

Presented at



Auroville Green Practices

Seminar and Site Visits
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Litter Free Auroville

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Agenda

- Why
- Goals & Objectives
- Methodology
- Action based groups
- Results
- Ideas into Action
- Future projects

About 1 lakh tonnes of waste produced in India
94% Dumped, 5% Composted, 1% Recycled





LFA Goals

- Waste Avoidance & Reduction
- Pollution Free Environment

LFA Objectives

- Awareness
- Clean Up
- Platform for Change



Methodology

- Participatory approach
- Focused on collaboration
- Strategy outline
- Brainstorming sessions
- Action based teams
- Coordination

14 schools, presentation, kits and art projects



Marketing

Clean Up



Clean Up



Clean Up



Exhibition



Exhibition



Exhibition

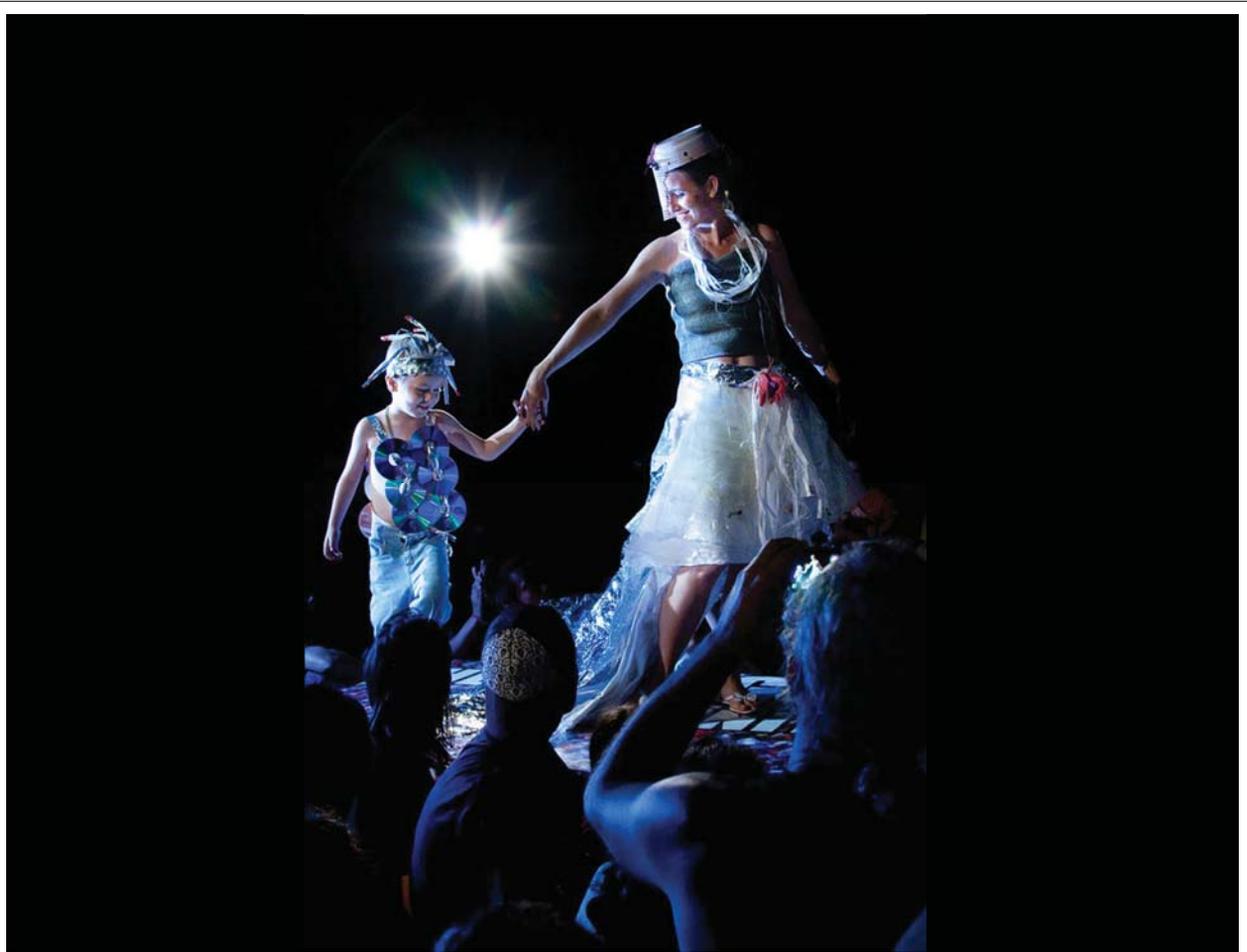




Exhibition

Trashion Show





Results

- 1250 children,
- 550 adults
- 100 volunteers
- 500 bags of litter collected
- Segregated waste for two weeks
- 67% land filled
- 33% recyclables

Action



Future Projects



- Project Periyar Mudaliar Chawdi
- Promote alternatives
- Curriculum
- Innovative awareness campaigns
- Make waste awareness cool

Reduce-Reuse -Recycle

- Carry your own water bottle
- Use rechargeable batteries
- Take a shopping bag along
- Wash & Squash
- Don't litter



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