



# Annual Report



## 2024-25

Kanpur Ploggers Foundation  
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[www.kanpurploggers.org](http://www.kanpurploggers.org)

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# MESSAGE FROM THE FOUNDER

**DR. SANJIVINI SHARMA**

The inspiration to start Kanpur Ploggers Foundation came from witnessing the growing littering on the beautiful Ganga ghats of Kanpur and the urgent need for citizen-led action. In March 2021, with a simple belief that collective effort can create real change, we began our journey towards climate action and cleaner public spaces.

Since then, our work has grown in scale and impact. From conducting 240+ plogging drives and collecting tonnes of waste, to tree plantations, waste diversion for recycling, and initiatives like Project Sankalp, which upcycles discarded fabric into reusable jholas while empowering underprivileged women, our efforts reflect an integrated approach to sustainability.

This year marks an important milestone as we prepare to launch Ganga Sutra, our commercial venture registered as a Section 8 company. Through Ganga Sutra, we aim to create financially sustainable, eco-friendly products while supporting grassroots livelihoods, ensuring that impact-driven work can sustain itself in the long run.

Beyond numbers, our true achievement lies in the awareness and behavioral change we continue to inspire. As we move ahead, we remain committed to expanding our initiatives and collaborations. To every volunteer, partner and supporter—thank you for believing in this vision. Together we are proving that small actions when multiplied, can create lasting impact.

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 at its source. By organizing regular plogging drives, large-scale tree plantation initiatives & inclusive educational campaigns, aim to achieve improvements in waste management and local biodiversity. Through these collective efforts, we seek to transform urban green spaces, promote a circular economy, and significantly reduce the carbon footprint of our city for a sustainable future.

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.



# IMPACT HIGHLIGHTS

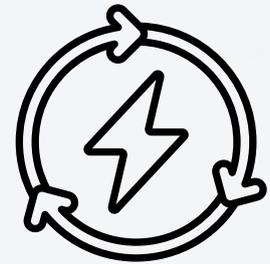


**30+**

Metric tonnes of pollutants removed from the Ganga



**8000+**  
Volunteers mobilised



**10**

Metric tonnes of plastic transformed



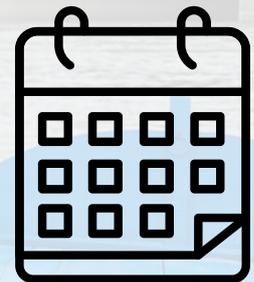
**8**

MOU signed in last 4 years



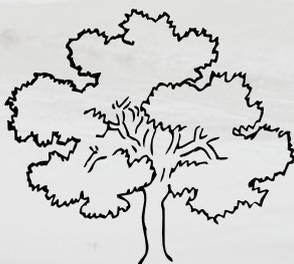
**70+**

Collaboration with schools and colleges



**240**

Weeks of plugging drives till Dec '25



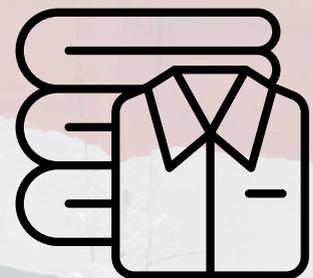
**1500**

Trees planted



**7.5**

Tonnes of E-waste recycled



**1.6**

Tonnes fabric of upcycled

# RECOGNITION

- Featured on MANN KI BAAT Ep. 116 by on Nov 24 2024
- Featured on NEWS TV channel and Newspaper.
- Featured on Various social media platforms



**नवरात्र में गाय के गोबर से हवन सामग्री बनाने की पहल**  
कानपुर। लंबे समय से प्लास्टिक कचरे के खिलाफ अभियान चला रही डॉ. संजीवनी ने इस नवरात्र पर गंगा को इस कचरे से बचाने की नई पहल शुरू कर रही है। टीम ने देसी गाय के गोबर से हवन सामग्री किट भी तैयार की है। इसमें कपूर, हल्दी, जौ, मिश्री, रंचमेवा, इत्र, माचिस, लींग, इलायची, अश्वत, कलावा, बत्ती, सुपारी, रोली सभी शामिल है।  
इसके अलावा संजीवनी गंगा किनारे के कचरे से कलात्मक चीजों का निर्माण कर रही हैं। संजीवनी के संगठन कानपुर प्लागर्स फाउंडेशन के साथ इस काम में गंगा सूत्र संस्था भी हाथ बंटा रही है। गंगा नदी के किनारे फेंकी जाने वाली पूजन सामग्री और प्लास्टिक को इकट्ठा किया जा रहा है।



पीएम मोदी ने भी प्लागर्स फाउंडेशन की पहल को सराहा

डॉ. संजीवनी।

दूसरे शहरों में भी प्लास्टिक कचरे के खिलाफ अभियान छेड़ा गया है। अगस्त में संजीवनी ने प्लागिंग ड्राइव अभियान चलाया था। प्लागर्स फाउंडेशन और प्रकृति फाउंडेशन ने सार्वजनिक स्थानों पर सफाई अभियान चलाया था। संजीवनी की इस पहल को देखते हुए प्रधानमंत्री मोदी भी मन की बात कार्यक्रम के तहत प्लागर्स

**नगर की डॉ. संजीवनी शर्मा इंटरनेशनल अवार्ड से सम्मानित**  
कानपुर। नगर की डॉ. संजीवनी शर्मा को ईटी नाउ के तत्वाधान में आयोजित ग्लोबल सस्टेनेबिलिटी समिट में प्लैनेट बडी अवार्ड से सम्मानित किया गया है। अंतरराष्ट्रीय मंच पर भारत से कुल आठ लोगों को यह सम्मान प्राप्त हुआ है। नगर की डॉ. संजीवनी शर्मा को जलवायु संरक्षण, पर्यावरण प्रदूषण, प्लास्टिक एंड ई वेस्ट मैनेजमेंट के क्षेत्र में किये गये उत्कृष्ट कार्य के लिए अवार्ड दिया गया है। डॉ. संजीवनी कानपुर प्लागर्स संगठन की संस्थापक हैं। वह कई सालों से शहर व गंगातट पर स्वच्छता व पर्यावरण संरक्षण की दिशा में सक्रिय हैं। उन्होंने कहा कि यह उपलब्धि केवल उनकी नहीं बल्कि उन सभी स्वयंसेवकों और युवाओं की है, जो धरती को बचाने के लिये एक साथ खड़े हैं।



## गंगा में कचरा जाने से रोक रहा कानपुर प्लागर्स

कानपुर प्लागर्स गंगा नदी के तट पर हर रविवार को सफाई अभियान चलाता है। संस्था रीसाइक्लिंग प्रोजेक्ट पर भी काम कर



रही है। संस्था अभियान में कॉलेज के छात्र-छात्राएं और स्थानीय लोगों को प्रेरित कर अभियान में जोड़ती है।

संस्थापक डॉ. संजीवनी ने बताया कि वर्ष 2021 से अभियान की शुरुआत की गई है गंगा हमारी जीवनरेखा है। बताया कि अभियान में नगर निगम का भी सहयोग मिला जिसने सफाई उपकरणों और कचरा निस्तारण में संस्था की मदद की।

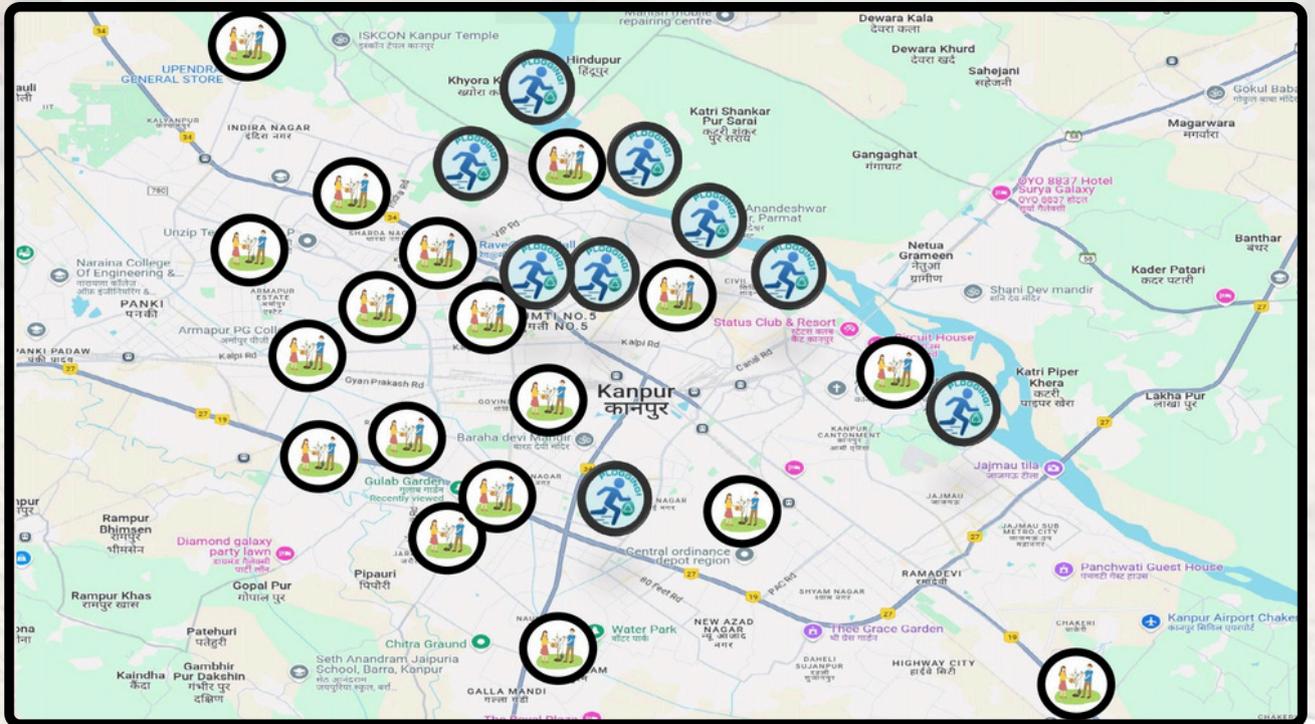
# PARTNERS



The Power to Empower



# LOCATIONS



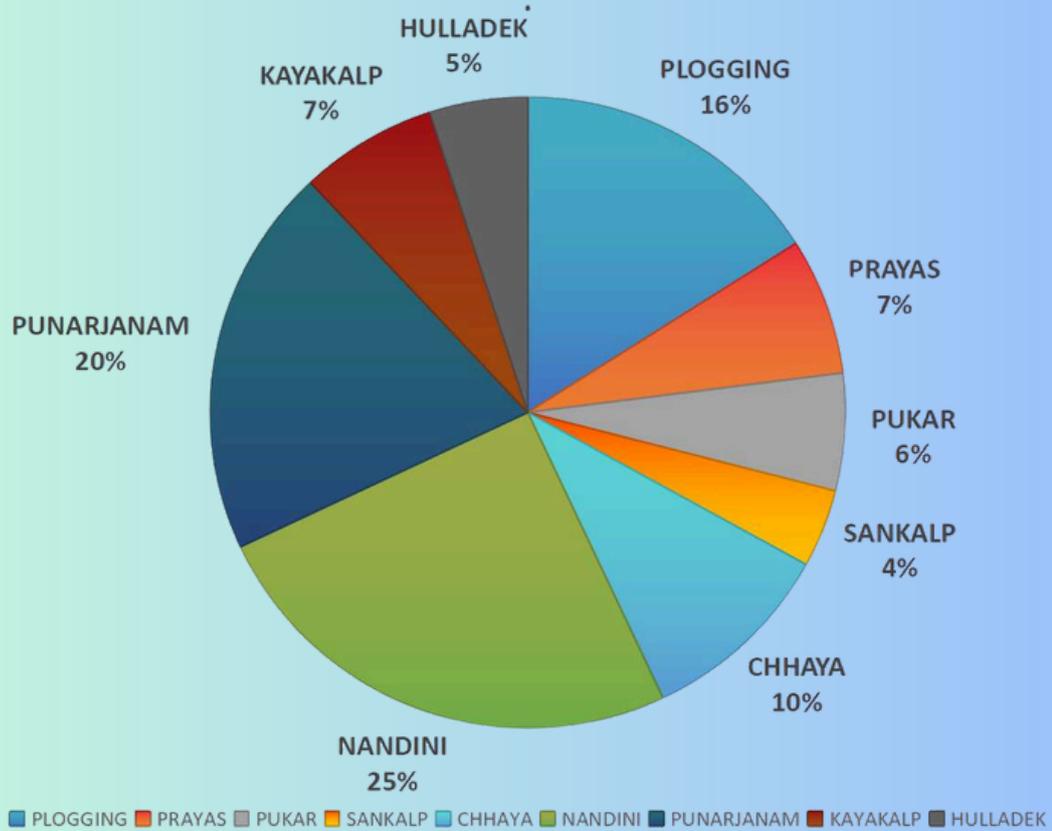
**Plantation Location**



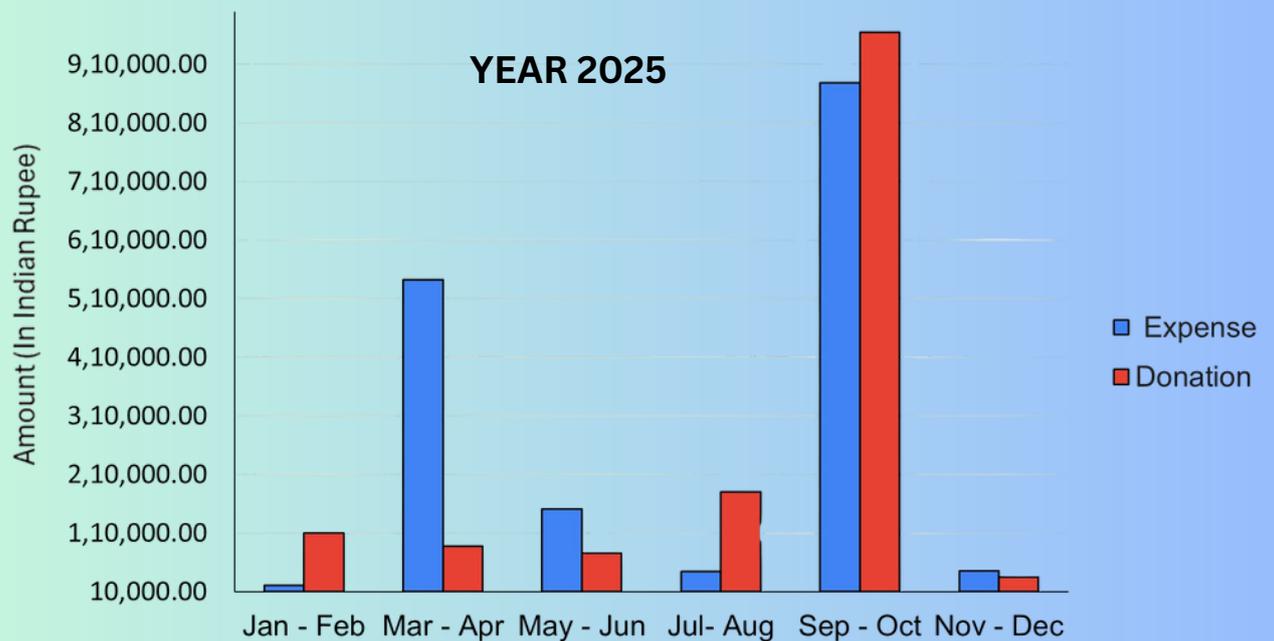
**Plogging Location**

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



## PROJECTWISE BUDGET ALLOCATION IN PERCENTAGE



## BUDGET UTILIZED FOR SOCIAL DEVELOPMENT

# 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 20 metric tonnes of trash in 2025, averaging **250 kgs per drive**.

## Impact:

- Recycled collected plastic waste through **Plastic Fischer** under an MoU for responsible waste management.
- Engaged **8000 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 and decorative pieces, empower underprivileged women, and reduce the use of plastic bags.

## Key Activities:

- Regular donation drives collected old fabrics, religious poshaks, and discarded textiles that would have otherwise been dumped at the Ganga Ghats, causing environmental pollution.
- These materials were upcycled into over 3,000 cloth bags (jholas) and reusable fabric buntings, stitched by Sushila and Khushbu, two women from underprivileged communities.
- The initiative substantially improved their income while promoting sustainable alternatives. The jholas and buntings were distributed during awareness drives and sold online and offline at a nominal cost.

## Impact:

- Financial empowerment of 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:

Actively participated in fabric donation drives, while awareness campaigns encouraged community members to adopt reusable bags, creating a shared commitment to environmental conservation.



# 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 कुटु बकम्”.

## 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 2,900 items.
- **Exchanges Made** over 1,900+ items redistributed.
- **Waste Reduction** prevented approximately 3,000kg 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.
- 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:

- Launched **Ganga Sutra**, a brand supported by FICCI FLO, eco-friendly and biodegradable products such as Panchagavya idols, torans, diyas, and other cow dung-based items were produced and sold by rural women.
- The initiative focused on training and engaging women artisans from local communities in product development, quality control, and basic marketing. Consumer awareness sessions and workshops were organized to promote the adoption of sustainable and biodegradable alternatives



## Impact:

- Produced eco-friendly Panchagavya products, including biodegradable idols, diyas, torans and incense items, using cow dung and natural inputs.
- The initiative empowered **15 women** from Kallupurwa village in Kanpur by providing skill-based training and livelihood opportunities through sustainable production practices.

## 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.

# PROJECT HULLADEK



**Objective:** To promote responsible e-waste management by encouraging households, schools, and businesses to safely dispose of electronic waste through organized collection drives, awareness campaigns, and partnerships with authorized recyclers, thereby reducing environmental pollution and supporting a circular economy.

## 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



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295, Bithoor Rd, Singhpur, Kalyanpur, Kanpur, Uttar Pradesh 208017, India  
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25/08/2025 12:27 PM GMT +05:30



## 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

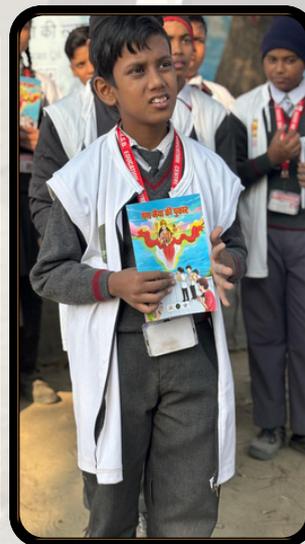


**Objective:** To educate school students about Ganga pollution, its harmful effects, and encourage them to adopt responsible actions for its conservation.

**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.

**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.

# 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 **300 families** and volunteers in collecting and donating washed and dried plastic waste.
- Collaborated with an **EPR-certified recycler** to sustainably process the collected plastic into 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 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 PUKAR



**Objective:** To address the issue of religious waste at Ganga Ghats by creating citizen-driven, sustainable awareness mechanisms that encourage responsible disposal practices, reduce pollution, and foster a sense of collective responsibility through creative, participatory, and on-ground interventions.

## Key Activities:

- Implemented IEC activity on major Snan days at Ganga Ghats, engaging devotees through direct, citizen-led conversations to promote responsible behaviour during religious practices.
- Volunteers interacted with visitors to discourage dumping of religious waste, plastic, and offerings into the river, encouraging mindful and respectful alternatives.
- The initiative focused on awakening individual responsibility through dialogue and on-ground awareness, transforming Snan days into moments of reflection, action, and collective care for Maa Ganga.



## Impact:

- The ghat remained visibly clean by the end of the campaign, even during peak footfall on Snan days.
- Continuous monitoring and active patrolling by volunteers for over six hours ensured reduced littering and responsible disposal of waste.
- The sustained on-ground presence reinforced behavioural change and demonstrated the effectiveness of citizen-led vigilance in maintaining cleanliness at the ghats.

**Community Engagement:** The project actively involved volunteers and citizens in direct interactions at the ghats, encouraging dialogue, participation, and shared responsibility for maintaining cleanliness during Snan days.

**Total Project Cost:** The project was executed at a cost of Rs. 10,000, demonstrating efficient use of limited resources to achieve meaningful environmental impact through citizen-led action.

# ECO CLUB & SCHOOL OUTREACH PROGRAM



**Objective:** To foster environmental responsibility among students by establishing Eco Clubs in schools and providing practical exposure to sustainable waste management practices, encouraging young citizens to adopt environmentally conscious behaviors.

## Why Schools?

- **Early Intervention Impact:** Nearly 80% of lifelong habits are formed during school years, making students the most effective group for long-term behavioral change.
- **Multiplier Effect:** One informed student can influence 4–5 family members to adopt sustainable practices.
- **Behavioral Shift:** Educating youth helps reduce plastic misuse and promotes responsible consumption.
- **Future Decision Makers:** Students are tomorrow’s consumers, producers, and policy influencers, making early environmental education critical.



## Institutional Partnerships & School Collaboration

To strengthen environmental education and ensure long-term engagement with students, Kanpur Ploggers Foundation signed Memorandums of Understanding (MoUs) with Sir Padampat Singhania Education Centre (SPSEC) and three other schools in Kanpur for the implementation of structured Eco Club and sustainability programs.

## Outcome & Impact:

- Increased awareness among students about source segregation of waste.
- Strengthened understanding of the circular economy and recycling systems.
- Encouraged youth-led initiatives to reduce plastic usage.
- Developed environmental ambassadors who promote sustainability within their communities.

# ZERO-WASTE WATER STATION



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

## Key Activities:

- Organise 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.

## Community Engagement

- Volunteers and community members actively supported the initiative by promoting the use of reusable utensils and spreading awareness about responsible consumption.

# KANPUR PLOGGERS FOUNDATION

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# 2024- 25

