

# Forbes

INDIA

MARCH 2018

Network 18  
PRESENTS

India  
Hoga Clean

Towards A  
Cleaner Future

FORBES INDIA

MARQUEE

A special presentation complimentary with Forbes India. Not for Sale.

Network 18

# MAKE EVERY SUNDAY SAFAI WALA SUNDAY

Cleanliness begins at home. Only when you have a sense of ownership about your surroundings you will keep them as clean as your home. To encourage this cause, Network18's India Hoga Clean campaign initiates #SundayKiSafai, which aims to encourage citizens to clean their surroundings on every Sunday. Do your bit and join this movement.

To take a pledge for a clean India,  
log onto [www.firstpost.com/indiahogaclean](http://www.firstpost.com/indiahogaclean)

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India  
Hoga Clean



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**CEO-Forbes India & President Revenue, Network 18:**  
Joy Chakraborty

**Marketing :**  
Priyanka Tiku  
Neha Chimbalkar  
Subhadra Bose  
Juhi Batra  
Jitendar Gujar

**Advertising Sales :**  
Preeti Sahnii  
Girish Sharma  
Mitu Midha  
Anil Bhatia  
Atishay Singh  
Divya Bhati

**Distribution:**  
Kaushal Pillai

**Advertising Operation:**  
Chaitali Karia  
Smita Suvarna  
Krishna Gupta  
Prashant Rane

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**Issue Editor:** Viraj Sawant  
**Designer:** Vijay Gawale

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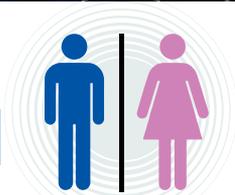
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# CHAKACHAK MUMBAI

To make public toilets in Mumbai hygienic and colourful.



“If we start feeling proud of the country we belong to, the city we belong to, the area we belong to, or to the area we live in, I am sure we will build a more beautiful and clean India. India definitely *hoga* clean, is what I believe.”

–SUDHANSHU VATS  
Group CEO, Viacom 18



✦ **Viacom 18**, one of India’s fastest growing and most successful entertainment networks with a power to impact millions, along with the Brihanmumbai Municipal Corporation (BMC) initiated this mission to bringing alive the dead walls and community toilets in Mumbai.



✦ **Often referred to as dirty**, unclean and unkempt, the impression of public toilets is enough reason for people to not use them. Chakachak Mumbai aspires to change this imagery of public toilets.

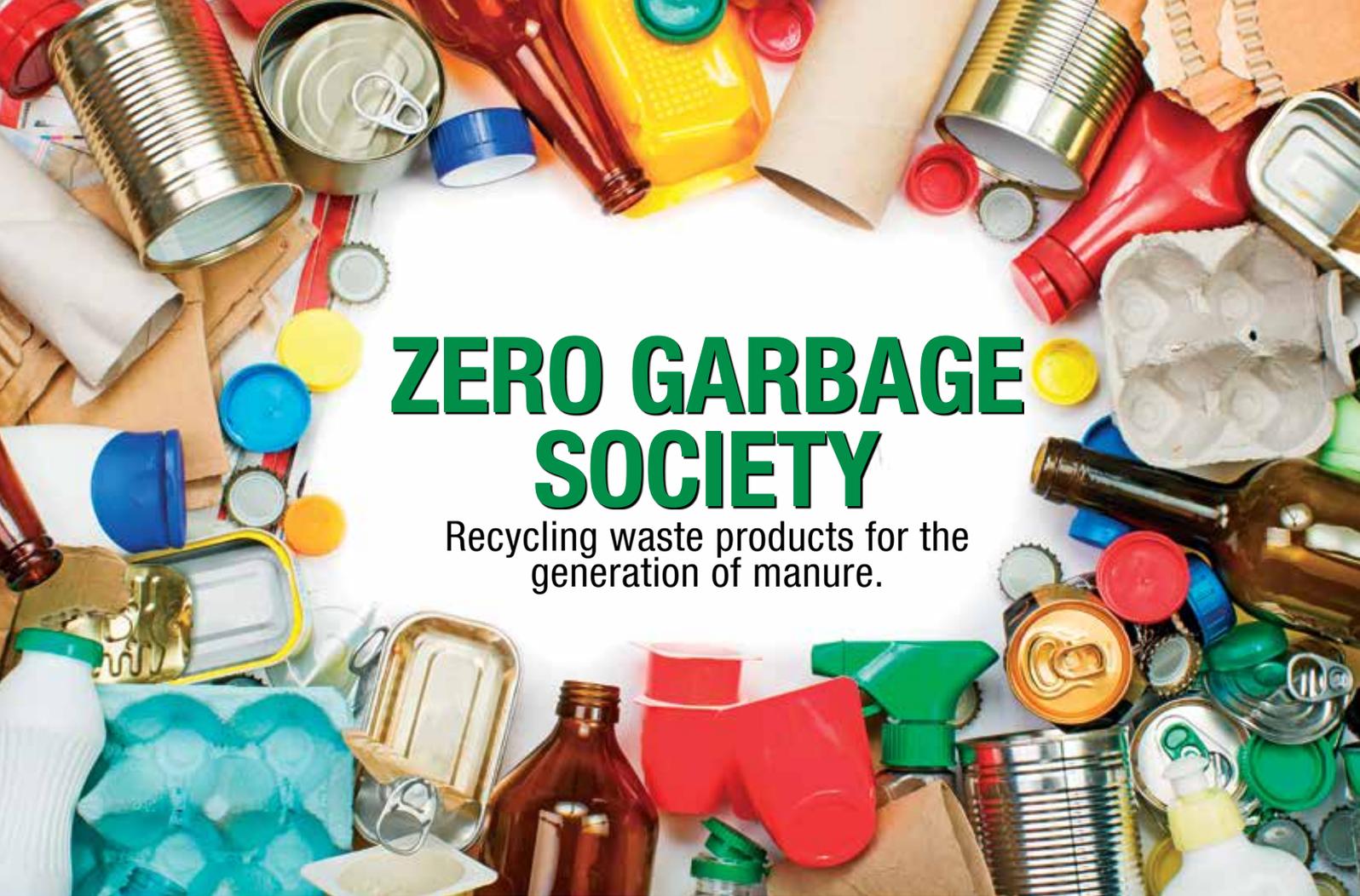
✦ They installed **art-inspired portable toilet** blocks across 13 different locations in the city, illustrating the cultural diversity of Aamchi Mumbai. The mission is encouraging behavioural change through art and creativity.



✦ The campaign aims to initiate a conversation among people about cleanliness. For this, **Viacom 18 and BMC created the largest mural in the city** dedicated to the Swachh Bharat Abhiyan on the Jogeshwari flyover. Viacom 18 has also been partnering with children’s movement to clean major Ganesh visarjan sites along Mumbai’s beaches with over 500 young volunteers.

# ZERO GARBAGE SOCIETY

Recycling waste products for the generation of manure.



“Citizens have a major role to play in to this campaign. Reduce, recycle and reuse is the best mechanism, so that we can reduce the garbage, we can recycle the garbage and we can re-process the garbage into manure.”

—PRASAD ARVIND PENDSE  
Secretary, Vijay Nagar Society



- ♻️ **The Zero Garbage Campaign** started three years ago in Vijay Nagar Complex, Andheri.
- ♻️ All residences were educated about segregating **wet, dry and rejected waste** in their households, that would make it easier to collect and process garbage.
- ♻️ The wet waste collected is then further segregated for dry impurities before it is put into one of the **10 composting pits** that the society has established in its premises. Five locations in the society are converted into pits with every location housing two composting pits. **Each pit is 6 feet by 4 feet by 2 feet.** Only five pits are used in a month and the other five are kept redundant.
- ♻️ **Bacterial culture** is added to the pits, before hand. The culture is useful for composting our wet garbage into manure. Parisar Bhaginis segregate the wet garbage further and after segregation they chop down the bigger pieces of garbage and then the entire garbage in added to the composting pit.
- ♻️ After a month, the mixture is crushed and laid on the terrace to dry. The final compost is used to maintain the green landscape cross the society compound and the excess compost is packaged and sold to corporates. Meanwhile, the dry waste is separately stored and sent out for recycling.



# CHAL RANG DE

Transforming city slums into beautiful landscapes.



“We wanted to do something in a different way, in a funny and quirky way. So, we came to this place, we spent a couple of days, we saw the nature, the climate of this area. This place had the pure Mumbaikar vibes here.”

— TERENCE FERREIRA  
Co-Founder, Chal Rang De



**Chal Rang De** organised a three-day painting activity across Asapha Village, an event that received a phenomenal response with **over 1,000 people registering** for it.



**About 420 litres of paint** was used to paint close to **175 walls** in the vicinity. The group brought together professional artists with unique and incredible styles who converted these painted walls into their very own canvas.



The group of young people on the colouring mission believe that by **painting the walls of slums they can change people's outlook towards the areas**, which most of the time is that of neglect and apathy.



Walls are usually subjected to **paan spitting**. After painting them the percentage of spit marks on the walls have **decreased drastically**.





# MCGM's Open Defecation free Mumbai & cleanliness campaigns

Spread awareness about open defecation and waste management.

**Initiatives by MCGM;** open defecation-free Mumbai and cleanliness campaigns. The campaign, more importantly, aims to reduce the garbage deposition at the Deonar dumping ground.

**MCGM has joined forces with actor Salman Khan to fight the menace of open defecation in Mumbai.** A powerful personality with a massive following, Salman Khan influenced people to not defecate in the open. **He himself constructed toilets in Aarey Colony** where open defecation is very common.

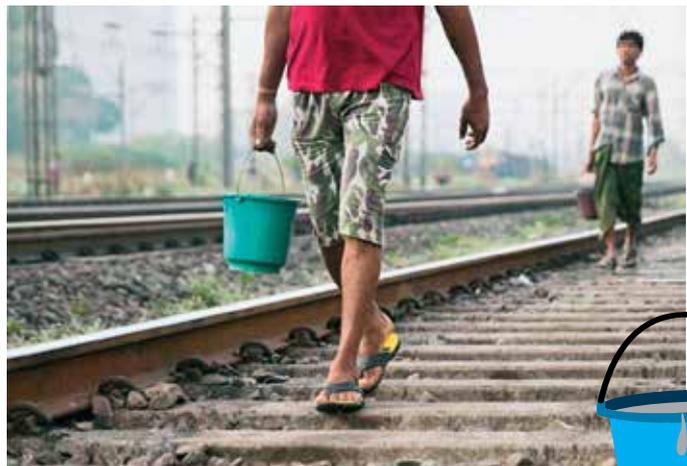
**MCGM also runs awareness programmes to educate and guide residents of different slums** so that they can segregate and discard their domestic wastes in a specified pattern. Inspired by this drive, local bodies are constantly encouraging slum dwellers to keep their surroundings clean in order to prevent diseases and illnesses from spreading.

Street plays on topics such as waste segregation and **open-defecation are a successful method for engaging and educating the local audience.** It is a fun way of enlightening residents, **especially children about cleanliness and hygiene practices.**



“ Since Swachh Bharat Abhiyan was launched on October 2, 2014, many initiatives have been taken by MCGM, like there are two major fronts on which we are working—one is open defecation-free Mumbai and, second initiative is cleanliness campaigns. Our main moto is to reduce the garbage sending to Deonar dumping ground.”

—KIRAN DIGHAKAR  
Assistant Commissioner, Ward-A, MCGM





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# SOCIAL RESPONSIBILITY



# MobiTrash

Providing professional service for segregating kitchen and garden waste.

 **MobiTrash** is India's first comprehensive waste management service solution for segregated waste streams.

 MobiTrash currently has solutions for **kitchen waste and garden waste**.

 Once collected, the **MobiTrash unit compost** the kitchen waste and mulch the garden waste.

 Today, **MobiTrash offers affordable and convenient waste management services** in the city of Pune.

 Having a presence in Pune, Surat and Mumbai, so far, **they have treated 223,496 KG in Pune, 127,332 KG in Surat and 26,506 KG of waste in Mumbai.**



**SEGREGATE**

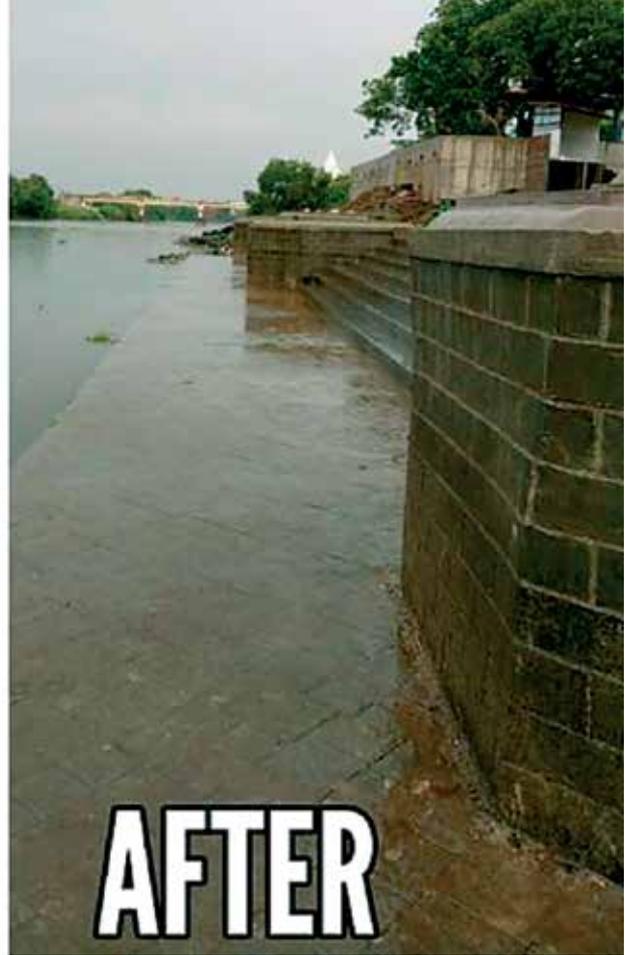


**HANDOVER**



**WE COMPOST**





# Swachh Pune, Swachh Bharat

To inspire and encourage citizens to refrain from polluting their city.

Initiated through Facebook in 2014, **Swachh Pune, Swachh Bharat** is an initiative of Wing Commander Puneet Sharma. A veteran from **Indian Air Force**, he is presently employed with a private airline as a Captain.

In the last 2 years 9 months, the volunteers associated with this cause have shown a resolve in **making a difference in cleaning and beautifying spots in and around Pune.**

Besides cleanliness drives, this inspiring **group also conducts drives to plant trees**, and aims to create awareness about water conservation, energy conservation, **air pollution** and much more.

**Starting with Pune station** as their first target, they have been working on every Sunday to bring about a change. They have organized more than **160 cleaning campaigns** so far, spanning across the **entire PMC/PCMC area.**





# Mutha River Bed Clean-up Drive

## Nanded City

-  **Door to door waste collection**, segregation and processing in the township. Conversion into biogas with a plant set up in the premises itself.
-  Another initiative was the **Mutha River Bed Clean up Drive**. The Mutha river flows next to Nanded city township.
-  The highly polluted river's bed which is **currently dry has become a mass dumping ground**.
-  Authorities from **Nanded city took the initiative to clean up this bed** and have also revived parts/streams of the river that flow within the property.





# SWaCH

To engage an entrepreneurial workforce of waste pickers into an efficient, responsive and accountable organisation and work in partnership with the municipal SWM system to transform the SWM situation in Pune.



- 
**SWaCH** is India's first wholly-owned cooperative of self-employed waste collectors and other urban labours. It is an autonomous enterprise that provides **front-end waste management services** to the citizens of Pune.
- 
 In the course of 2016, under the new contract, **SWaCH was able to increase its existing coverage by over 50%** of the households serviced, by integrating 40% more waste-pickers.
- 
 Like every year, in 2016, the work done by SWaCH waste-pickers had an astounding impact on the **Environmental and Financial well-being of the city**.
- 
**SWaCH** aims to become a successful, **self-sustainable social enterprise of waste pickers to improve their living conditions**.



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# MAKING CITIES LIVEABLE



# Swachh Basavanagudi

Making Basavanagudi's pockets neat, clean and hygienic.



“Once while going to the office, I saw a huge garbage dump near my house. I thought we should definitely do something about it. So, what I formed a Facebook page called Swachh Basavanagudi. I got a few likes on that page. Then I spoke to a few of my friends and discussed the idea of bringing about a change. We started clearing these blackspots every Sunday.”

– GAGAN NANDI  
Founder, Swachh Basavanagudi



Agitated by a huge heap of garbage near Kumaraswamy temple in Basavanagudi, Gagan Nandi created a Facebook page called **Swachh Basavanagudi** which became popular.



Armed with broom sticks and shovels, Gagan and his team of volunteers began the makeover of the spot. Assisted by the **Bruhat Bengaluru Mahanagara Palike (BBMP)** workers, they picked up the litter, swept the place and washed it till it was completely clean.



The volunteers then start levelling the area with cement and sand, the walls were also painted. They installed **make shift solid benches**, made up of cement slabs and bricks, for the residence to breathe in the fresh air.



Till now Swachh Basavanagudi has organised **54 drives and transformed 34 spots** in various parts of Bengaluru, leaving 80 per cent of the areas spotless. It is the determination and passion of **Gagan and his community that they are still going strong**, unflaggingly.





# Happy School

With emphasis on health and hygiene, this campaign promotes the concept of Swachh Vidyalaya.



“Earlier girl students were not being sent to schools because toilets were not available. With the help of the government and few donors, toilets have been built and the fear of having no toilets among the girls has been solved.”

– ANITHA  
Principal, Happy Schools

- ☺ Keeping in mind the wellbeing of the students, **Rotary Club of Bangalore** has initiated the **Happy School campaign** which looks after underprivileged kids to create awareness about hygiene and cleanliness. Students are provided with clean drinking water and nutritious food at the school. They are also taught to keep their surroundings clean. With broomsticks these kids sweep the floor with full gusto, an activity which is routinely performed at the school.
- ☺ The school has constructed **modern toilet blocks for the children and teachers**. Training on personal hygiene and how to keep toilets clean are a part of the curriculum. Charts talking about the importance of cleanliness are placed in every classroom. **The school is also trying to reduce the number dropout rate of girls by educating them on safe sanitary practices.**
- ☺ The children of this school are encouraged to participate in the **sapling plantation activity**.
- ☺ The school is not just imparting **life skills** to them but also providing a window of opportunity for them to become agents of change for their society as well. As messengers of cleanliness, these **children share their learning about health and hygiene with their parents and family members.**
- ☺ **300 villages, 16,000 children**, the Rotary club of Bangalore left a significant impact in creating a beaming Bengaluru and a clean India.



# Saahas Zero Waste

Finding solution for the perennial problem of piling garbage.



“India Hoga Clean only when we actually convert 90 percent of our waste to resources, only when we embed waste management into a circular economy and start using back waste that we create.”

– WILMA RODRIGUES  
Founder & CEO, Saahas Zero Waste



polyAl roofing sheets



recycled paper



recycled chipboard



**Saahas Zero Waste** believes in a circular economy where all the waste is converted to different type of resources. It runs a zero waste program for bulk waste generators like residential complexes, institutions and large tech parks.



Saahas provides its clients with front end services in terms of setting up the right infrastructure for segregation and processing of waste, and also supplying them with posters and signage to promote effective disposal of garbage. **End-to-end solution package also constitutes training of employees and housekeeping staff.** The backend services include collection and composting of wet waste on site and sorting of dry waste.



The focus is to ensure that all streams of waste reach their respective authorize destinations for further processing. Saahas also provides **real time data of all waste handled** which is later shared with the clients.



Saahas Zero Waste is **currently managing over 25 tons of waste per day** through composting and recycling and providing dignified livelihood to **more than 200 staff**. It is also working towards building a sustainable ecosystem where trash is recycled to make products like **notebooks, roofing sheets, t-shirts and bags**. Food waste are turned into compost.



## Reduce, Reuse, Recycle and Refuse

Using innovative methods to reuse waste products.



“For reducing at source avoid using plastic cup for ice cream or sweet then re-use. My leftover food is reused, this piggery is taking and recycling. All this plastic gets recycled. About refusing I don't send anybody to market without the bag.”

– GOPINATH PRABHU,  
Owner, New Krishna Bhavan



66-year-old Gopinath Prabhu, owner of New Krishna Bhavan restaurant, was taken aback by the statistics of food wastage and has developed a **unique mechanism** that ensures zero waste from his restaurant.

It is a simple two way process. First, segregation of waste at source and second, adherence to **the rule of three Rs, reduce, reuse and recycle**. A Bangalore based cycling group, ‘Go Green for Bangalore’, introduced Prabhu to one more R, i.e., refuse. Refusal for plastic bags.

The restaurant which sees a footfall of more than **2,000 people daily, generates about 500 kilos** of waste every day, of which 90% is wet waste. All the wet waste is given away to a piggery. The dry waste is collected by rag pickers and, **the sediments of left over coffee and tea is dumped in a compost pit**. In this environmentally conscious restaurant, plastic cutlery has lost its relevance and replaced by steel utensils.

Being a **South Indian food joint**, the restaurant generated high quantity of coconut husk and shells too. Separate sacks at designated places are meant to collect **coconut leftovers**. Vendors dealing in manufacturing of mats and rope find ready source of raw material in the disposals from New Krishna Bhavan.

The recycling goes beyond food waste. The **rain water harvest management** developed by Prabhu ensures optimal use of water even though water used for cleaning utensils is not drained out in the sewage but treated for further usage.



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**BETTER  
LIVELIHOOD**



# The Forca Goa Foundation

To spread awareness among the youth about cleanliness by using football as a medium.



“The median age of people within India is below the age of 23 which means the future of production and consumption and everything lies within the youth of India. So educating the youth of India of how to be conscious and responsible with the way they live their daily lives and participate within their community is incredibly important if you want to have a more sustainable and peaceful society moving forward.”

– JILL FERGUSON  
Managing Director, Forca Goa



The **Forca Goa foundation**, which is the sister organisation of FC Goa, an NGO based in Goa, aims to use football to mobilise, empower and connect communities for the holistic development of youngsters. They also encourage clean-ups and conscious responsible for consumerism and tourism within Goa to try and create a more sustainable space for the stay.



Besides football training, the **Forca Goa Foundation** also provides them with equipment, nutrition and also hosts workshops on issues relevant to these children and their surroundings, such as **waste management**. They are provided with facts and trivia about the magnitude of **garbage problem** and **how to tackle it as community**.



They organised community **clean-up** with the kids and the coaches. Forca Goa Foundation believes that **it is important to take responsibility as individuals of the collective spaces**.



During the clean up, the children **collected about 15 large bags of garbage**, which included plastic and glass bottles, paper, plastic bags, confectionary wrappers amongst many other things.



The children were explained the importance of **segregating waste** and the need to throw garbage in the right bin rather than any bin for recycling and upcycling. As per the government’s newly launched programme, they are provided with dustbins for plastic, **separate dustbins for glass, separate for non-recyclable material and others for cardboards**.





# vRecycle Waste Management

Using innovative methods to reuse waste products.



“ Recycling isn't the solution. Every individual needs to carefully make some thoughts about their personal consumption patterns and they need to try and reduce waste rather than talk about dealing with the waste that they have already created.”

– CLINTON VAZ  
Founder, vRecycle Waste Management Services



 Goa has 400 metric tonnes of waste, generated each day. **vRecycle provides waste collection treatment and disposable services in Goa.** Based in South Goa, it employs over 18 members who service approximately 10,000 homes.

 **vRecycle Waste Management** is an organisation that does waste pick-up services and then treats and disposes it in the most environment-friendly way. They also conduct educational programmes, and also design and assist the government with **implementing the solid waste management programme in Goa.**

 They design, install and service waste management solutions according to the clients' specific needs and budget. **Right from panchayat, communities, schools, businesses to some individual homes, vRecycle has made way into all corners of Goa.** They stress is the need to segregate waste at source and has made it a prerequisite for prospective clients to avail its services. After collection, the waste is taken to the warehouse where it is further **manually sorted, pre-processed and then processed in respective recyclers.**

 The wet waste is processed into **fully organic compost** which can be used as plant fertiliser and to condition the soil.

Orex, Wind Sifter and Baler for dry waste

Manual Sorting Station

Baled Non-recyclable Waste to be sent to Cement Company



# Hindustan Waste Treatment

Tackling the garbage menace and manoeuvring it for production of energy.



“Keval sarkar kargi, is not the idea. Or only municipalities will do it, that is not the idea. The idea has to percolate down to the base level where every individual will contribute his small contribution towards Clean India drive.”

– MANOHAR PARRIKAR  
Chief Minister of Goa



**Chief Minister of Goa Manohar Parrikar** exhorted people and waste management experts to devise an **eco-friendly way to tackle garbage menace**. This led to the development of Hindustan Waste Treatment. It is an integrated solid waste treatment facility, first of its kind in the country.



This is a municipal treatment plant, where waste comes in panchayat trucks. **After weighing the trucks, it is taken to a place called tipping floor**, where the bags are opened for segregation.



Once bags are opened and loosened, the garbage is screened in terms of organic and inorganic. **The organic fractions go to the organic extrusion press which is a part of the system**. In this organic extrusion press, the organic matter is separated and taken to a fermenter for the digestion process where the biogas is generated. **This biogas is further taken to a biogas gen-set where power is generated.**



**They generate about 7 megawatts of power daily** out of which our in-house consumption is about 4.5 megawatts and the balance energy is exported.



The residue is then dewatered. The water is again treated, used within the plant for gardening, washing all non-portable functions. **The dry fraction is then put to in a vessel composter and converted into good quality natural fertiliser.**





# An Honest plea of an Innocent Heart

*Only after the last fish is dead, only after the last river has been poisoned, only then will you find that money cannot be eaten.*

*We keep our house spick and span. Why are we so lethargic in keeping the space outside our house clean? We must not play blame games, instead we must make cleanliness our religion.*

*Government must make sure that there are dustbins at suitable places. Members of each and every household should consciously keep their surrounding clean. Will the dream of clean India remain just a dream?*

*It will need more than just taking up a broom on Gandhiji's birthday. Only with wide spread participation and commitment, will the dream of Swachh Bharat be realised.*

*As a citizen of India, I will work to keep my house, school, surroundings clean and encourage the same around me and thus make India a clean plus beautiful country to live in.*

**-Ravisha Kudchadkar**

“People should not dump garbage anywhere, because there are dustbins for that. They should segregate waste like wet and dry. Schools must organise programs which can make students aware about cleanliness and we should have campaigns to make the people who are educated aware about cleanliness, so that they can make cleanliness their religion.”

– RAVISHA KUDCHADKAR

“It was an all India competition where my daughters essay was one of the essay which was selected from Goa. In this way 28 essays were selected from 28 states. Then they selected first three out of this 28. This was the only essay which was tweeted by the Prime Ministers saying that I really compliment Ravisha for her essay. After that even the Chief Minister tweeted, we are really happy.”



– ABHAY KUDCHADKAR  
Ravisha's father

We are sure that these stories have inspired you to contribute to this national cause to keep our cities and our surroundings clean. If you know of groups or individuals who also are doing exemplary work to keep their cities clean do share their stories with us on social media with a #IndiaHogaClean and keep the momentum going.



# India Hoga Clean Anthem

*Sunn le re pyaare  
Haan sab ko hai pukaara re  
Mill ke hum saare  
Chamka denge jag saara re*

*Ab ki hai humne thaana  
Clean hoga India  
Karna hai khud se yeh waada  
Clean hoga India*

*(Solo)*

*Haathon ko haathon se yahaan milaana re  
Ik jut banega India  
Kadmon ko kadmon se milaana re  
Saath chalega India*

*Jo ab ki thaana hai  
Karke dikhaana hai  
Clean hoga India*

*Ja sabko ab bataa de  
Haan sabko tu dikhaa de  
Clean hoga India*

*Iss baari humne thaana hai  
Kar ke dikhaana hai  
Clean hoga India*

*Pagle kab tak phenkega  
Kab tak ghar mein baithega  
Uth ja bande sochay na ab aage aa*

*Pagle kab tak phenkega  
Kab tak ghar mein baithega  
Uth ja bande sochay na ab aage aa*

– RAGHU DIXIT PROJECT

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You can listen to the anthem on <http://www.firstpost.com/indiahogaclean>



India Hoga Clean



@indiahogaclean and



YouTube

# THE CONTEST IN WHICH EVERY CITIZEN CAN PARTICIPATE

Network 18 presents India Hoga Clean, an initiative that aims to encourage citizens to turn passive notice into active action and join the cleanliness movement with a pledge to eliminate trash from our cities. Stay tuned to CNBC-TV18, CNN-News18 and our social media pages to learn how to be a part of the campaign and make a difference.

To take a pledge for a clean India,  
log onto [www.india18.com/indiahogaclean](http://www.india18.com/indiahogaclean)

TAKE THE PLEDGE