

Environmental Initiative

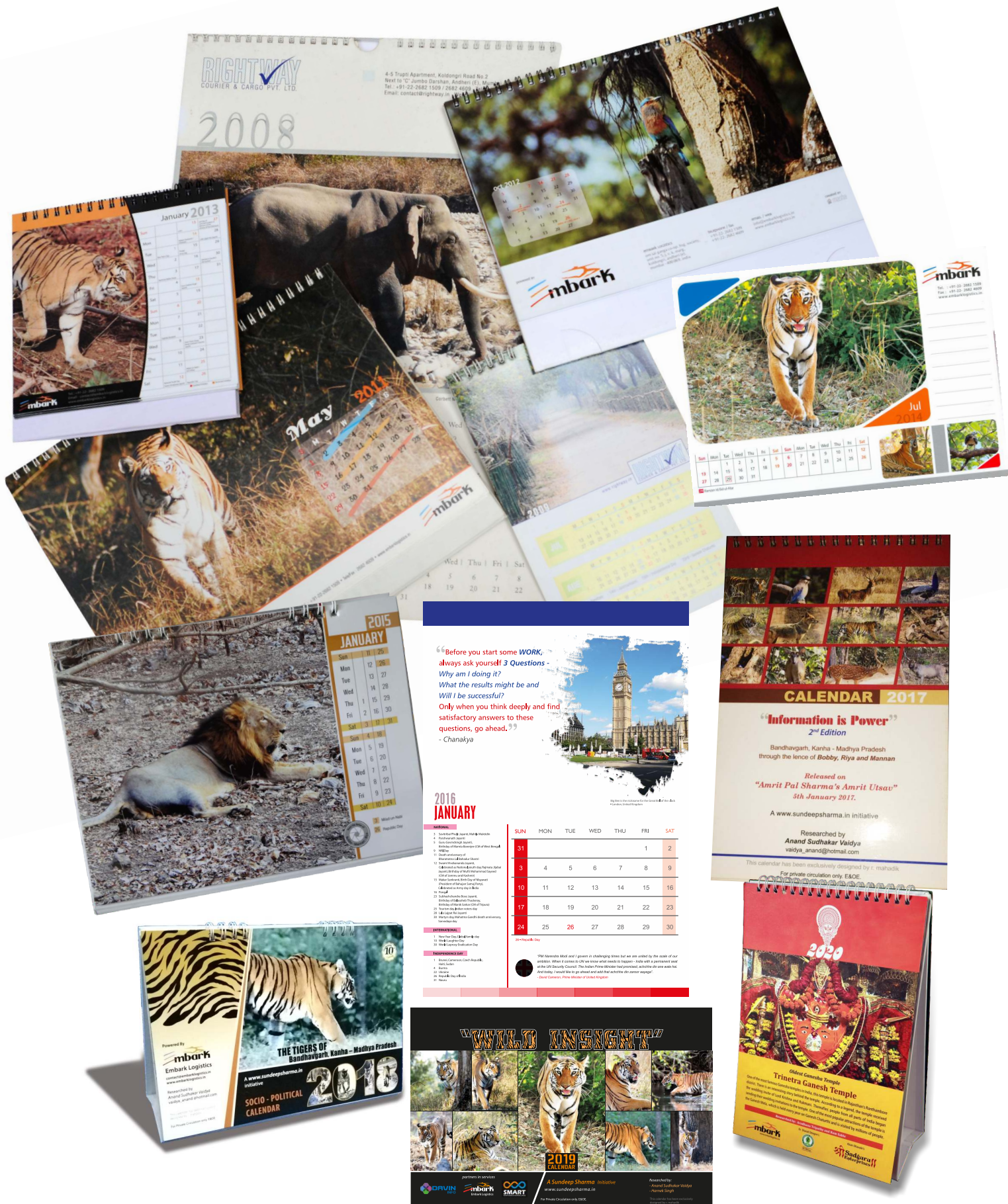


Nature is for giving. It's the greed of mankind which is the problem.

Sundeep Sharma
Project Head

- No Holi - 2016
- Published Ten Calenders on the theme 'Save the Tiger To See the Tiger'
- Anti-plastic campaign - 2000.
- Tree plantation and beautification, since 2002.
- Vermiculture project, 2005 onwards.
- Nirmalaya Prkalp - Cleaning of beach
after immersion procession of Lord Ganesh 2006-07 onwards.

ENVIRONMENTAL INITIATIVE



NAVI MUMBAI, WEDNESDAY
23.03.2016

dna of navi mumbai

SAVE WATER ■ Activist Sundeep Sharma identifies societies known for grand events, runs poster campaign to save water

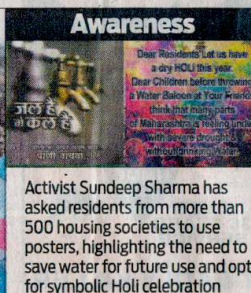
Hsg societies say no to lavish Holi celebration

Padmja Sinha
padmja.sinha@dnaindia.net

Seawoods: Many steps are being taken to ensure that water is not wasted during Holi celebration. Taking another responsible step is Seawoods resident and activist Sundeep Sharma, who has identified housing societies known for lavish Holi celebration across the city. He has designed posters for such housing societies and asked them to say a complete no to Holi this year.

Sharma said, "The satellite city is facing severe water crisis and amidst this even if we go opt for dry Holi, it requires a lot of water to wash oneself off. Dry Holi doesn't make sense, instead people should say complete no to Holi."

There are many housing societies that are known for



Activist Sundeep Sharma has asked residents from more than 500 housing societies to use posters, highlighting the need to save water for future use and opt for symbolic Holi celebration

grand celebration like rain dance and much more. NRI Complex, Sagar Darshan Balaji Estates, Balaji Towers and Mahavir Plaza are among the societies that have been short-listed by the activist. He will now urge residents of these societies to say complete no to celebration.

Sharma has asked residents from more than 500 housing societies to use posters, highlighting the need to save water for future use and opt for symbolic Holi celebration. "Riots have been reported in Latur over water and if we continue to waste the natural resource days are not far

when people will fight over water," he said.

"My efforts have yield fruitful results and housing societies have agreed to say no to extravagant celebration this year," he added.

"We have collectively decided to say no to Holi celebration. A number of activities

have been planned for the day, so that we can keep kids engaged and also save water for future use," said a resident.

To convey message to all, residents have put up posters at the entrance of society and appealed residents and even passers-by to save water.

A Cidco official said, "Water stocks are depleting fast and in coming months more water cut might be imposed so that drinking supply can be maintained till July."

"Last year was bad for rural Maharashtra as few areas faced drought-like situation. But now the condition is same in both rural and urban Maharashtra because of below average rainfall. So, it is our responsibility to understand the cause and spread word to minimise water wastage," said another resident.

Afternoon Despatch & Courier
www.afternoon.dn.in

MUMBAI | WEDNESDAY, MARCH 23, 2016

CITY | ADC

Save water to serve water

'No Holi' campaign in Navi Mumbai to save water

By Nitesh Poojari

Sundeep Sharma, social entrepreneur and a resident of Seawoods, has taken on a new initiative to help the society by campaigning to conserve water this Holi.

Speaking to ADC, Sundeep Sharma, said, "I started this campaign because playing dry Holi also wastes abundant water. It takes 3 to 4 times more water if you use buckets to bathe and about 6 to 7 times more water in shower. Around 500 housing societies in Mumbai and Navi Mumbai have

been sent the posters about 'No Holi' to be put up on their notice boards. Drought like situation mandates emergency measures.

"In the past, we had conducted a similar campaign in 2013 when there was drought-like situation in rural Maharashtra.

Sundeep Sharma's message to all is "At least for this year when there is a severe water scarcity in Maharashtra, let's not play Holi and Save Water to Serve Water." He concludes, "Nature is forgiving. It's the greed of mankind which is the problem."

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Date - 21st March, 2016.

No Holi - 2016 is a carefully thought campaign because playing dry Holi also wastes abundant water. It takes 3-4 times more water if you use buckets to bathe and about 6-7 times more water in shower.

500 co-operative housing societies in Mumbai and Navi Mumbai have been sent the poster to be put up on their notice boards.

Drought like situation mandates emergency measures says Sundeep Sharma, Social Entrepreneur and the creator of this campaign. We had conducted a similar campaign in 2013 when there was drought like situation in rural Maharashtra. Today the scenario is grimmer because the urban Maharashtra is also facing a scarcity of water.



Ten Calendars have been printed and released on the theme 'SAVE THE TIGER'

This initiative is supported by Embark Logistics. Slogans like 'SAVE THE TIGER TO SEE THE TIGER' has created desired impact.

The seventh calendar of the year 2015 is focused on the Gir Lions.

The ninth & tenth calendar showcases Tigers in Bandhavgarh & Kanha, Tiger Reserves, Madhya Pradesh.



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Dear Dr. Sundeep Sharma,

We thank you for your participation and support in our "Say No to Plastics" campaign at the Mini Sea –shore. Your effort illustrates people's power to positively change our environment and the future. Every action counts and when multiplied, becomes exponential in its impact.

With rising health hazards and damage to the eco-system, plastic waste is proving to be a growing disaster. It is the mere lack of awareness among the public that is leading to unabated use. Avoid – Reduce –Re-use –Recycle, by making small adjustments in our daily routine, we can prevent the devastating effects plastic has on the environment.

We hope our joint effort to set the stage for a low plastic footprint in the city with the Cleanup drive at the beautiful Vashi Mini Sea shore on April 14, 2013, will go a long way to generate awareness and bringing behavioral change among the citizens of Navi Mumbai. We will continue to rally this cause in our paper and through our activities in the city.

At the core of the success of this campaign lies your whole-hearted voluntary participation. We are thankful, to citizens like you, who take the first little step and do their bit to save the environment and create awareness among the other people. Such joint initiatives and actions surely serve to illustrate the saying that "it is better to light a candle than curse the darkness".

We look forward to a stronger association and many more partnerships in the future.

Warm Regards,

Nitin Chaudhry
Business Head
Hindustan Times

HT Media Limited
Regd. Office : Hindustan Times House
18-20 Kasturba Gandhi Marg
New Delhi - 110 001

14th April 2013 saw a cleanup drive at Mini Seashore, Vashi.

25 Volunteers of Navi Mumbai Networking, a forum setup by me, to conduct social activities specifically for Navi Mumbai cleansed the shore of plastic. This project was in association with Hindustan Times.

SUNDAY, MARCH 24, 2013
THE TIMES OF NAVI MUMBAI

THINK, DON'T PLAY SAYS ACTIVIST



"THERE IS DROUGHT IN MAHARASHTRA.
ATLEAST THIS YEAR
SAVE WATER TO SERVE WATER."
SUNDEEP SHARMA
SOCIAL ENTREPRENEUR & ADVISOR

Social activist Sundeep Sharma has printed 3500 posters urging people to save water and not celebrate Holi this year in wake of the drought in the state. He is distributing these posters in housing societies across the city. "Even if people play with colours, they will still end up wasting a lot of water while bathing. It's perfectly fine not to

celebrate Holi one year. We, too, have a social responsibility," said Sharma.

A number of housing societies have decided to abstain from playing Holi with water this year. The civic body has decided not to provide additional water tanks for Holi celebrations this year.

—Falguni Banerjee

3500 co-operative housing societies in Navi Mumbai got this meaningful poster, to be displayed on their notice board. Atleast for this year when there is a severe drought in Maharashtra, lets Not Play Holi and "Save Water to Serve Water".

**"THERE IS DROUGHT IN MAHARASHTRA.
ATLEAST THIS YEAR SAVE WATER TO SERVE WATER."**

- SUNDEEP SHARMA Social Entrepreneur & Advisor ☎ 93224 23567



Praful - Amravati

Partners in Service

President Vikas Chemburkar &
The members of
Lions Club of Mumbai Residency

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AFTERNOON DESPATCH & COURIER
WEDNESDAY, SEPTEMBER 14, 2005 19

BMC, NGOs join hands to ensure pollution-free immersions

The Nirmalaya Vermiculture Project also promotes the creation of compost manure from *pooja* items discarded after Ganesh *poojas*

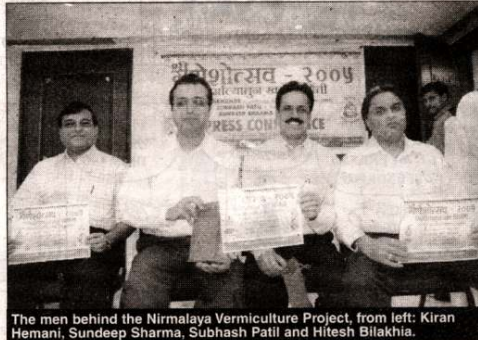
BY A STAFF REPORTER

The Brihanmumbai Municipal Corporation (BMC) has put into action the Nirmalaya Vermiculture Project this year with the aim of collecting and decomposing the 'nirmalaya' — which are flowers and decorations used in *poojas* done for Ganapati — during the ongoing Ganeshotsav.

"Devotees pack these items in a plastic bag and immerse it with the Ganapati. These items do not decompose or sink because they are in plastic bags. And they return to shore. I have seen pictures of Gods and flowers being stepped on. This hurts the sentiments of the people apart from causing pollution," said the project in-charge, Subhash Patil, who is an area locality manager of the project and a BMC officer.

To educate people against dumping 'nirmalaya' in the sea, the BMC has issued 20,000 leaflets to all Ganapati mandals in the city, and even to people in housing societies, informing them how to segregate wet and dry 'nirmalaya' and to give this to the nearest Ganapati mandal which has provisions to collect the same.

"We have 12 *tempos* that will be collecting 'nirmalaya' from mandals of each municipal ward. These will be dumped into seven compost pits, one in each ward. For instance, in 'L' ward, the pit is at Jangleshwar Mandir in Kurla, in 'T' ward it is in the Mulund Pumping Station. The



The men behind the Nirmalaya Vermiculture Project, from left: Kiran Hemani, Sundeep Sharma, Subhash Patil and Hitesh Bilakhia.

other wards have the remaining five compost pits. The 'nirmalaya' will be treated with cow dung over two months to create manure by six workers at each pit," said Patil. Additionally, the BMC is also posting workers at immersion points to stop people from throwing 'nirmalaya' in the sea.

This project is a continuation of the very successful 'Clean Suburb Foundation' which was initiated in 2004 to clean up 'nirmalaya' in suburban Mumbai. "Now since all Mumbai is a part of it, we have called it the Nirmalaya Vermiculture Project," said Sundeep Sharma, pro-

ject director. It has been planned by BMC's chief engineer of Solid Waste Management, R. R. Markande.

To encourage the project, the BMC will be giving out certificates and the manure created from the 'nirmalaya' to mandals that have maintained cleanliness of their surrounding area and segregation of dry and wet 'nirmalaya'.

NGOs like the Lions Club and Rotary Club are all a part of this project that has been funded by Hitesh Bilakhia of 'Rupvakula Properties' and coordinated by Kiran Hemani of the Bombay Slum Redevelopment Corporation Ltd.

City JOURNAL

Free Press Journal • Mumbai • Wednesday September 14, 2005 • Page 13

Nirmalaya to be used as manure

BY A STAFF REPORTER
MUMBAI

THE BMC has taken another step for keeping the metropolis clean by changing the age-old ritual of disposing the Nirmalaya (flowers discarded a day after *pooja*) in a water body. It has now been replaced by the Nirmalaya Vermiculture project.

The project is very simple and the only thing it requires is awareness of the common citizens. All that the project involves is collecting the flowers offered to God (Nirmalaya) and later carried to the processing centers where it is decomposed with cow dung and prepared as manure.

BMC ALM (Advanced Locality Management) aimed at zero garbage and cleanliness of all area, officer Subhash Patil said "An average of two tons of nirmalaya is accumulated everyday and later it is carried to the decomposing centers for processing as manure which takes around sixty days".

Addressing the media on Tuesday, Patil said that last year, the BMC had implemented the project in the Western Suburban areas and this year it is mainly in the Eastern suburban in areas like Kurla,

Ghatkopar, Mulund, Powai, Bhandup and Chembur. The BMC is looking ahead to implement it in the city during Navratri and also in particular weekdays for example on Tuesday at Siddhivinayak temple and other Ganesh temples and similarly on Saturdays at different Hanuman temples.

Patil claimed the project to be successful, as the response of the people was good. He further said that everyday they accumulate 24 tonnes in 12 trucks.

Addressing the conference Project Director Sandeep Sharma said "It all started with designing and distributing 20,000 informative leaflets to all Ganapati Mandals and was started on the second day of the *pooja*." The Nirmalaya is collected through 12 *tempos*. Trained staff supervises and executes the collection and dumping of Nirmalaya into seven pits, he added. Sharma further added that it is not aimed for any commercial turn over.

7 Processing Centres Jangleshwar Mandir (Kurla) Deonar municipal school Mulund pumping station  NTPC maidan (Powai)  Pestom Sagar (Chembur)  Bhandup Talao.

CHEMBUR-GHATKOPAR PLUS

SEGREGATION SPOT

'M' (East) Shatabdi hospital ground,
Deonar Municipal ground
'M' (West) Nana-Nani Park,
'N' Ward Municipal school,
Pantnagar, Jaswantra garden



TUSHAR DESAI

PROJECT NIRMALAYA GAINS GROUND

Sujatha Subraman | Chembur-Ghatkopar

EVERY year on the eve of Ganapati visarjan several metric tonnes of Nirmalaya or waste material in the form of garlands, flowers, coconuts and pieces of thermocol, metals used in decoration etc. are immersed in the ponds posing a serious threat to the water bodies.

To tackle this complex problem 'Clean Suburb Foundation' has launched an ambitious project for the entire eastern suburb stretching from Kurla to Mulund. Since 2001, the Chembur-based Pestom Sagar ALM has implemented this scheme on a small scale at the Nana-Nani Park but from this year onwards the BMC has extended this concept to cover 6 municipal wards namely 'L' Kurla, 'M' Chembur, 'E' and 'W', 'N' Ghatkopar and its neighbouring suburbs. Sandeep Sharma, the

project director says, "BMC vans will collect the Nirmalaya from each of the pandals on a daily basis and the same will be segregated at some designated spots and within a span of 45-days they will be converted into good quality manure at the various vermi-compost pits."

Throwing more light on the concept he adds, "Clean Suburb Foundation is formed at the grass root level by grouping several voluntary organisation and ALM groups. We are complementing the work of the BMC by employing extra hands at the sites for segregation and also by supplying 12 additional vehicles to collect the nirmalaya. Our volunteers have visited the various mandals to convince them about the importance of this project."

Talking of the benefits of nirmalaya management Dr. Vijay Sangole, Chief convener of the Pestom Sagar ALM who initiated this pro-

ject six years ago in his surrounding says, "It is a cheap but effective way of producing good quality organic manure. For many mandals, segregation of nirmalaya into bio-degradable and non bio-degradable ones is still a new concept. They are not aware of the options to dispose the nirmalaya, so they simply tie them in plastic bags and dump them in a careless manner. We have made a beginning by spreading the message. The success of the programme will depend on the active participation of the citizens." Subash Patil, BMC official in charge of the nirmalaya project echoes the same view.

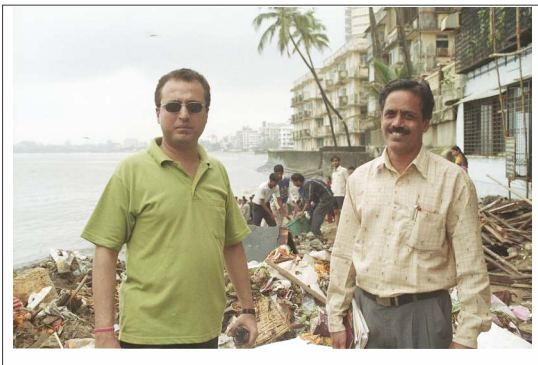
Prakash Bhasikar, an active volunteer of this project says, "The eastern suburbs have taken a lead in the city's waste management. The nirmalaya concept was actually introduced last year, however due to the election code we could give enough publicity. The disaster of July 26 has proved how the plastic culture can ruin our lives."



Ganeshotsav Vermiculture Project- Collection pots near immersion sites



Volunteers cleaning beaches - Ganeshotsav Nirmalaya Prakalp



Volunteers cleaning beaches - Ganeshotsav Nirmalaya Prakalp with Subhash Patil (OSD With MCGM)



Ganeshotsav Vermiculture Project- Collection of Bio-degradable offerings like flowers, garland, fruits, sweets and food etc.



Segregation of Flowers from the solid waste generated Ganeshotsav Vermiculture Project

Ganeshotsav Nirmalaya Prakalp -

This project is a part of our initiative with the Municipal Corporation of Greater Mumbai and other Volunteer Organization to assist in the mammoth task of cleaning our beaches and shoreline.

On the day after the immersion of Lord Ganesha's idol, Sundeep along with volunteers of NSS (National Social Service) and NCC (National Carded Corps) from various colleges undertook the cleaning of beach and shoreline of Mumbai. This was a part of Ganeshotsav Nirmalaya Project. This project has existed for 8 years i.e 2006 - 2013. We were able to generate 60 tones of Nirmalya (Organic Manure) which was redistributed to Ganeshotsav Mandals and Public Gardens.

All 24 wards of Mumbai are a part of this Prakalpa. The collection of Organic Material is done from more than 10,000 Sarvajanic Ganeshotsav Mandals.

Ganeshotsav Vermiculture Project - Clean Suburb Foundation, headed by Sundeep Sharma is an umbrella organisation since 2005, dedicated to the cause of the environment, its specific task is to collect, segregate and process solid waste generated because of the biggest festival in the state of Maharashtra namely Ganeshotsav. This festival is of 10 days wherein an idol of lord Ganesha is brought Home, Co-operative Societies, Residential or Industrial Zones, and prayers are performed. Offering like flowers, garland, fruits, sweets and food etc. is made, this tones of solid waste thus generated is processed through vermiculture process in a duration of 60 days, the natural manure is than distributed free to Government and Non-governmental agencies, including housing societies.



The Indian EXPRESS
MUMBAI MONDAY, FEBRUARY 14, 2000

MUMBAI Newsline

SAY NO TO PLASTIC!

After The Indian Express raised voice against plastic bags there was public uproar and the government woke up to the problem with a start. And then things came to a standstill. Apart from a few concerned NGOs and, of course, The Indian Express, no one seems to be bothered any more.

EXCEPT 29-year-old Sundeeep Sharma who has not stopped running his own anti-plastic campaign. Recently, he distributed leaflets to the shop-keepers in Chembur urging them to use recycled paper bags instead of plastic bags. "We will give them some time. If they are not willing for the change, we will refuse to buy goods from them," Sharma details his modus operandi. And even outside Chembur, he will not take home anything in a plastic bag. Like Dadar from where he bought flowers but said no to the accompanying plastic bag. He has approached the members of co-operative housing societies to let him know when they have their monthly meetings. "At these meetings, we want to spread awareness against the 'pollution-friendly' plastic. We will also be distributing leaflets to the residents," he says.

Besides anti-plastic campaign, there are other civic, health and education issues also for which Sharma has been fighting since he was 15. A time when he decided to take up social welfare as a full-time responsibility. Though partially sighted, Sharma stands tall in his association with 14 social welfare organisations. And this year he received the International President's Award from Lion's Club International, USA, for social service.

And where did he make a start? "I was motivated by former minister, the late Hashu Advani." And his Swami Vivekanada School, Chembur, helped him further. Beginning with small medical camps and eye check-up camps in the slums around Chembur, he

volunteered for National Association for the Blind (NAB). He is still working for the slum dwellers and the cause of the differently abled.

Sharma also joined the youth wing of the Lion's Club International (Leo club of Chembur west) in the early '90s. Other activities to his credit: medical check-ups for the police forces of Zone V; has been making watch towers for police to monitor the visarjan at Chembur for the last three years; regularly arranging for mobile pollution check-up camps; and also getting ladies' toilets constructed at Ashoknagar. As President of Maharashtra Jagriti, he intends to have a computerised district level network which will enable the villages in each district to obtain information over the Net at the district level.

Work in this direction is already on at Pune and Satara. Sharma has also set up a Community Vigilance Centre where people are requested to e-mail their grievances. He assures follow-up on these. For civic problems, e-mail Sundeeep Sharma at sundeeep2s@hotmail.com or dial 7705017.



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— SUDESHNA CHATTERJEE



Shri. Sharad Kulkarni planting a sapling with Sundeep Sharma on 7th July, 2002.



Sundeep Sharma being interviewed by ZeeNews on Tree Plantation and Beautification Drive on Sunday, 7th July, 2002.

Tree Plantation Project - Inaugurated on 7th July 2002. A permanent project on R C Marg, Chembur, with 60 flowerbeds for beautification and tree plantation has been extremely successful with the help of local residents. Few such projects have been completed.

Anti Plastic Campaign -

A movement was launched on 7th February 2000, to limit and gradually stop the usage of Plastic Bags. A memorandum was given to the shopkeepers in Chembur which informed them that Citizens would be requested to stop patronizing the shops and business establishments who do not implement this environmental requirement. The shopkeepers were requested to stop using Plastic bags, and eco friendly paper bags were also suggested as an alternative, followed by the 2nd phase, which included conducting awareness amongst the Citizens of Mumbai through leaflets, posters, print and electronic media.

Organized Pollution Under Control Check up Camp - On 22nd February 1998, at Chembur. This camp was organized with the help of Traffic Police.

