes about the power of collective action. From conducting over 200 plogging drives & collecting tones of waste, to planting trees, empowering underprivileged women, and diverting waste for recycling, we have made a tangible impact on Kanpur's landscape and beyond. Initiatives like Project Sankalp, where we upcycled fabrics into reusable jholas, and our partnership with various organizations for recycling plastic waste, are testaments to our innovative approach to sustainability.

The real success lies in the awareness we have spread and the behavioral changes we have inspired. Every volunteer who picks up trash, every tree we plant, every fabric we upcycle, and every piece of plastic we recycle brings us closer to our dream of a cleaner, greener Kanpur.

Looking ahead, we aim to build on this momentum, expand our initiatives, and continue collaborating with like-minded individuals and organizations. To every volunteer, partner, and supporter, thank you for believing in our vision. Together, we are proving that small actions, when multiplied, can create a wave of change.

Let's keep plogging, planting, and protecting!!

VISION AND MISSION

Vision: We envision a world where communities actively engage in environmental conservation, transforming public spaces into clean, plastic-free zones. Through collaborative efforts, we aim to inspire a global movement dedicated to preserving natural resources and promoting sustainable living for the well-being of our planet and future generations.

Mission: Our mission is to raise awareness and champion sustainable practices that pave the way for a cleaner, greener, and healthier planet, ensuring a brighter future for generations to come.

Goal: Our goal is to foster environmental responsibility, mobilize communities and implement innovative strategies to combat pollution. By organizing plogging drives, tree plantation initiatives, and educational campaigns, we aim to achieve measurable improvements in waste management, enhance urban green spaces, and reduce the carbon footprint of our city.



At Kanpur Ploggers, we believe in the transformative power of empowering women, especially in villages along the Ganga Ghats. Through skill development workshops and entrepreneurship programs, we aim to provide women with opportunities to create sustainable livelihoods. By leveraging traditional crafts and eco-friendly practices, we strive to uplift their socio-economic status while contributing to environmental conservation. This initiative not only fosters financial independence but also strengthens their role as custodians of cultural and ecological heritage.

INITIATIVES IMPLEMENTED



SDG / Project	Plogging Drive	Project Sankalp	Project Prayas	Project Chaya	Project Punarjanam	Project Nandini	Project Hulladek
SDG 3: Good Health	✓			✓			
SDG 5: Gender Equality		✓				✓	
SDG 8: Economic Growth		✓			✓	✓	✓
SDG 9: Industry & Innovation			✓				✓
SDG 11: Sustainable Cities	✓		✓	✓			
SDG 12: Responsible Consumption	✓	✓	✓		✓	✓	
SDG 13: Climate Action	✓	✓	✓	✓	✓	✓	✓
SDG 15: Life on Land			✓	✓		✓	✓

IMPACT HIGHLIGHTS

15

metric tons of pollutants removed from Ganga

5000+

Volunteers engaged in various activity

5

Metric tones plastic recycled

188

Weeks of Plogging Drives till Dec'2024

50+

Collaboration with school and colleges

5+

MOUs signed in last 3 Year

1100

Trees Planted under project Chhaya

100

kg E-waste recycled under Hulladek

30+

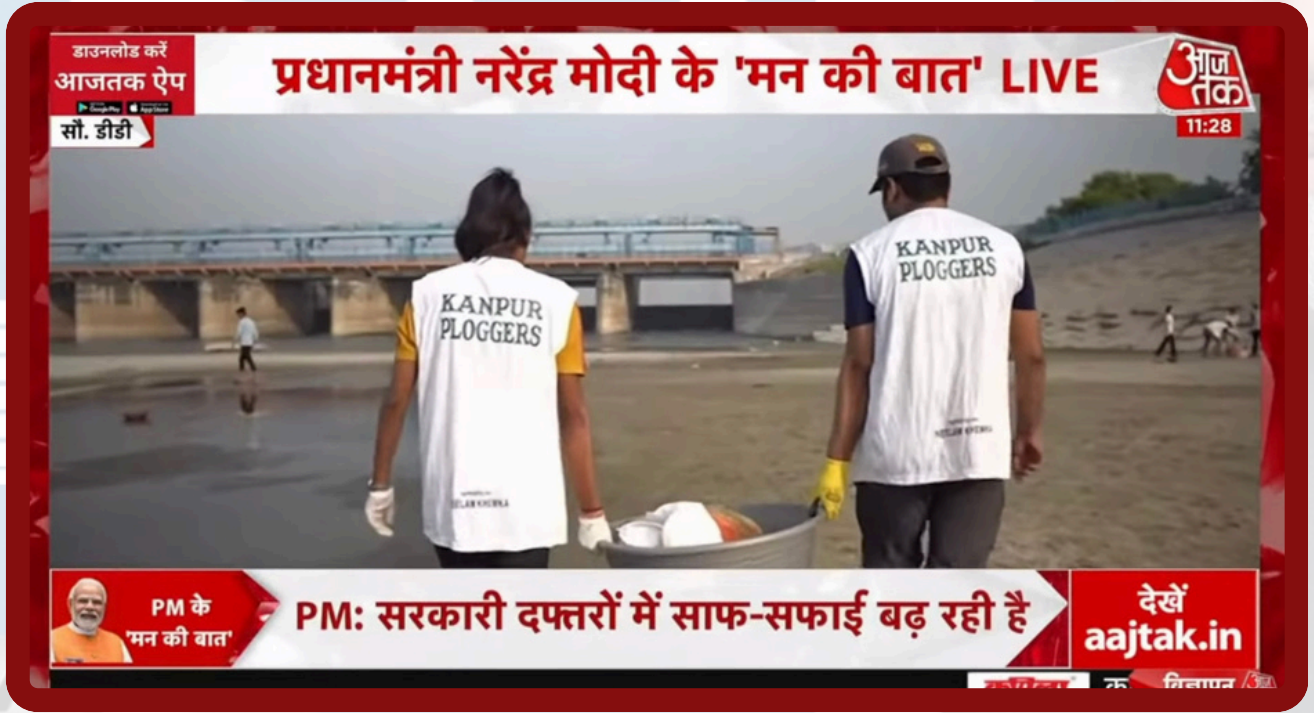
Public Places Covered under various activity

3000+

upcycled clothes bag distributed

RECOGNITION

- Featured on MANN KI BAAT Ep. 116 by PM Narendra Modi.
- Featured on BBC NEWS TV channel and Newspaper.
- Featured on THE BETTER INDIA platform.



PARTNERS



Hulladek
Hungry for Waste



giz Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

PLASTIC FISCHER



surya printers
you think it, we ink it

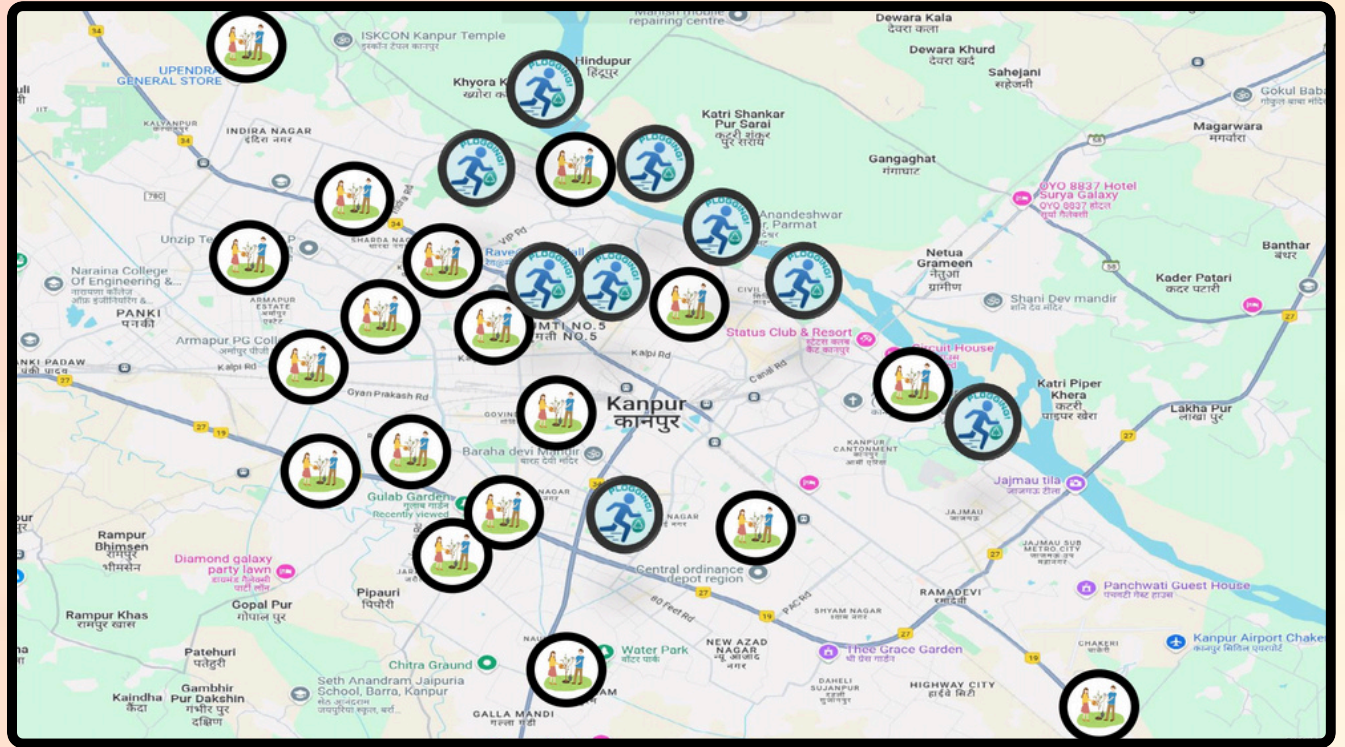
UpperCrust
Since 1998

The Chintels
RATANLAL NAGAR SCHOOL
AFFILIATED TO CISCE - UP143



कानपुर नगर निगम
Kanpur Municipal Corporation

LOCATIONS



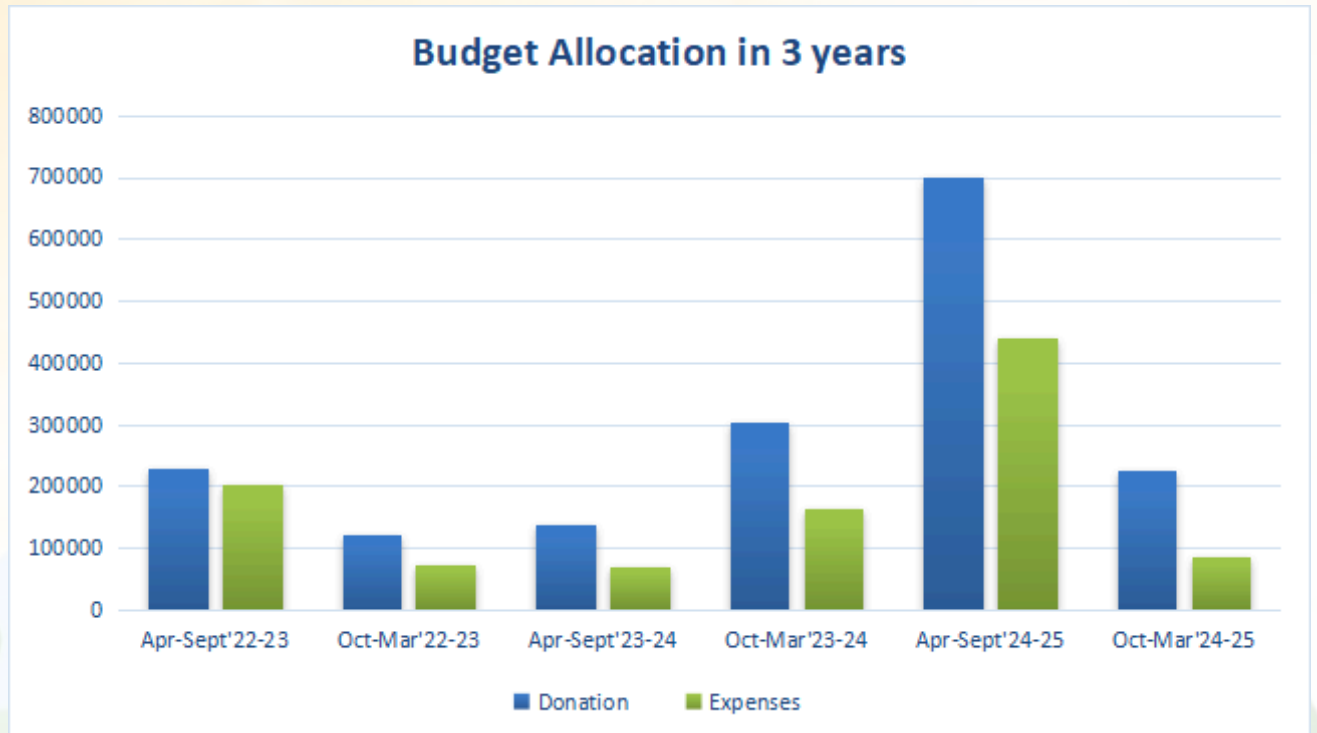
Plantation Location



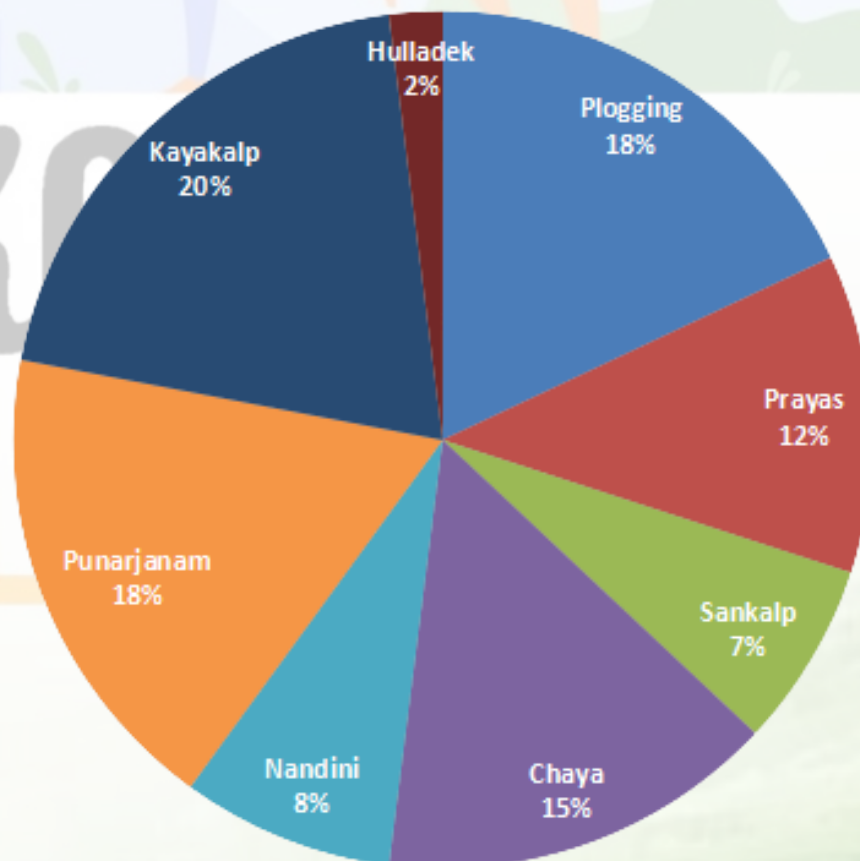
Plogging Location

Plantation Location	Plogging Location
SAF Ground	Atal Ghat, Ganga Barrage
Bachpan Park	Sarsaiya Ghat
Sec C Park	Ganga Barrage Ghat
Cantt	Nanarao Ghat
Nanarao Ghat	Parmat Ghat
Chakeri Park	Kanpur Zoo, Azad Nagar
Atal Ghat	Kargil Park, Moti Jheel
Mahakaleshwar Park	Moti Jheel Park
Ramleela Park	Sanjay Van, Kidwai Nagar
Devika Park	
Manas Park	
Tikoniya Park	
GGIC	
Primary School	
Jawahar Park	
Paryavaran Park	
Pioneer Society	
Sarla Vatika	

FINANCIAL STATEMENTS



BUDGET UTILIZED FOR SOCIAL DEVELOPMENT



PROJECTWISE BUDGET ALLOCATION IN PERCENTAGE

PLOGGING DRIVE



Objective: Clean public spaces, reduce plastic waste, and promote environmental awareness through weekly plogging drives.

Key Activities:

- Conducted drives every Sunday at key locations like Ganga Barrage, Atal Ghat, Kanpur Zoo and Moti Jheel Park.
- Collected 13 metric tones of trash in 2024, averaging **250 kgs per drive**.

Impact:

- Recycled collected plastic waste through **Plastic Fischer** under an MoU for responsible waste management.
- Engaged **1,300 volunteers**, fostering strong community participation.

Community Engagement:

- Collaborated with schools, colleges, and local groups to drive youth involvement.
- Strengthened partnerships with educational institutions for greater impact.

Challenges & Learnings:

Consistent volunteer mobilization required sustained awareness, but educational collaborations boosted participation.

Future Plans:

Expand to new locations, involve more institutions, and enhance recycling efficiency.



PROJECT SANKALP



Objective: To upcycle old fabrics, including religious poshaks, into reusable cloth bags, empower underprivileged women, and reduce the use of plastic bags.

Key Activities:

- Regular donation drives collected old fabrics and religious poshaks, which would have otherwise been dumped at the Ganga Ghats, causing environmental pollution.
- Upcycled 2,500 cloth bags (**jholas**) through stitching by Sushila and Khushbu, two women from underprivileged communities.
- Distributed jholas at awareness drives and sold them online and offline for a nominal cost of Rs. 10.

Impact:

- Financial empowerment of two underprivileged women, providing them with steady income and valuable skills.
- Reduced plastic pollution by promoting eco-friendly alternatives and preventing religious fabric waste at the Ganga Ghats.
- Fostered increased community awareness about sustainable living and waste management.

Community Engagement: Volunteers actively participated in fabric donation drives, while awareness campaigns encouraged community members to adopt reusable bags, creating a shared commitment to environmental conservation.



PROJECT PRAYAS



Objective: To collect, process, and recycle household and shop plastic waste into sustainable products like furniture and tree guards, reducing environmental pollution and promoting circular economy practices.

Key Activities:

- Established **10 collection centers** across Kanpur for clean and dry plastic waste from households and shops.
- Engaged **200 families** and volunteers in collecting and donating washed and dried plastic waste.
- Collaborated with an **EPR-certified recycler** to process the collected plastic into sustainable products.
- Created furniture and tree guards, with one tree guard utilizing **3,700 plastic packets**, highlighting the tangible impact of recycling efforts.

Impact:

- Diverted significant amounts of plastic waste from landfills and open dumping.
- Raised awareness among families and businesses about proper plastic waste management.
- Contributed to urban greenery by providing recycled tree guards and sustainable furniture.
- Strengthened community involvement in plastic waste reduction initiatives.

Community Engagement: Families, shop owners, and volunteers actively participated in collection drives, ensuring proper segregation, washing, and drying of plastic waste. Workshops and outreach programs promoted awareness about recycling and its environmental benefits.



PROJECT PUNARJANAM



Objective: To reduce waste generation by organising thrift sale and promoting the reuse of household items, preventing landfill contributions, and fostering a culture of sharing and mindful consumption rooted in the principle of “वसुधैव कुटुम्बकम्”.

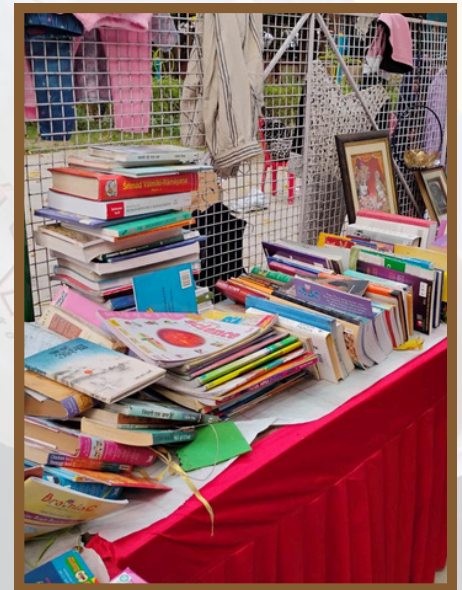
Key Activities:

- Conducted awareness drives and Encouraged citizens to donate unused items such as clothes, home decor, kitchen appliances, and books.
- Set up donation centers where participants could exchange items or make voluntary donations for additional items.
- Ensured quality and usability of items through sorting and redistribution.

Impact:

- **Donations Collected** over 2,500 items.
- **Exchanges Made** over 1,800+ items redistributed.
- **Waste Reduction** prevented approximately 3,000 kg of waste from reaching landfills.

Community Engagement: Educated over 5,000 individuals about sustainable consumption



PROJECT CHAAYA



Objective: Enhance environmental sustainability by planting and nurturing trees in public spaces, increasing greenery, and restoring healthier surroundings.

Key Activities:

- Identified suitable planting locations with access to sunlight, water, security and selected location-appropriate plant species sourced locally.
- Planted **650 saplings during monsoon** using organic fertilizers under a gardener's guidance.
- Collaborated with different schools and organizations for active participation.
- Engaged community volunteers, fostering cognitive skills and employment opportunities.
- Implemented protective measures like fencing using recycled tree guards that are made up of recycled plastic waste and established regular watering schedules.
- Conducted community-driven maintenance with updates shared via group photographs.



Impact:

- Achieved a **90% survival rate** of planted saplings through consistent care.
- Increased greenery in public spaces, enhancing urban surroundings.
- Raised community awareness and engagement in environmental conservation.

Community Engagement:

- Mobilized local volunteers and collaborated with schools and organizations for plantation and maintenance.
- Created employment opportunities by involving a gardener and other resources.
- Fostered environmental stewardship through hands-on participation.

PROJECT NANDINI



Objective: To promote eco-friendly products made from Panchagavya and natural materials, reducing environmental harm, supporting sustainable practices, and empowering women artisans through skill development and financial independence.

Key Activities:

- Produced and sold eco friendly and biodegradable Panchagavya idols, torans, diyas, and other eco-friendly items, made from cow dung by rural women.
- Engaged and trained women artisans from local communities in crafting and marketing these sustainable products.
- Organized workshops to educate consumers about the importance of adopting eco-friendly practices.



Impact:

- Successfully sold 450 biodegradable Panchagavya idols during the Diwali season in 2024, significantly reducing the potential for water and soil pollution.
- Empowered 15 women by providing them with skill-based training and a steady income source, enhancing their financial independence.
- Generated revenue that partially funded further sustainability initiatives.
- Strengthened the local Gaushala economy by sourcing raw materials, such as Cow Dung, Ghee, Gau-Mutra, Milk, and Curd.

Community Engagement:

- Partnered with local Gaushalas .
- Involved volunteers, local artisans, and women entrepreneurs .
- Conducted educational sessions to inspire eco-conscious behavior among families and communities.
- Collaborated with schools and local groups to spread awareness.

PROJECT KAYAKALP



Objective: To create sustainable solutions for managing religious waste at Ganga Ghats and raise awareness about pollution through infrastructure development, artistic expression, and gamified community engagement.

Key Activities:

- Constructed **Arpan Sthal**, a designated site for discarding religious waste, to prevent pollution in the Ganga.
- Painted vibrant **wall murals at Nanarao Ghat**, depicting messages about cleanliness and environmental conservation.
- Introduced **gamification elements** at the Ganga Ghats, such as interactive boards, QR codes, and reward systems, to engage visitors in litter reduction and promote environmentally responsible behavior.



Impact:

- Provided an organized and eco-friendly alternative for discarding religious waste, reducing direct pollution of the Ganga.
- Enhanced the aesthetic appeal of Nanarao Ghat, using art to deliver impactful messages about sustainability.
- Fostered community participation and awareness.

Community Engagement: The project involved local artists, volunteers, and visitors in the mural creation and gamification process.

Total Project Cost: The project was executed at a cost of **Rs. 5 lakh**, demonstrating effective use of resources for meaningful environmental and social impact.

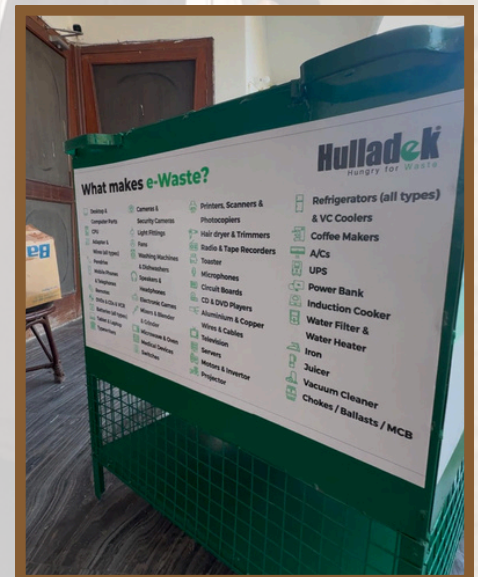
PROJECT HULLADEK



Objective: To create sustainable solutions for managing religious waste at Ganga Ghats and raise awareness about pollution through infrastructure development, artistic expression, and gamified community engagement.

Key Activities:

- Conducted awareness campaigns and collection drives to educate households about the importance of responsible e-waste disposal.
- Collected e-waste, including old gadgets, batteries, and appliances, for recycling.
- Partnered with certified recycling units to process the collected e-waste



Impact:

- Diverted a significant volume of e-waste from landfills and improper disposal practices, minimizing environmental harm.
- Raised awareness among community members about the hazards of e-waste and the importance of recycling.
- Recycled e-waste into practical items like furniture and tree guards, supporting a circular economy and sustainable urban development.

Community Engagement:

- Social Media Campaign.
- Community Events.
- Partnership
- Door-to-Door Outreach
- School Education Program

BI-LINGUAL COMIC BOOK: GANGA MAIYA KI PUKAR

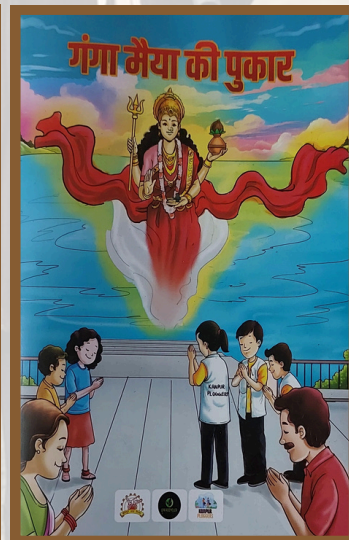
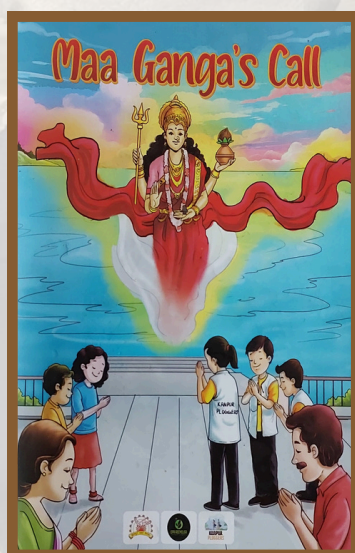


Objective: To educate school students about Ganga pollution, its harmful effects, and encourage them to adopt responsible actions for its conservation.

Overview: Kanpur Ploggers developed a **Bilingual comic book** Ganga Maiya ki Pukar in Hindi and English to raise awareness about Ganga pollution among school students. The comic uses relatable characters, simple language, and interactive elements to highlight causes, effects and solutions.

Key Features:

- Relatable young characters exploring Ganga's issues.
- Accessible bilingual content with engaging storytelling.
- Focus on reducing waste, biodiversity preservation, and community action.



Activities:

1. **Workshops:** Storytelling and discussions on Ganga conservation with students.
2. **Distribution Drive:** Over **500 copies** distributed to schools and libraries in Kanpur.
3. **Awareness Campaign:** Competitions and plogging drives to inspire action.

Impact:

- Enhanced awareness of Ganga pollution and sustainable practices among students.
- Inspired community-driven solutions and environmental responsibility.

*Future Plans:

- Translate into regional languages like Bengali and Bhojpuri.
- Expand outreach to other cities along the Ganga basin.
- Develop sequels on related environmental topics.

Conclusion: The comic book initiative is a creative, impactful tool for engaging students in environmental conservation. Kanpur Ploggers aim to continue empowering youth for a cleaner Ganga and a sustainable future.

ZERO-WASTE WATER STATION & PRODUCTS



Objective: To promote responsible consumption among citizens, and normalise culture of reusable items.

Key Activities:

- Organize zero-waste water kiosks using our Bartan Bank.
- Promotion and sale of items like reusable straws, glasses and tea infusers.
- Awareness among people of the harmful effects of consumption in plastic and paper cups.



Impact:

- Reduce water consumption by at least 50% through efficient water management practices.
- Reduce waste sent to landfills by at least 75% through recycling and composting programs.
- Engage at least 500 community members in education and outreach activities and encourage at least 100 community members to adopt sustainable living practices.

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