



Norwegian Ministry  
of Foreign Affairs



Afroz Shah Foundation



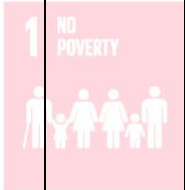






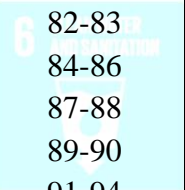



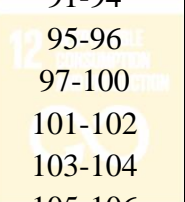




Norway in India

Royal Norwegian Embassy in New Delhi and Consulate General in Mumbai

# **REPORT FOR THE WORK DONE UNDER THE 1ST GRANT**

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# A. About Afroz Shah Foundation

## I. Introduction

1. Afroz Shah Foundation – founded in 2019 by Adv. Afroz Shah – is a philanthropic foundation registered under Section 8 of the Companies Act 2013.
2. The foundation is a marriage between Gandhian philosophy of a citizen’s movement and 21<sup>st</sup> Century structured formal set up to carry out philanthropic activity.
3. The foundation is a juristic entity with the following necessary requisite permission from the government authorities :
  - i. Certificate of Incorporation under Companies Act, 2013 having Corporate Identity Number – U85300MH2019NPL325254 – **Annexure 1.**
  - ii. Registration under Income Tax Act having PAN number – AASCA2704L – **Annexure 2.**
  - iii. Registration Certificate under The Central Goods and Sales Tax Act, 2017 having GST number – 27AASCA2704L1ZE – **Annexure 3.**
  - iv. NGO Darpan Unique ID registered under NITI Aayog – MH/2020/0270188 - **Annexure 4.**
  - v. 80 G Certificate under Income Tax Act - **Annexure 5.**
  - vi. 12AA Certificate under Income Tax Act - **Annexure 6.**
4. The setting up of the Afroz Shah Foundation was primarily done due to the urging and the support of the Norwegian Government and its leaders. The birth of this foundation – was due to the interest from the Norwegian government – to formalize and to make scalable the work of Afroz Shah and volunteers – to tackle marine debris, to beat plastic pollution and to implement the Sustainable Development Goals (SDG’s) of the United Nations.

## II. Mission

5. The mission of the foundation is as follows :
  - i. To create a broad based engagement involving citizens, students, local municipality, corporates and governments to beat plastic pollution and to get circular economy in every citizen’s life.
  - ii. To create sustainable solution models at the ground level – by involving local community-to beat plastic pollution.

- iii. To create citizen leaders to handle plastic pollution and waste properly as it is a socio-economic problem (following the idea of “Global problem, Local Solutions”).
  - iv. To bring about behavioral change living in human-ocean conflict zone and human-animal conflict zone by inculcating “sense of belonging” in local populace about Mother Nature.
  - v. To create a link- right to livelihood of citizens living in human-ocean and human-animal conflict zone with the right to clean environment (catering to the Sustainable Development Goals of United Nations in motion).
  - vi. To create scalable future model for companies and plastic producers-at the ground level to beat plastic pollution.
6. To collect evidences-facts and figures from the ground :

- i. To help corporates to frame workable correct models-based on evidence-to beat plastic pollution and to adopt circular economy.
- ii. To help government frame up correct laws and policies based on evidence and to take proper ground action.
- iii. To help citizens live and coexist with Mother Nature and other species.

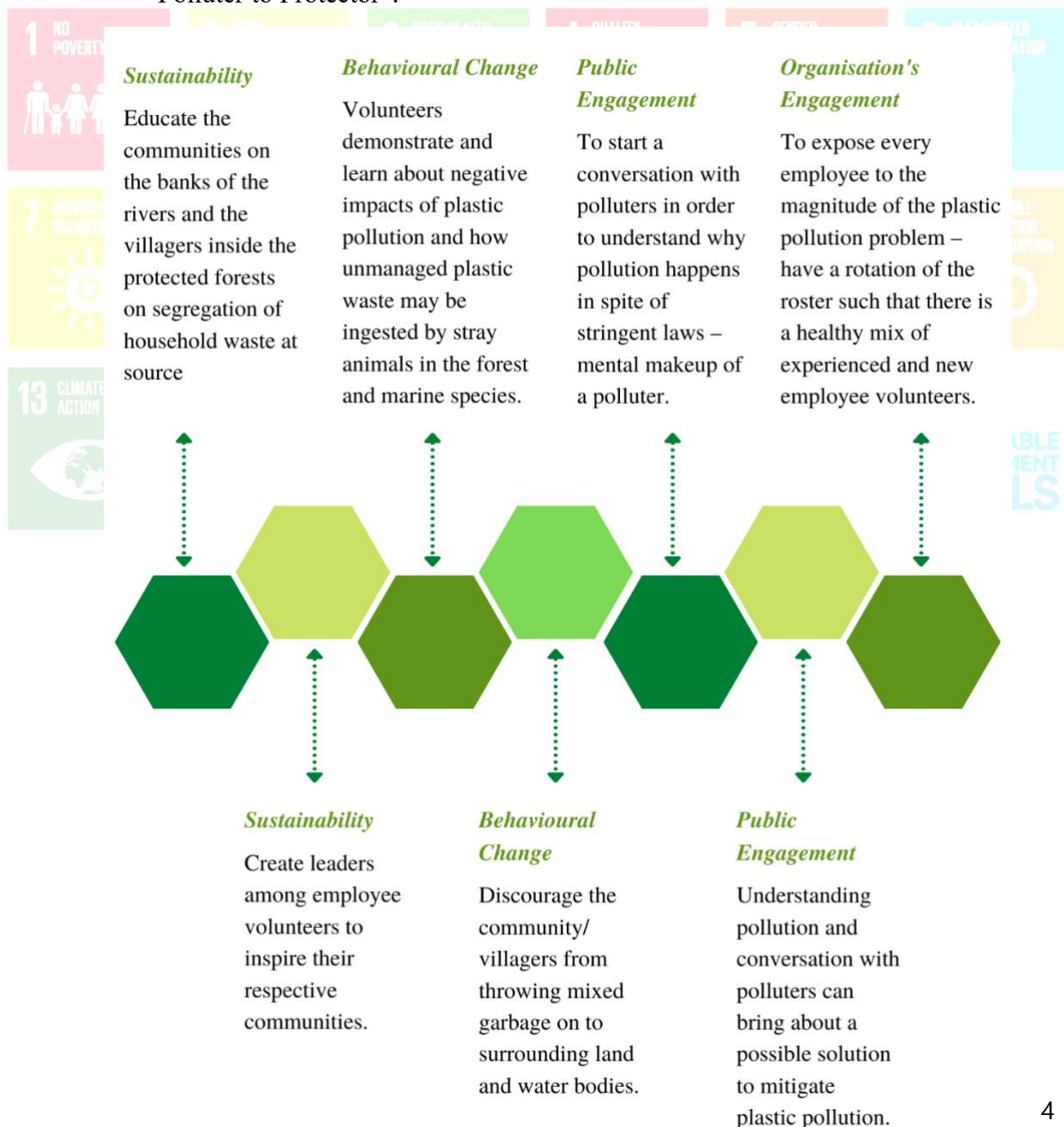
### III. Vision

- 7. Environmental degradation stems from individual choices. The moulding of individual choices is largely behavioural. To incorporate behavioural changes in line with Mother Nature – can be brought about in diverse ways.
- 8. Experience shows us that one of the most effective ways to understand, appreciate, and take steps to improve the environment is to first hand understand the impact of pollution at the flash point itself.
- 9. Interaction with polluters/ citizens opens up a dialogue on how to mitigate plastic pollution. Volunteers spending time at the beach/ river front/ forest, cleaning and rejuvenating the water bodies is the continuation of this method of inculcating the love for Mother Nature.

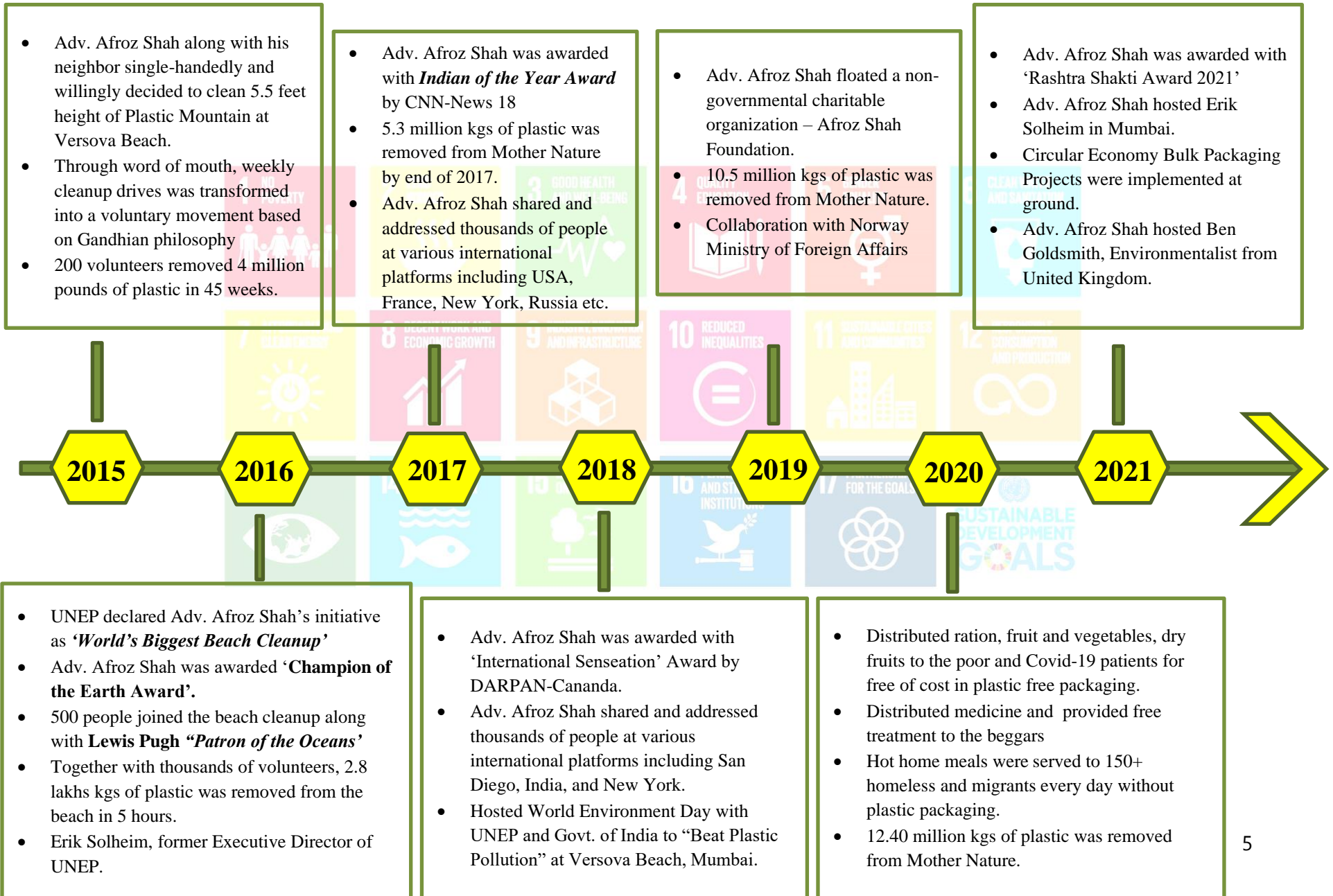
### IV. Objectives

- 10. The objectives of Afroz Shah Foundation are two-fold:
  - i. Citizen volunteers contributing their time effort and money every week to carry out ground activities to protect and preserve Mother Nature. “Behavioural change by doing” is the motto.

- ii. Some citizen volunteers' right to livelihood is linked to right to clean environment. Circular economy, waste management and these rights are tightly interwoven to push the mission, vision and object of this foundation.
- iii. To create sustainable models at the ground level so that individuals can easily adopt a sustainable lifestyle.
- iv. To make behavioral changes in citizens living in human ocean and human animal conflict zones so as to mitigate the conflict.
- v. To make the work and the action of the foundation as a narrative in which every citizen, every government, every corporate and every regulator does his bit.
- vi. To create leaders among the masses and the institution to push the agenda of the sustainability.
- vii. To make polluters – individuals or institutions – to be a part of the journey from “Polluter to Protector”.



## B. Our Journey



## C. Our Association with Norway

11. Mumbai saw the emergence of beach cleanup activity in October 2015. Advocate Afroz Shah went all alone on the beach along with an 84 year old neighbor Harbansh Mathur to pick up 3 bags full of plastic on the first day. A 2 km Versova beach with garbage upto 5 feet height to clean – was one of the daunting task in front of Afroz to do. The job was on hand but it required many hands to join to finish the job.

12. In August 2016 – Lewis Pugh – the patron of ocean of UN joined this cleanup. By then thousands of Mumbaikar had joined Afroz and the volunteers to help with the cleanup. During this cleanup – in the month of August – the Norwegian consulate in Mumbai joined the cleanup. From then on – Norwegian consulate became a regular part of this cleanup. All officials of Norwegian consulate would join along with their families on Sundays for cleanup. Post cleanup – volunteers along with the Norwegian consulate would share meals and ideas on how to protect the ocean from plastic pollution. Implementation of circular economy and reduction of marine debris would be the talking point in these cleanups.

13. In October 2016 – Mr. Erik Solheim – the then UN Environment head – rolled up his sleeve and joined the Versova beach cleanup. It was the day of the birth of Mahatma Gandhi – the father of Indian nation. More than 4000 citizens joined in the cleanup that day. In November 2016 – the cleanup of the public toilets – adjacent to the beach – had started – to stop open defecation on the beach. The citizens living in Sagar Kutir Wadi were being sensitized and provoked to do action to stop – open defecation, littering in to the ocean and reduction of garbage.

14. During 2016 and 2017 – in Mumbai – Norwegian consulate along with Afroz shah and the volunteers – took up beach cleanup, mangrove cleanup, toilet cleanup and training programs for circular economy. In 2017 – the then Minister of International development Nikolai Astrup – visited Mumbai and got introduced to various activities carried out by Afroz Shah and volunteers.





15. Adv. Afroz Shah visited Norway 3 times – between 2017 to 2020. The visits were in the region of Sutara, Bergen, Oslo and Risor. The visit involved cleanups at multiple locations involving – citizens youngster and ministers . Hundreds of Norwegian of Norwegian joined enthusiastically for the cleanup. There will multiple engagements with Business association, local Municipalities, Government ministers, association like Norwegian Shipping Association and waste management companies like Tomra etc.



16. From 2017 to 2020 - Norwegian Government officials and ministers visited Mumbai – joined the cleanup at Versova – at River Mithi and participated in multiple conversations for the health of the ocean and to tackle marine debris. Mr Dag Ulstein, Mr Rotevan, Mr Nikolai Astrup, MRS Maria Hagen were some of ministries and officials who participated in the cleanup and discussions. The Norwegian Consulate in Mumbai facilitated all these activities.



17. In May 2019 – Afroz Shah Foundation was floated as a charitable organization. All activities which were done in an Gandhian and informal way were being carried out now in the formal legal juristic entity way. The Norwegian Government signed an agreement with Afroz Shah Foundation in November 2019 and this formal collaboration was born. All our work from 2019 till date has been carried out under this arrangement. During this journey Adidas India also collaborated with Afroz Shah Foundation for tackling Marine Debris.

**D. Our Collaboration**

**I. Our activities**

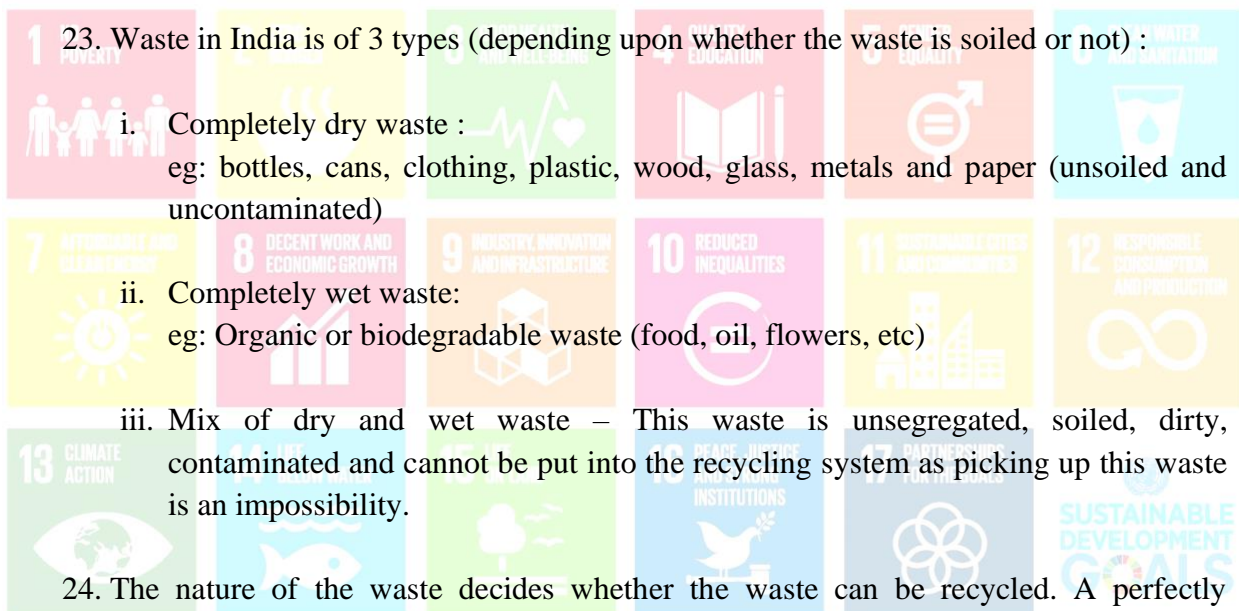
18. Plastic – an extraordinary innovation – has entered into the lives of human beings and other living species both by choice and by habit. Humans – a creature who holds utmost power to transform anything under the umbrella – can create or resolve any problem.

19. Human – ocean conflict is primarily located along with the geographical boundaries of the land and the ocean where large human settlements are living in squalid condition – along storm water drains in urban cities – along rivers and river banks flowing into the ocean.

20. Human – animal conflict zone have also erupted in eco sensitive zone, protected forest, forest etc. Plastic laden with food stuff – dumped in the open in the forest – attracts dogs. Evidence – by the forest department – indicates that leopards and carnivorous

follow the dog – for its meal. Other herbivorous animals like spotted deer also eat waste food – laden with plastic. The garbage generation and in particular plastic pollution has created this conflict.

21. Human – ocean conflict and human – animal conflict is a human – driven problem erupting from our habitual and irresponsible habits of production and consumption – coupled with practice of linear economy.
22. Linear economy – in simple words, means use and throw approach – is creating problem for the Mother Nature as it follows the concept of over-utilizing limited raw materials at the production stage followed by greed – based instead of need – based consumption with no proper disposal method known. After consumption of the main product, it becomes a waste and this is the last stage where it is eventually thrown into landfill or stays in nature as a waste product.



23. Waste in India is of 3 types (depending upon whether the waste is soiled or not) :

- i. Completely dry waste :  
eg: bottles, cans, clothing, plastic, wood, glass, metals and paper (unsoiled and uncontaminated)
- ii. Completely wet waste:  
eg: Organic or biodegradable waste (food, oil, flowers, etc)
- iii. Mix of dry and wet waste – This waste is unsegregated, soiled, dirty, contaminated and cannot be put into the recycling system as picking up this waste is an impossibility.

24. The nature of the waste decides whether the waste can be recycled. A perfectly recyclable waste cannot be recycled in India due to the waste being contaminated and soiled.
25. Waste is either littered landing in the natural environment (ocean, forest, water bodies, etc) or if not littered (and not suitable for initially pushing it for recycling framework) then it is sent to the landfill [waste in this case is dirty or soiled and hence the first contact person i.e., the rag picker refuses to pick it up and even if the rag picker picks up then the second contact person i.e. kabadiwala (sort of wholesaler of waste) will refuse it as the waste is smelly and the space is restricted].
26. The problem of marine litter has erupted in three places / spaces :
  - i. Waste (primarily plastic etc.) has entered the ocean and landfills and has formed huge plastic island;
  - ii. The coast line i.e. beaches, mangroves, estuary and the boundary of the land and the ocean;

iii. In the mindset of the people living in human – ocean and human – animal conflict zone (waste is not properly handled, habit of littering and loss of sense of belonging to the planet etc).

27. The problem of plastic pollution in human animal conflict zone is in the forest zone – in and around villages (pada) – inhabited by forest dwellers. The animals eat the plastic and also there is tremendous amount of spread litter too – which is visually disturbing.

28. The phenomena of “plastic turning into a pollutant” has two major aspects :

i. Reduction of the generation of the garbage itself :

It involves combination of choices and habits of each individual.

ii. To handle the waste generated properly :

It is purely based on habits of each individual.

29. Communities living abutting the ocean, river and forest have no waste management system. In most cases, the waste is directly littered into the ocean, creek or river or forest. This creates human – ocean conflict or human – animal conflict zone.

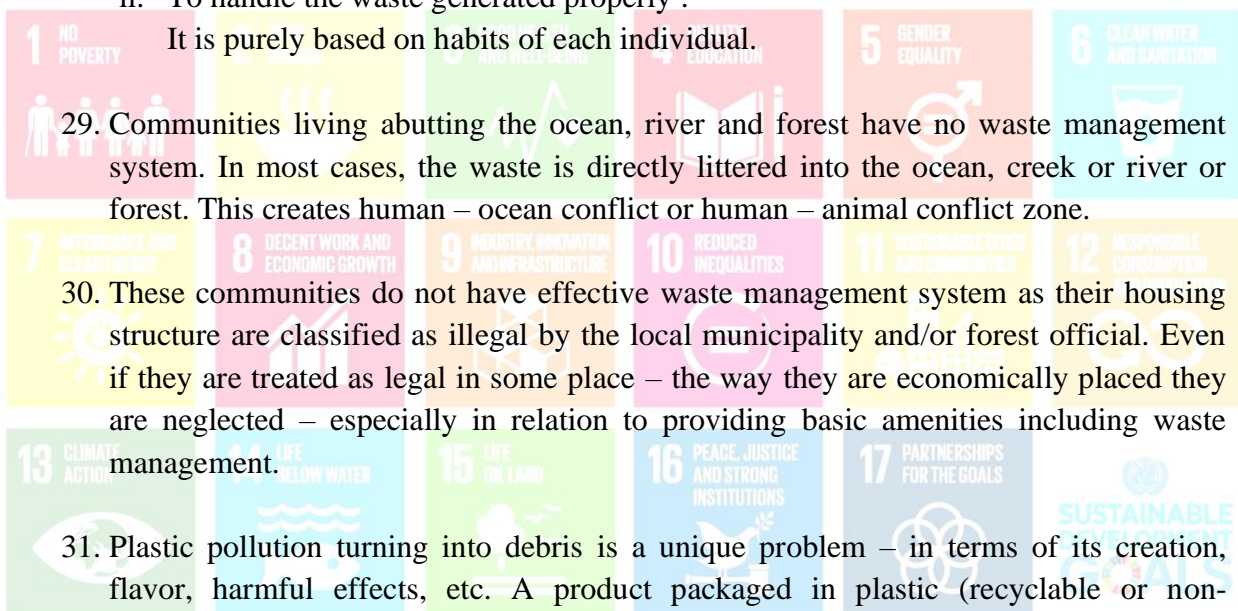
30. These communities do not have effective waste management system as their housing structure are classified as illegal by the local municipality and/or forest official. Even if they are treated as legal in some place – the way they are economically placed they are neglected – especially in relation to providing basic amenities including waste management.

31. Plastic pollution turning into debris is a unique problem – in terms of its creation, flavor, harmful effects, etc. A product packaged in plastic (recyclable or non-recyclable) has its own – life journey. It either makes its way to the landfill, recycling center, forests or the ocean. This choice to be made is by each human being. This journey of plastic packaging can be stopped by intercepting the plastic at various stages of its journey.

32. Our work/collaboration is precisely – this journey of – intercepting the plastic by not turning into a pollutant.

33. Our work – behavioural change – focusses on the following activities :

i. Engaging the local populace especially the younger population to participate in the beach cleanup, mangrove cleanup, boat cleanup and toilet cleanup and training for circular economy and to beat plastic pollution.



- ii. Engaging the local populace along with citizens volunteers on how to handle waste and to adopt circular economy.
- iii. Training of locals on how to handle plastic waste especially waste which are perfectly recyclable but are not recycled due to waste being soiled or contaminated.
- iv. Engagement involves training and spending time with locals. The meetings / trainings were interspersed with food and snacks. Bonding over garbage and food. A good way to connect.
- v. Local boys/girls having leadership attitude were further groomed to take up leadership role in the community – by engaging with them regularly for developing effective waste management system.

vi. The whole exercise is being carried out with the Gandhian philosophy that it is our nature, our ocean, our forest, our toilets and we need to take care of it.

34. The work under the present Grant started in October 2019 and continues till date. There were minor interruptions in the work during the first wave and the second wave of Covid-19 in India. Some activities continued inspite of the two waves of Covid-19 pandemic. Some activities had to slow down due to government restrictions. The work carried out by the foundation is in the form of “absolutely necessary activities” – as it involves cleaning and waste management. Hence some activities of the foundation continued during the second wave of the covid-19 pandemic as well.

35. The following activities were planned and implemented under the grant :

- i. Cleanup of beaches.
- ii. Cleanup of Mangroves.
- iii. Cleanup of Ocean/Creek/Intertidal zones using boats.
- iv. Training people for Circular Economy – reduction of generation of garbage.
- v. Running 14 programmes under the mindset change work on the communities.
- vi. Rejuvenating River Mithi – cleaning up of the river and training people living on the banks of the river for circular economy.
- vii. Making 43 villages of Sanjay Gandhi National Park garbage free.
- viii. Running programmes in school to make the younger generation in schools and colleges do ground action and “learn by doing”.
- ix. Turning waste into valuable products so that the involvement of the community using this concept is enhanced.
- x. Setting up and operating the office of the foundation.
- xi. Setting up of the board and the advisory board of the foundation.
- xii. Creating leaders among volunteers by absorbing them as a full-time volunteer under the foundation.

- xiii. Running the foundation professionally by appointing necessary professionals to run the activities of the foundation.

36. The ground activities are on going at the following locations :

- i. Sagar Kutir slum/wadi having population of 40,000.
- ii. Versova Village having population of 40,000.
- iii. Siddharth Nagar slum/wadi having population of 6,000.
- iv. 43 villages spread across Sanjay Gandhi National Park having population of 14,000.
- v. Filter pada, Morarji Nagar, Bhim Nagar on the banks of River Mithi having population of 40,000 (2 kms of Mithi River).
- vi. Kamraj Nagar in Ghatkopar having population of 20,000.

## II. Field of Operation

37. As the problem of plastic pollution is a global concern, thus it becomes imperative to operate at diverse field sites – to address the issues in a wholesome manner. Following are the field sites of operation – currently being targeted in Mumbai city to implement Circular Economy in citizen consumer’s lives :

### a. Sanjay Gandhi National Park –

i. Sanjay Gandhi National Park is a protected forest having an area of 103.84 sq.km located in the heart of Mumbai city. It is a part of the Western Ghat diversity corridor. This forest is home to more than :

- 254 species of birds.
- 40 species of mammals.
- 78 species of reptiles and amphibians.
- 150 species of butterflies.
- 1300 species of plants.

ii. There are 2 huge lakes located in the precinct of this national park – Vihar and Tulsi – which supply drinking water to the city of Mumbai. These lakes have also a large population of crocodiles and various species of migratory birds throughout the year.

iii. SGNP has a history dating back to 4<sup>th</sup> century B.C.. The park was called as “Krishnagiri National Park” – during the British era. In 1981, it was rededicated as “Sanjay Gandhi National Park” to the nation.

- iv. SGNP spread over 103.2 sq.km. has 43 villages and population of 14,000. The number of villages varies as some of the forest dwellers – residing since last 200 years – in these villages are nomadic by nature and move in a particular season from one village to another.
- v. There is a huge problem of human – animal conflict in this forest due to plastic pollution, mishandling of the garbage, behavioural conduct which is in conflict with Mother Nature etc. Human – animal conflict zone have also erupted in eco sensitive zone, protected forest, forest etc. Plastic laden with food stuff – dumped in the open in the forest – attracts dogs. Evidence – by the forest department – indicates that leopards and carnivorous follow the dog – for its meal. Other herbivorous animals like spotted deer also eat waste food – laden with plastic. The garbage generation and in particular plastic pollution has created this conflict.

**b. Versova –**

38. Versova beach is a 2.9 kms beach located in the north west of Mumbai. The problem of plastic litter is unique at Versova beach for the following reasons :

- i. Most of the marine debris at the beach (98%) is thrown by the ocean during high tide. Only 2% is physically littered on the beach.
- ii. There is a creek (very active during high tide) which enters from Versova beach into atleast 10 – 12 kms to the northern tip of Mumbai i.e. around Malad/Kandivali. There are around 9 smaller creeks which enter into the landward side of Mumbai – flowing from west to east during high tide and flowing from east to west during high tide.
- iii. Marine litter which lands at Versova beach has its origin in these 9 creeks creates the movement of plastic pollution into the ocean and / or the beach.

**c. River Mithi –**

39. River Mithi is an 18 km river stretch running from East to West in Mumbai and it is a flash point of plastic discharge into the Arabian Sea. Over 1.5 Million people live on the banks of the River.

40. There are 3 major areas of concern for this pollution:

- i. Liquid Waste
- ii. Solid Waste
- iii. Mindset of people living on the banks

41. Presently, the existence of a proper waste management system along the river is invisible. The problem is man-made in its true essence-all rigid plastics, glass bottles,

cardboard, paper are sold by the residents and low value flexible plastics waste is thrown away. There is a disconnect between the people living on the river bank and the river – loss of sense of belonging.

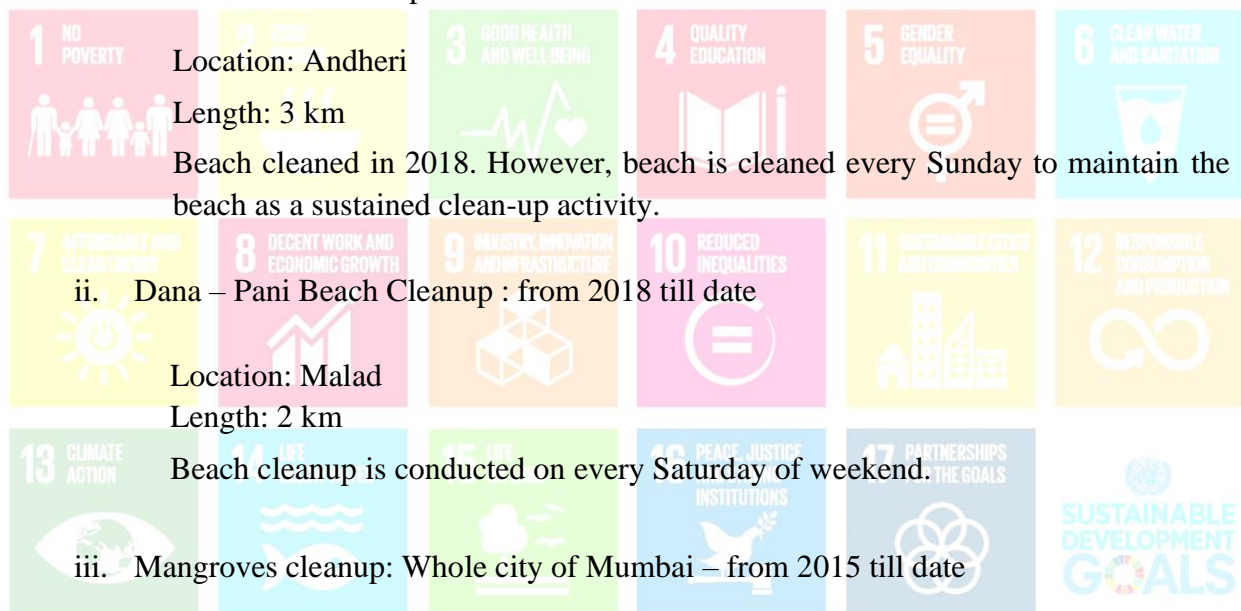
**d. Kamraj Nagar –**

42. Kamraj Nagar is a locality in Ghatkopar where our volunteer – Smita More has taken charge to make the entire slum zero Garbage. Kamraj Nagar has a population of 20,000 people.

43. Following are the ongoing ground activities implemented till date :

a. Beach cleanup: Whole City of Mumbai

i. Versova beach Cleanup: from 2015 till date



ii. Dana – Pani Beach Cleanup : from 2018 till date

Location: Malad  
Length: 2 km

Beach cleanup is conducted on every Saturday of weekend.

iii. Mangroves cleanup: Whole city of Mumbai – from 2015 till date

Mangrove Clean-up is being done at 2 different locations in Versova – Kavtiya Khadi and Sagar Kutir – depending upon the tides and monsoon season as the mangroves are marshy area and ecologically sensitive. The idea is to not only engage volunteers but additional workers so that continuous clean-up happens in the mangroves.

- Mangroves near Sagar Kutir at the coast of Versova Beach, Andheri
- Mangroves at Kavtiya Khadi, Versova, Andheri.
- Mangroves at the coast of Dana Pani beach, Malad.

iv. River Mithi Rejuvenation: City of Mumbai – from 2018 till date

- Location: River Mithi, Mumbai

- River Mithi length 18 km – source Vihar lake and the mouth of river is Arabian Sea, location at Mahim creek.
- Pollution: Solid Waste and Liquid Waste.
- Population at the banks: around 5 million.
- Cleanup, Circular Economy and Community Development at the source of River Mithi – Filter Pada, Morarji Nagar, Bhim Nagar – Powai : by involving citizen volunteers and students of Mumbai
- Cleanup – by manually and with the help of machine removing the plastic from River Mithi.
- Circular Economy - Awareness and adoption program of solid waste (Segregation of dry and waste garbage) Collection of dry garbage from individual householders.
- Community Development – bonding together on meal (refreshments provided at the time of activity) and spending time with volunteers and the locals to create sense of belonging and awareness.

v. Forest cleanup & Circular Economy: Sanjay Gandhi National Park, Mumbai.

- Location : SGNP, Mumbai
- Population: Human animal conflict zone: 43 tribal hamlets: Approx: 15,000 citizens
- Cleanup: Once in a week by involving citizen volunteers and students to clean pada and surrounding.
- Circular Economy – Awareness and adoption program of solid waste (Segregation of dry and waste garbage). Collection of dry garbage from individual householders.
- Community Development – bonding together on food and spending time with volunteers and the locals to create self-belonging and awareness.

- vi. Circular Economy: Awareness, Adoption, training, collection and implementation of Circular Economy in whole city of Mumbai – from 2016 till date
- Population more than 200,000
  - Sagar Kutir Wadi, 7 Bungalows, Andheri (W), Mumbai.
  - Siddharth Nagar Wadi, 4 bungalows, Andheri (W), Mumbai.
  - Versova Village, Versova, Andheri (W), Mumbai.
  - River Mithi, Filter Pada, Powai, Mumbai.
  - 43 tribal hamlets, Sanjay Gandhi National Park.
  - Circular Economy Project will involve training up citizens living in human - ocean conflict zone and human-animal conflict zone to reduce garbage, to handle



plastic properly and to adopt circular economy – community development – toilet cleanup , food for plastic programme.

vii. Creek cleaning program : Whole City of Mumbai – from 2019 till date

Dingy Boats are used to clean creeks (collect plastic waste) of plastic filth abutting ocean :

- Cleaning Creek at Siddharth Nagar, Versova creek
- Right to clean environment is connected with the right to livelihood

## E. Work done under the grant

44. As part of the Grant between The Norwegian Ministry of Foreign Affairs – through the Royal Norwegian Consulate, Mumbai – and Afroz Shah Foundation, the work was carried out on these 10 fronts :

Item No.	Topic
1	Personnel (Volunteers)
2	Professional Personnel (Outside the voluntary based)
3	Office
4	Running and Operation of the 3 tier structure
5	School Programme
6	Mindset change programme in human ocean conflict zone
7	Tubs
8	Gloves
9	Tractor
10	Workers with Tractor

### a. Programme Leaders

45. The genesis of the voluntary movement started by Adv. Afroz Shah is to create leaders from common citizens to take ownership of their localities and to handle the waste generated in them properly. United Nations Sustainable Development Goals are met using this approach i.e. right to livelihood of these citizens is linked to right to clean environment. The objective is to empower local citizen volunteers to protect the environment and create an enhanced sense of belonging in the society.

46. The personnel appointed from the existing volunteer base are those volunteers who have been working with Advocate Afroz Shah for the past 4 years. Dedicating their lives to this cause voluntarily, without any motive. Thus starting their journey to become leaders who train themselves and others around them. These volunteers have selflessly and devotedly given their time, energy and efforts to bat for the cause of Mother Nature. Additionally, because of their efficiency and competence they are now absorbed as personnel of the foundation. In total 15 volunteers have permanently absorbed on honorarium basis in the foundation – due to the grant by the Norwegian Government.

47. The volunteers as part of the engagement do field work and work at the office as well. The volunteers carry out the following activities along with other volunteers who were not part of the Grant :

i. Cleanup of beaches.

ii. Cleanup of Mangroves.

iii. Cleanup of Ocean/Creek/Intertidal zones using boats.

iv. Training people for Circular Economy – reduction of generation of garbage.

v. Running 14 programmes under the mindset change work on the communities.

vi. Rejuvenating River Mithi – cleaning up of the river and training people living on the banks of the river for circular economy.

vii. Making 43 villages of Sanjay Gandhi National Park garbage free.

viii. Running programmes in school to make the younger generation in schools and colleges do ground action and “learn by doing”.

ix. Turning waste into valuable products so that the involvement of the community using this concept is enhanced.

48. All the details of this programme is in **Report No. 1**. A brief synopsis about this programme is attached to this report and marked as **Annexure 7**.

49. The goal of this programme was to develop leaders who will become a part of the foundation in the long run. The quality of the leaders in terms of the time spent at the ground action work, developing a deep understanding about the problem of marine debris, guiding people towards the work of protecting Mother Nature, making the work as sustainable as possible through their leadership.

50. The impact of this programme has been exceptional. 15 volunteer leaders now lead all the programmes of the foundation at different locations – at different stages of pollution (pre-litter, litter, post-litter) – with more than 120 regular volunteers under them and hundreds of other volunteers who give few hours every week to protect the ocean. The right to clean environment, right to livelihood, right to gender justice and right to responsible production and consumption are the impact of this programme. Out of the 120 regular volunteers working every day of the week around 45 are woman/girl volunteers. These leaders have made sure that adequate representation of

woman/girl are done in every programme – subject to efficiency and competence of the volunteers to perform their duty under the programme.

## **b. Programme Efficiency**

50. For the first 5 years of the movement started by Adv. Afroz Shah, the work related to the cause was done in a purely Gandhian way. Volunteers would come on the field, give their time and effort and retreat back. Work would happen smoothly and beautifully on the field in the form of ground action or from the apartment block owned by Afroz in Versova.

51. In May 2019, with the intention to marry the Gandhian philosophy of a citizen's movement and 21st Century structured formal setup, the Afroz Shah Foundation was established. The birth of this foundation was primarily done due to the urging and support of the Norwegian Government to help make scalable the work of Afroz Shah and Volunteers – to tackle marine debris, to beat plastic pollution and to implement the Sustainability Development Goals (SDG's) of the United Nations.

52. Once the foundation was established – a team of qualified professionals and a team of dedicated volunteers – had to be appointed to make the running and the working of the foundation smoothly. An intensive H.R. exercise had to be carried out by the foundation to get the right people to carry forward the hugely successful work of Adv. Afroz Shah and the volunteers. With this approach – this program was launched to make Afroz Shah Foundation to work not only at the ground level but also at the office as well. This was important – as data coming in from their ground had to be crystalised into good evidence – to be used by appropriate agencies (Government or otherwise) to make a meaningful narrative about plastic pollution, marine debris and circular economy.

53. With 2 offices working and functioning, and with the on-boarding of hardworking, dedicated and competent professionals, this marriage between the voluntary citizen's movement and the 21st Century formal setup is blossoming beautifully. There is team of 10 professionals onboard working for the foundation.

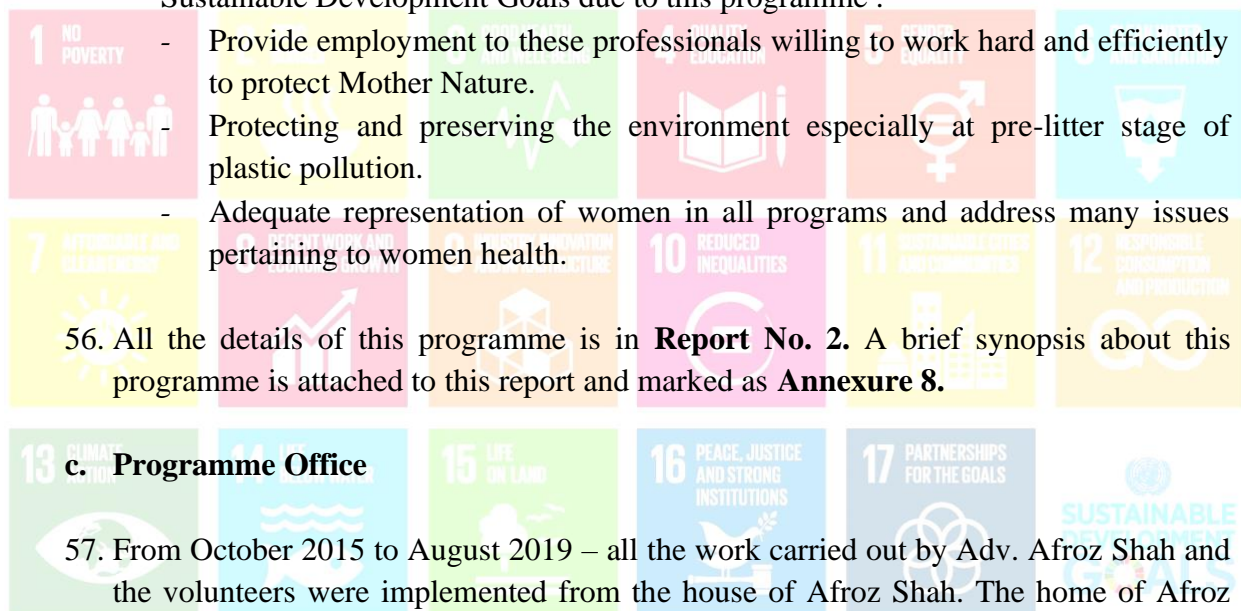
54. The goal of this programme was to make the foundation an established foundation with high efficiency and a robust outlook towards mother nature. The work carried on the ground is to be melded into reports, ideas, innovation – which can be scalable and can be implemented with ease on a larger population.

55. The impact of this programme – post implementation – has been three fold :

- i. The foundation is working efficiently with this team of professionals. The foundation is taking up many more programmes through ground action because of

the robust and professional team at the office. The work of the foundation has increased more than 200% compared to what was being done in the foundation prior to the appointment of the professionals especially at the pre-litter stage of plastic pollution. The implementation of the 15 programmes by the foundation is an example of the increase of the work at pre litter stage – an important milestone in the journey of circular economy.

- ii. The foundation has been able to generate reports, ideas and implement innovations – due to the efficiency of the foundation increasing because of this programme. Consequently all these reports, ideas and innovations can be put on any open ended platform – for others to adopt and replicate. This hastens the process to mitigate the problem of marine debris.
- iii. The foundation has been able to implement the following United Nation’s Sustainable Development Goals due to this programme :



- Provide employment to these professionals willing to work hard and efficiently to protect Mother Nature.
- Protecting and preserving the environment especially at pre-litter stage of plastic pollution.
- Adequate representation of women in all programs and address many issues pertaining to women health.

56. All the details of this programme is in **Report No. 2**. A brief synopsis about this programme is attached to this report and marked as **Annexure 8**.

**c. Programme Office**

57. From October 2015 to August 2019 – all the work carried out by Adv. Afroz Shah and the volunteers were implemented from the house of Afroz Shah. The home of Afroz Shah was used as a meeting ground for the volunteers and to plan and execute various projects to tackle marine debris.

58. From September 2019 – due to the implementation of this programme – two offices were taken on leave license basis – so that these two offices become the office of Afroz Shah Foundation to implement various programmes under this grant.

59. As part of this programme, the foundation has also engaged a room in Sagar Kutir Wadi to help with storing equipment, hold meetings for the teams working on the ground.

60. All official engagements – including meetings and discussion are carried out at both the offices. The details of offices are :

- i. Office at Reliable Business Centre -  
Address : 601, Reliable Business Centre, Anand Nagar, Opp. Heera Panna Mall, Oshiwara, Jogeshwari West, Mumbai – 400 102.  
Contact No. : 022-26300328
- ii. Office at Om Heera Panna Mall –  
Address : 39 A, Om Heera Panna Mall, First Floor, Oshiwara, Andheri West, Behind Shreeji Hotel, Mumbai – 400 053.  
Contact No. : 022-26300328

61. All the details of this programme is in **Report No. 2**. A brief synopsis about this programme is attached to this report and marked as **Annexure 8**.

#### d. Running and Operation of the 3 tier structure

51. In order to run the foundation smoothly with an inclusive approach, it is imperative to create a platform for like – minded people to interact and contribute to the functioning of Afroz Shah Foundation.
52. In the 3 tier structure, the first and the highest tier will be the **Board of the Foundation**. The constitution of the board will be subject to the license issued by the Ministry of Corporate Affairs, Government of India. The board of the foundation as per the Companies Act 2013 has the following directors :
  - i. Afroz Shah – Lawyer.
  - ii. Kamlesh Kharade – Lawyer.
  - iii. Mohd Aaqib Shaikh – Volunteer.
53. The second tier will be an **Advisory Board** which have experts on Ocean and its health, Environment, Nature, School / Colleges etc. The constitution of the advisory board is as follows :
  - i. ***Erik Solheim*** – Former Executive Director of UN Environment Program and Former Minister of International Development of Norway – is Chairman of the Advisory Board of Afroz Shah Foundation – Consent of Erik Solheim has been taken.
  - ii. ***Lewis Pugh*** – United Nations Patron of the Ocean, an ocean advocate – Consent of Lewis Pugh has been taken.
54. The Third Tier is consisting of various **Committees** consisting of mid-level managers/experts from Government, Corporate sector etc. to address issues pertaining to different sections of society such as the following –

- i. Circular Economy Committee –  
Milind Chavan, Sustainability head at Dow Chemicals heads the Circular Economy Committee.
- ii. Community Engagement Committee –  
Murtuza Sadriwala, Head of Public Relations and Sustainability at Saifee Burhani Upliftment Trust heads this committee to engage and connect communities to the ground action, pre-litter, litter and post litter activities carried out by Afroz Shah Foundation.
- iii. Corporate Engagement Committee –  
Akhilesh Bhargava, Director at AVI Global Plastic heads the corporate engagement committee to collaborate with corporates and bring them and their employees to field to do ground action and be an asset to the planet by fulfilling their duties towards the society and the planet.

**e. School Programme to change mindset**

55. School program is a mindset change program run to cater to the issue of plastic pollution, littering and waste management – in turn bringing about a behavioral change in the citizens, particularly students and protecting Mother Nature.

56. Youth – being the present and future of the planet – have the full potential to get moulded, to adapt to a sustainable lifestyle by adopting a circular economy as their mindset is still in the building stage. Awareness and sensitivity can be spread and habits can be inculcated when one sees the problem on ground level and tries to understand the root cause.

57. Afroz Shah Foundation thus involves school and college students from the age group of 10 to 21 years to participate in ongoing ground activities including beach cleanup, mangrove cleanup, toilet cleanup, and spot cleaning (keeping into consideration all Covid-19 protocols and guidelines formulated by the Govt. of India)

58. In addition to the ground level interaction and conversation to change the mindset there is interaction with school and college students in their schools and through online medium i.e. webinars – to spread the message of sustainable living, practicing circular economy and implementation of 4 R's – Refuse, Reduce, Reuse and Recycle Plastic – in the lives of students.

59. As part of this programme, the following results were obtained from October 2019 :

- i. Number of students participating in the beach cleanup were 20,000 approximately.

- ii. Number of students participating in the mangrove cleanup were 5,000 approximately.
- iii. Number of students participating in the Sanjay Gandhi National Park programme were 2,000 approximately.
- iv. Number of students participating in the River Mithi Cleanup and Circular Economy programme were 4,000 approximately.
- v. Number of students participating in the Circular Economy programme at Sagar Kutir and Siddharth Nagar were 500 approximately.

60. We have approx. 91 schools and colleges and 168,650 students on board. These students comes as per roster system for following activities –

- i. Beach Clean Up
- ii. Mangroves Clean Up
- iii. River Clean Up
- iv. Forest Clean Up
- v. Circular Economy.

61. This programmes goals were as follows :

- i. Creating young green leaders.
- ii. Changing mindset of young people to co-exist with other species.
- iii. Tackling marine debris by cleaning.
- iv. Creating bond between young people and general public for future collaboration to make the planet sustainable.
- v. To make young people hands-on on sustainability.
- vi. To own up to the planet as ones own as far as sustainability is concerned.

### Impact

62. The impact of the programmes were multi-directional and multi-faceted. Young students cleaned a lot of beaches and mangroves. While cleaning – habit of what happens at the home in terms of garbage generation – was picked up by these young kids in order to reduce garbage generation. Young children adopt circular economy by doing ground action and inculcate habits of “learning by doing”. Hundreds of young leaders are being created at the ground level.

63. A detailed report elaborating on the results and outcomes achieved under **School Program to change mindset** is attached as **Report No. 3**.

### f. Mindset change Programme in human ocean conflict zone

64. Mindset change programme aims to create a shift from linear economy to circular economy in the lives of citizen consumers by changing their habitual and irresponsible production and consumption practices. It aims to influence a gamut of citizens from diverse socio-economic, cultural, and political background with the motive to make their houses zero garbage – thus practicing to coexist with other species.

65. Following are 14 projects that have been implemented at the ground :

**i. Veg Power :**

65. Indians have become habitual to buy vegetables in single use polythene grocery bags and thus whenever vegetables are purchased, plastic grocery bags are also bought along. The service provided by the grocery bags is only for limited time i.e. from shop to house – once the purpose is served it becomes litter and ends up in the Mother Nature or in the stomach of animals and marine species. Project Veg Power aims to create a circular economy model in which Afroz Shah Foundation will be facilitating in bulk purchasing 18 vegetable items and providing them to local citizen without plastic packaging at no profit- no loss basis. Thus people will be buying vegetables but not creating litter.

66. Every year – 250 families – by purchasing the vegetables in bulk will benefit themselves and benefit the planet in following way :

- Reduction of litter generation by 360,000 single use plastic bags .
- Reduction in Carbon footprint by 35,280 kgC02 .
- Reduction in cost by Rs 7,730,010 every year .

67. A family of 250 – can get 8 cars off the road every year by purchasing vegetables in bulk – the right way.

68. The implementation of this programme makes each individual family a brand ambassador for sustainable family. A word of mouth chain is built up to make each house net zero. Even younger members of the family participate in these activities. This programme is a powerful tool to make every individual responsible for the planet.

69. The following documents elaborate on the above highlighted concept and implementation of Project Veg Power:

- a. Synopsis – **Annexure 9.**
- b. Project **Report No. 4**

**ii. Project Bulk Spices :**



70. Spices in India are generally purchased by consumers in small packaging. The small packaging ranges from 50 gms to 500 gms. There are 13 types of spices that are purchased in a typical Indian household. Small packagings are either in the form of plastic or combination of paper and plastic or combination of metalised paper and plastic. All this small packaging are called Multilayer packaging and are non-recyclable for all practical purposes.

71. Spices can be purchased in bulk in India. The bulk packagings are without any use of – any kind of single use plastic. If the consumers/citizens can indicate their pre-order preference which is well known in every household in India for example for a household of four, 250 grams of red chilli powder is required – then implementing the purchase of spices in bulk form is easy. Every month every household generates 13-18 Multilayer packaging.

72. The advantages of bulk packaging is less garbage, less carbon footprint generation, more cost saving, and less damage to the environment.

73. Every year – 3,000 families – by purchasing the vegetables in bulk will benefit themselves and benefit the planet in following way :

- Reduction of litter generation by 78,000 single use plastic bags .
- Reduction in Carbon footprint by 2088 kgCO<sub>2</sub> .
- Reduction in cost by Rs 1,830,000 every year .

74. The following documents elaborates on the above highlighted concept and implementation of Project Bulk Spices:

- Synopsis – **Annexure 10.**
- **Project Report No. 5**

### iii. Project Ganesha :

75. Ganesh Chaturthi is an Indian festival which is celebrated every year in month of August to September in India. Festival was started to bring in unity among local citizens – by bringing lord Ganesha's idol in their houses. In Initial ways idols were prepared using mud and clay but in today's time the same idol with faith is made - from non-biodegradable Plaster of Paris (POP). After the rituals are over, the idols are immersed in water to complete the celebration of the festival.

76. The aim of this project is to get circular economy . Till date, with the implementation of Project Ganesha on ground, Afroz Shah Foundation has saved 750 kgs of flowers, 4500 kgs of Plaster of Paris and approx. 12,000 pieces of non-biodegradable idols stopped from entering the ocean. In addition, a solution is recommended to make a shift from PoP based idols to metal-based reusable idols- thus implementing 'reuse' principle of 4 R's of Circular Economy.

77. There are 2 aims of the project where Afroz Shah Foundation is intervening:

- i. Proper handling, management and disposal of idols,
- ii. Adoption of circular economy - Conversing with people to make a change in their idol and decoration to an Ecofriendly one .

78. The implementation of Circular economy and the protection of the ocean - at the Ganesh festival will involve the following steps :

- i. Training people to move away from PoP idol painted with toxic paints to Clay idol with natural color .
- ii. Training people to adopt Copper Ganesha instead of PoP Ganesha .
- iii. Training People to reduce biodegradable decoration.
- iv. Training people to eliminate non biodegradable decoration .
- v. Taking the bio degradable decoration for composting.
- vi. Training people to handle immersion vidhi – as per the vedas and scripture – that the idol once it is immersed – then it can be immediately moved away from the water to avoid the PoP or the clay from dissolving in the water .

79. Idols made of Plaster of Paris (POP) should be phased out. Idols made of metals will be an ideal implementation of circular economy . In the alternative – adoption of Clay or Ganesha – made of mud - would be good choice to protect the ocean .

80. On an average , there are 30,000 to 40,000 footfall of people coming for immersion at the beach . On an average 15,000 to 25,000 Idols are brought for immersion . Out of these idols only 200 (approx.) are made of clay . The rest of the idol is made of POP .

81. The Project Ganesha was run in conjunction with the local municipality - BMC and Mumbai police.

82. Due to Covid-19 Pandemic and to prevent overcrowding on the beach, Mumbai police and BMC has set up barricades on the road and no person was allowed to do visarjan by themselves.

83. More than 50-60 volunteers of the foundation have been assigned for Project Ganesha. Volunteers are provided with 15 pushcarts (*thela*) which are used to carry the idol from the barricade site towards the shore. Teams of volunteers were stationed at the 3 different location . Out of these volunteers – 20 volunteers were female volunteers . Arrangements for snacks, refreshments and dinner – without packaging - were made for volunteers – as they were working for long hours . In addition the tractor was also used to carry the idols from shore to the designated spot of BMC for final disposal .

84. Foundations did - all the rituals of the idol immersion - which are supposed to be done before visarjan on behalf of the people. The immersion of the idol is done - as per vidhi and the immersed idol was immediately moved away from the ocean . There was no dissolution of the POP and/or lead paint in the water and the idol was hand over to the BMC for environmentally sound disposal and management of the idol.

85. The conversation at the beach by the volunteers with Ganesh devotees has seen a gradual decrease in the number of idols at the beach as people are shifting to metal Ganpati . Also there is substantial increase in the number of people immersing Clay idols . In 2019 – we were able to retrieve 18,000 idols after vidhi . In 2021 we were able to retrieve 1500 idols after vidhi before they got washed in to the sea. This shows substantial reduction in the number of idols .

86. The amount of decoration and flowers stopped from entering the ocean was 750 kgs. this was potential marine debris which was saved from entering the marine ecosysytem . The amount of PoP saved from entering the ocean was 4500 kgs . The amount of food waste which was stopped from entering the ocean was 75 kgs . The amount of non biodegradable stepped from entering the ocean is 12,000 pieces . The amount of toxic paint stopped from going into the ocean was 450 kgs ( Every 2 feet idol is painted with 300 gms of Toxic paint )

87. The following documents elaborate on the above highlighted concept and implementation of Project Ganesh:

- Synopsis – **Annexure 11**

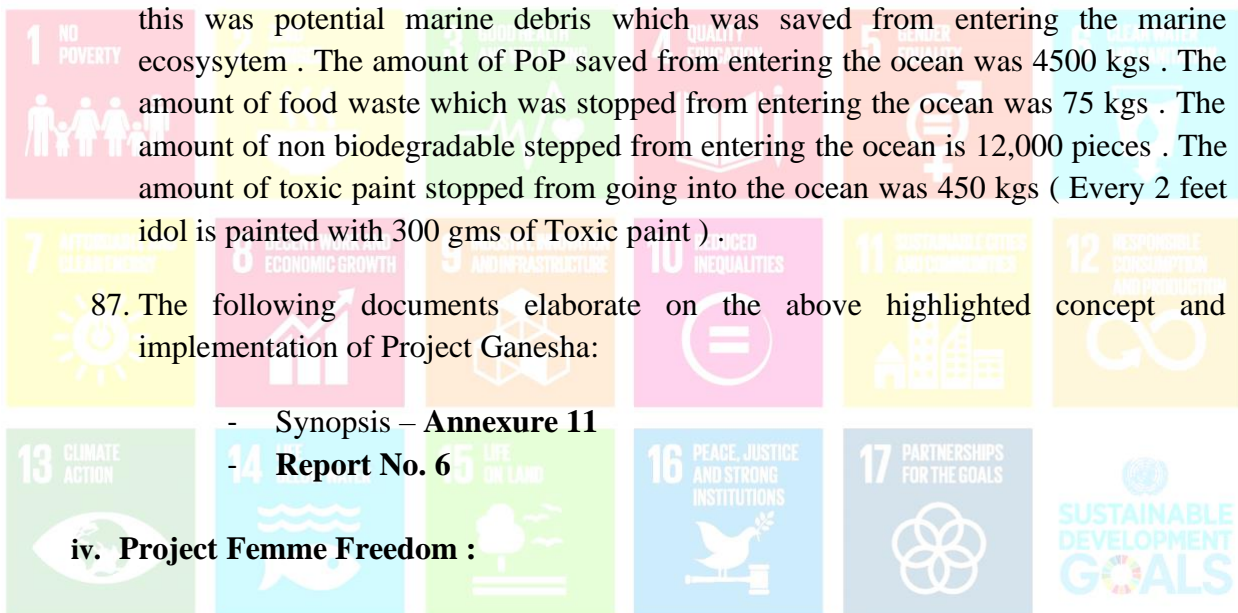
- **Report No. 6**

**iv. Project Femme Freedom :**

88. A conventional sanitary napkin – made up of 90% of plastic – is disposable and non-biodegradable. It consists of 7 different layers – each taking 100 - 500 years to degrade naturally when disposed directly in the Mother Nature. To maintain hygiene – considering the minimum usage of 8 pads per cycle (5 days) – each woman contributes to around 96 pads per month and 3840 pads in her lifetime.

89. Plastic based sanitary napkin affects women health as it gives rashes and irritation resulting in potential emergence of bacterial infection in their bodies as these pads are treated with chemicals in its manufacturing stage. Apart from affecting the women health, it also contributes to carbon footprint of 1.24 kg CO2 and generates litter of 400 pieces per women per year.

90. Project Femme Freedom is designed with the objective of promoting menstrual health and comfort along with the intention of protecting the environment. Our motive is to train the local citizens to shift from plastic based sanitary napkin to environment conscious menstrual cup. A recyclable menstrual cup – medical graded



silicone – with 0.108 Kg CO<sub>2</sub>e – costs around INR 100 which lasts for 10 years with no litter generation at its end of product stage. This project shifts the women, and households in large, from practicing linear economy to circular economy.

91. Menstrual cups are the most environment friendly option for a women – to handle her menstruation . (**Annexure 23**) They have 96% less environmental impact when compared to the sanitary napkins and tampons. Menstrual cup have a lower cost also on a per year basis due to its 10 – year life cycle thus making its cost 10% compared to sanitary pads and tampons. A user may need 4 to 32 cups a lifetime depending on the type and usage .

92. The approach of Circular Economy is one of the solutions to the problem of plastic pollution, marine debris and global warming. To mitigate the effects of female menstrual hygiene products on the environment, the use of menstrual cup will have to become the way of life . This concept can be summed up as “generate less garbage and if generated (in the form of 3 menstrual cup in 40 years), handle properly (by recycling)”. At the user level, changing the method of consumption from non-biodegradable disposal sanitary napkin to reusable menstrual cup is the most effective method to implement circular economy. The use of menstrual cup - moves the act of menstrual hygiene and disposal – from linear to circular economy .

93. Project Femme Freedom is designed with the objective of promoting menstrual health and comfort along with the intention of protecting the environment. The ultimate goal of this project is to promote an eco-friendly and cost effective approach to menstrual health and comfort.

- i. Menstrual cups are an ingenious alternative to sanitary pads and tampons.
- ii. They are bell shaped cup made up of medical grade silicone, worn by inserting it into the vagina to collect the menstrual blood.
- iii. It can be left inside the vagina for 12 hours, after which it can be removed, washed with water and re-inserted.
- iv. Menstrual cups are made up of medical grade silicone and each cup can be used for up to 10-12 year.
- v. It should be sterilized by boiling for 5-7 mins at the end and start of each cycle.
- vi. This makes them cost effective and environment friendly.

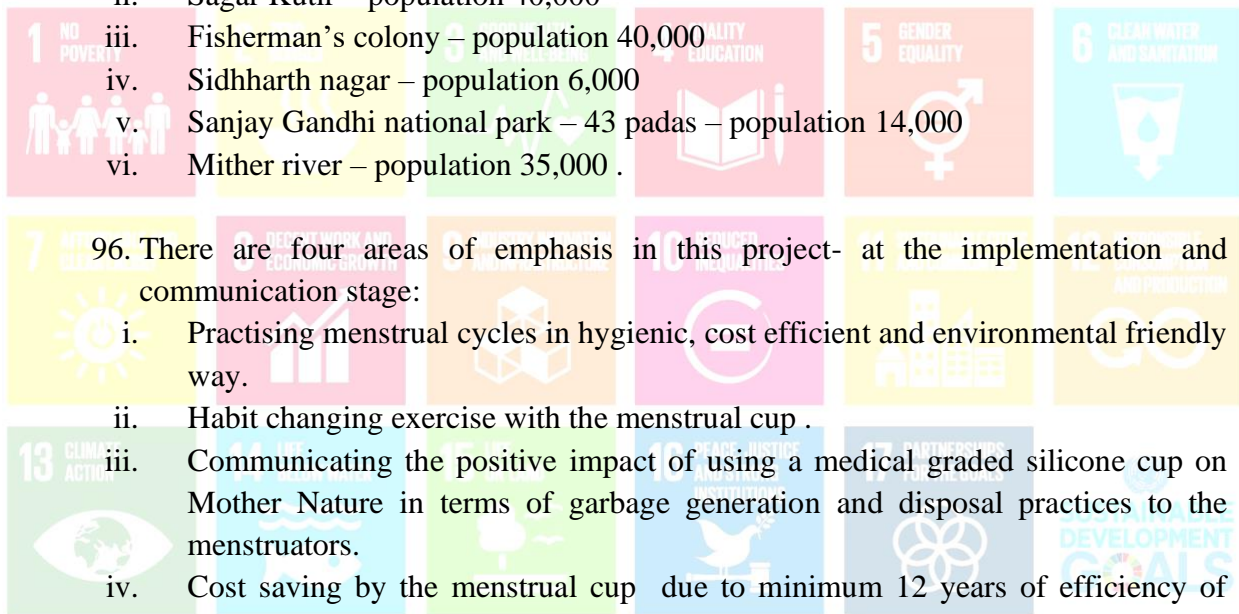
94. Afroz Shah Foundation along with the volunteers engages the citizen consumer for the following :

- i. A group of volunteers from each location is selected and everything about a menstrual cup is explained in detail. Each volunteer is given a menstrual cup along with a drawstring pouch and an instructions booklet.
- ii. The verbal and visual on-screen demonstration is given to the volunteer where the method of insertion and removal is explained in detail.

- iii. Advantages over conventional sanitary napkins, tampons, and cloth pads is explained in terms of health, hygiene, comfort, economics, and environmental impact.
- iv. Methods of sterilization and storage is carefully explained.
- v. Ways of disposal at the end of the menstrual cycle is explained by giving the available and effective options i.e. recycling.
- vi. Follow-up on a regular basis is conducted according to their convenience and will, on how well they are adapting.
- vii. Their monthly savings on menstrual hygiene products is calculated and compared.

95. Volunteers move in localities at 6 different location for training to adopt menstrual cups. The training is done at the following 6 location :

- i. Versova village – population 40,000
- ii. Sagar Kutir – population 40,000
- iii. Fisherman’s colony – population 40,000
- iv. Sidhharth nagar – population 6,000
- v. Sanjay Gandhi national park – 43 padas – population 14,000
- vi. Mither river – population 35,000 .



96. There are four areas of emphasis in this project- at the implementation and communication stage:

- i. Practising menstrual cycles in hygienic, cost efficient and environmental friendly way.
- ii. Habit changing exercise with the menstrual cup .
- iii. Communicating the positive impact of using a medical graded silicone cup on Mother Nature in terms of garbage generation and disposal practices to the menstruators.
- iv. Cost saving by the menstrual cup due to minimum 12 years of efficiency of medical graded silicone cup.

97. Saving of monthly cost to the citizen consumer.

98. Save the monthly cost of buying single use products by investing in a onetime menstrual product.

99. Responsible production, consumption and disposal of menstrual product being adopted.

100. Human rights like right to livelihood, right to gender equality, and right to clean environment will be indulged.

101. Women will shift from a product having a carbon footprint of 1.24 kg CO<sub>2</sub>e / year to a product having a carbon footprint of 0.108 kg CO<sub>2</sub>e / year /woman which shall have an impact of shifting from 49.6 kg CO<sub>2</sub>e to 0.432 kg CO<sub>2</sub>e over a period of 40 years.

102. Sustainable Development Goals of United Nations being implemented through Project Femme Freedom

i. SDG 1: Right to livelihood

ii. SDG 3: Good health and Wellbeing

Plastic and other chemicals free product, and hygienic conditions will be adapted.

iii. SDG 11: Sustainable cities and communities

Cities will become more clean and sustainable as litter will be reduced by discarding disposable products.

iv. SDG 12: Responsible consumption and production

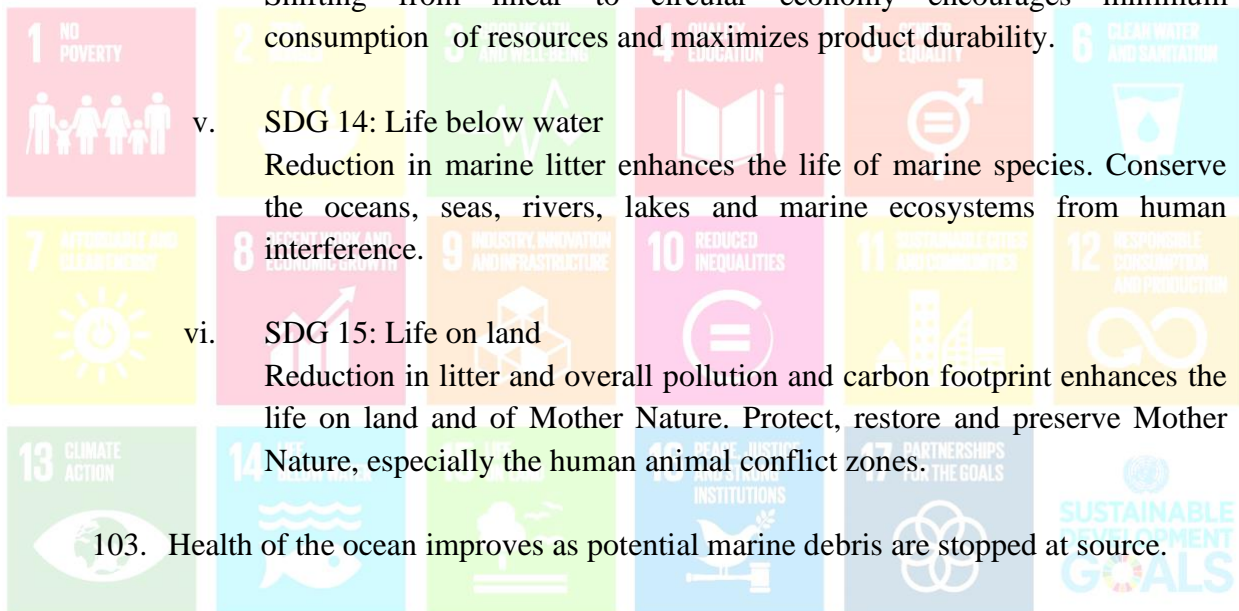
Shifting from linear to circular economy encourages minimum consumption of resources and maximizes product durability.

v. SDG 14: Life below water

Reduction in marine litter enhances the life of marine species. Conserve the oceans, seas, rivers, lakes and marine ecosystems from human interference.

vi. SDG 15: Life on land

Reduction in litter and overall pollution and carbon footprint enhances the life on land and of Mother Nature. Protect, restore and preserve Mother Nature, especially the human animal conflict zones.



103. Health of the ocean improves as potential marine debris are stopped at source.

104. In the first year, savings per woman will be INR 450, followed by INR 650 per annum for the next 11 years and a total of INR 25,400 for a period of 40 years.

105. The following documents elaborate on the above highlighted concept and implementation of Project Femme Freedom:

- Synopsis **Annexure 12**
- Report **No. 7**

**v. Project Green Wedlock :**

103. Indian weddings create a lot of unnecessary litter by using single use plastic dishwares which can be avoided if people make conscious decisions and consider the rights of other animal species. Main purpose of Project Green Wedlock is to provide local citizens with superior quality stainless steel plates to be deployed for events including (but not limited to) weddings, birthday parties, etc. The project

focuses on the 'reuse' principle of 4 R's of implementing Circular Economy at ground level in everyday life of local citizens.

104. Every wedding/function details are monitored in the 100,000 population at 5 different location . Constant conversation is done with the locals about an emerging wedding or function . House visit is done at the house where wedding is to happen soon . A discussion and dialogue about “use and throw “ culture , generation of garbage and circular economy is done with the family members . Once this is explained , understood - a zero wedding movement is put into motion . The wedding house then picks up the steel cutlery , uses it and returns the cutlery and the filter . All water is served in purified without a single PET bottle .

105. Till date we have managed to conduct 23 zero garbage wedding/ functions. The number of people served with zero garbage ecosystem were 4620 . The total number of litter/plastic less generated were 46,200 plastic pieces . The reduction of carbon footprint was 38,122.394 . This is equivalent to getting 9 cars approx. off road for 1 year .

106. This stainless steel – in a wedding condition - will last for 20 years . If approx. 50 zero garbage wedding are conducted every year through this program – 4 million plastic pieces will not be generated only through this limited programme . The carbon footprint will be reduced by 33 million KGC02 . This is equivalent to getting 7000 cars off road for 1 year .

107. Create a shift from using single use plastic to stainless steel dishwares. This is an example of implementing a ground level circular economy model which focuses on reduction of garbage at its source.

108. Bringing about a behavioural change in the mindset of people.

109. Training people in adopting in circular economy in their lives.

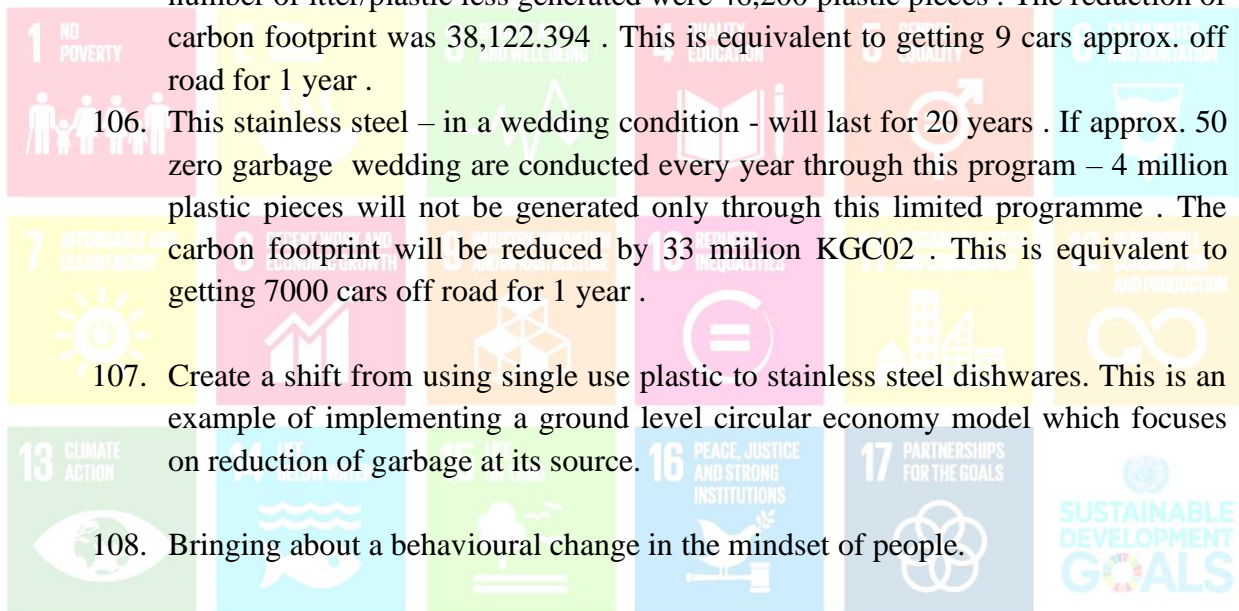
110. Training people on proper handling of their waste.

111. Sensitizing people about our negative footprint on mother nature and guiding them how to reduce their negative footprint.

112. Locating and providing good quality spices at reasonable prices to the community and guiding them to become self-sustainable.

113. Reduction of garbage generation.

114. Saving a monthly cost of INR 9000 to local citizens who wish to get involved in the project.



115. Sustainable Development Goals of United Nations being implemented through Project Green Wedlock.

i. Goal 1 - Right to livelihood

ii. Goal 5 - Gender Equality

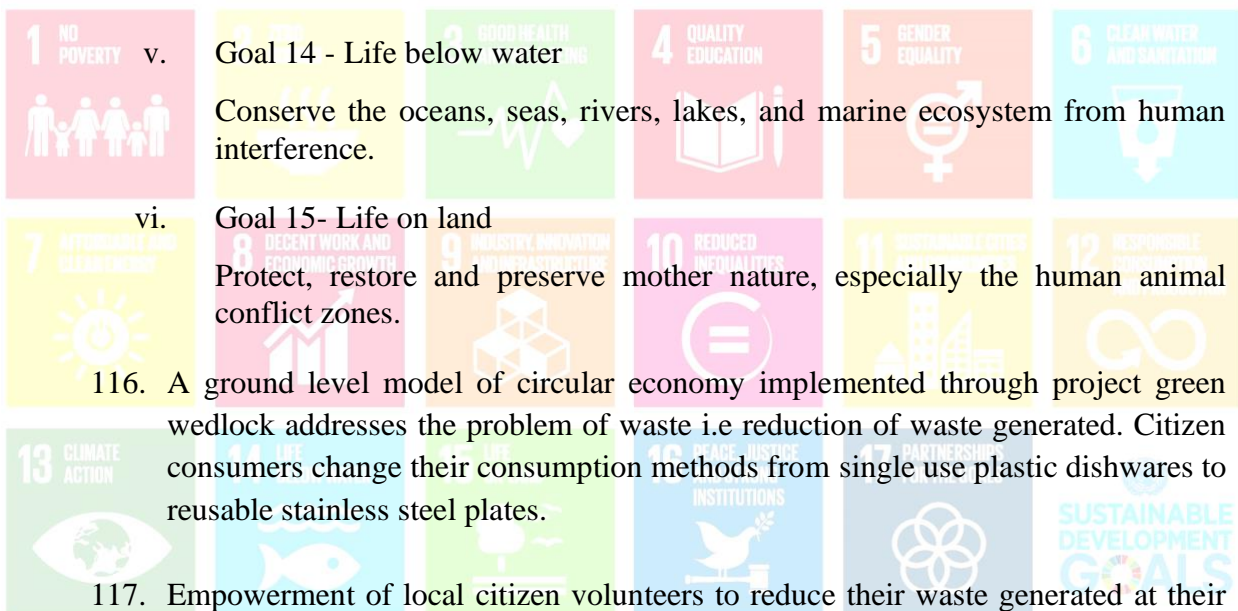
Achieve gender equality, justice and empower all women and girls.

iii. Goal 8 - Decent work and economic growth

Promotes sustained, inclusive, and sustainable economic growth, full and productive employment and decent work for all.

iv. Goal 12 - Responsible consumption and production

Ensure sustainable consumption and production patterns and methods.



v.

Goal 14 - Life below water

Conserve the oceans, seas, rivers, lakes, and marine ecosystem from human interference.

vi.

Goal 15- Life on land

Protect, restore and preserve mother nature, especially the human animal conflict zones.

116. A ground level model of circular economy implemented through project green wedlock addresses the problem of waste i.e reduction of waste generated. Citizen consumers change their consumption methods from single use plastic dishwares to reusable stainless steel plates.

117. Empowerment of local citizen volunteers to reduce their waste generated at their household level. Championing the cause of waste reduction is an attribute that each citizen consumer will adopt through implementing project green wedlock.

118. There is reduction in the plastic waste generated of approximately 3500 pieces of litter for every wedding . All the stainless steel plates are reusable and has a lifespan of 50 years.

119. Reduction of carbon footprint of 1 wedding will be 412.586 kgCO<sub>2</sub>.

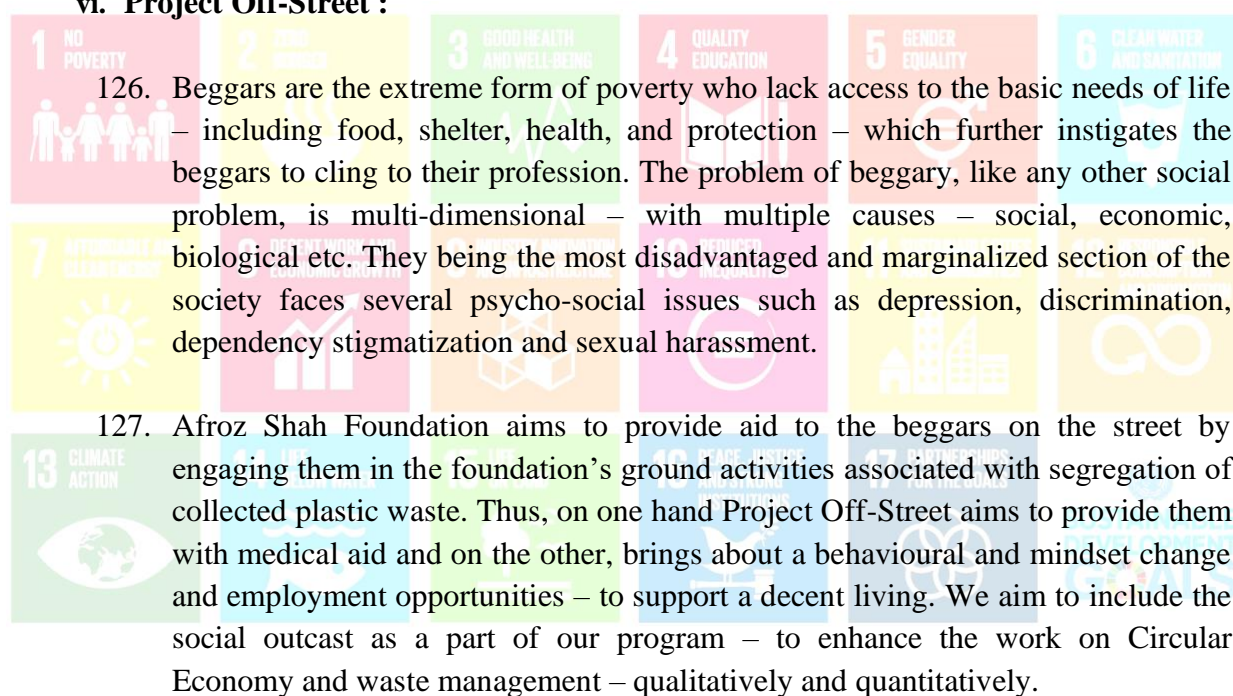
120. Health of the ocean improves as potential marine debris are stopped at source

121. Thousands of marine species are saved as these packaging would have eventually become the food of the marine species.



122. Savings of each wedding will be INR 9000.
123. This model of reusing dishwares and cutleries in a wedding - will be a novel and one of its kind idea/programme and can be replicated anywhere in the country. Easy to implement.
124. This programme is implemented at the pre-litter stage . Reduction of garbage at the pre-litter stage demonstrates the best method of implementation of circular economy .
125. The following documents elaborate on the above highlighted concept and implementation of Project Green Wedlock:
- Synopsis **Annexure 13**
  - **Report No. 8**

#### vi. Project Off-Street :

- 
126. Beggars are the extreme form of poverty who lack access to the basic needs of life – including food, shelter, health, and protection – which further instigates the beggars to cling to their profession. The problem of beggary, like any other social problem, is multi-dimensional – with multiple causes – social, economic, biological etc. They being the most disadvantaged and marginalized section of the society faces several psycho-social issues such as depression, discrimination, dependency stigmatization and sexual harassment.
127. Afroz Shah Foundation aims to provide aid to the beggars on the street by engaging them in the foundation’s ground activities associated with segregation of collected plastic waste. Thus, on one hand Project Off-Street aims to provide them with medical aid and on the other, brings about a behavioural and mindset change and employment opportunities – to support a decent living. We aim to include the social outcast as a part of our program – to enhance the work on Circular Economy and waste management – qualitatively and quantitatively.

128. The following documents elaborate on the above highlighted concept and implementation of Project Off-Street:
- Synopsis **Annexure 14**
  - **Report No. 9**

#### vii. Project Bulk Ration :

129. Ration items are the essentials food grains and cereals consumed by citizen consumers as they are rich source of vital nutrients. Citizen consumers tend to purchase ration items in smaller quantities as and when need arises. These small and single use packaging materials – LDPE, HDPE, MLP or PP – are treated as

waste after consumption of the main ration item following linear economy method of production and consumption.

130. The plastic packaging material ends up in the Mother Nature causing harm to other species. Project Bulk Ration helps to reduce the unnecessary plastic packaging as the ration items are bought in bulk in PP woven bags of 25 – 50 kgs which shall be reused for the collection of segregated garbage from the households in human ocean conflict zones. This initiative supports local citizens to eliminate the usage of unnecessary plastic thus implementing Circular Economy – to make their houses zero garbage.

131. Every year – 3,000 families – by purchasing the ration in bulk will benefit themselves and benefit the planet in following way :

- Reduction of litter generation by 1,26,000 single use plastic bags .
- Reduction in Carbon footprint by 1925.6 kgC02 .
- Reduction in cost by 8,79,000 every year .

132. The following documents elaborate on the above highlighted concept and implementation of Project Bulk Ration:

- Synopsis **Annexure 15**
- **Report No. 10**

#### viii. Project Bulk Oil :

133. Edible oil is necessary in Indian households and they are available in multilayer pouches and PET bottles. Local citizens tend to buy oil in multilayer pouches which eventually become litter after consumption of oil. Through Project Bulk Oil, Afroz Shah Foundation procured and facilitated 3 types of edible oil which are normally used in Indian households. Local citizens will be getting edible oil in their own containers.

134. Every year – 3,000 families – by purchasing the edible oil in bulk will benefit themselves and benefit the planet in following way :

- Reduction of litter generation by 15,000 oil packets .
- Reduction in Carbon footprint by 9,7860 kgC02 .
- Reduction in cost by Rs 6,00,000 every year .

135. The following documents elaborate on the above highlighted concept and implementation of Project Bulk Oil:

- Synopsis **Annexure 16**

- **Report No. 11**

**ix. Project Bulk Detergents :**

136. Detergent products play an important role in maintaining the hygiene. These are essential and unavoidable products available in varied packaging type – HDPE bottles, MLP sachets, PP bags, etc. Consumers buy these products in small and single use plastic packaging materials – following linear economy – thereby causing litter.

137. Project Bulk Detergent helps to reduce the unnecessary plastic packaging as the detergent items will be procured in bulk packaging in HDPE containers (liquids) and PP bags (detergent powder) which shall be reused for refilling and collecting the segregated garbage from households in human ocean conflict zones. This initiative supports local citizens to practice Circular Economy – making the houses zero garbage.

138. Every year – 3,000 families – by purchasing the detergents in bulk will benefit themselves and the planet in following way :

- Reduction of litter generation by 24,000 detergent packets and bottles.
- Reduction in Carbon footprint by 321 kg C02.
- Reduction in cost by INR10,02,000 every year .

139. The following documents elaborate on the above highlighted concept and implementation of Project Bulk Detergents:

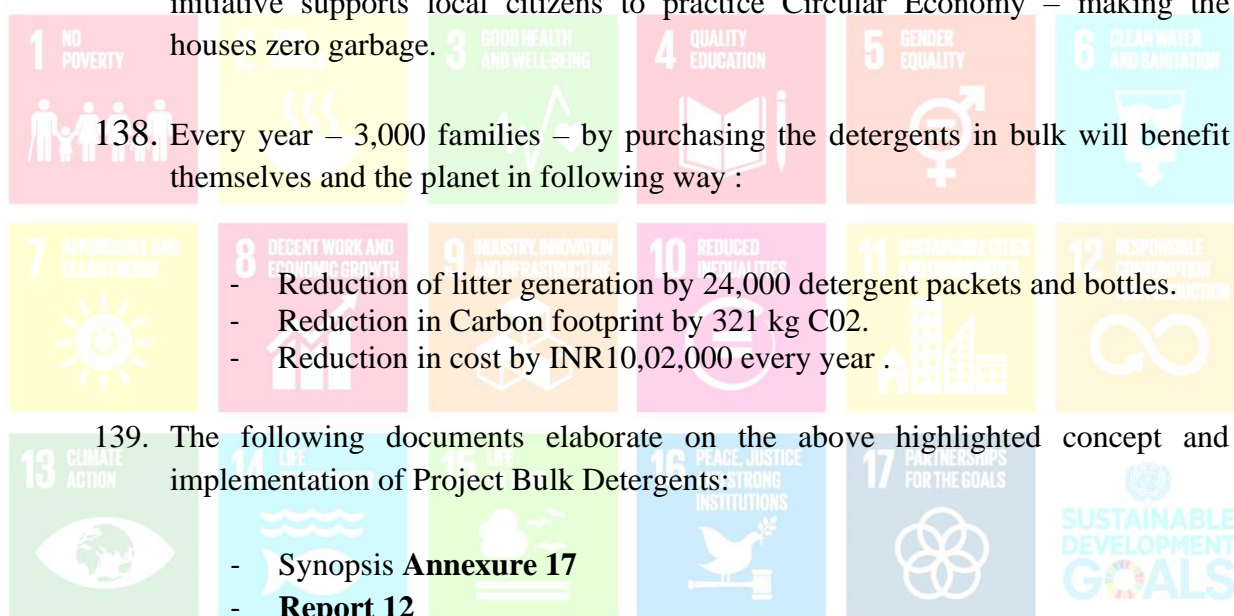
- Synopsis **Annexure 17**
- **Report 12**

**x. Project Bulk Shampoo :**

140. Shampoo – a hair cleansing product – is a daily need in every Indian household. Smaller shampoo sachets made of multilayer packaging – which is non-recyclable and non-reusable – is easily available at very less price. The economic situation of consumers play a vital part in choosing smaller packaging which in turn creates litter after consumption.

141. Project Shampoo aims to reduce litter by procuring and facilitating bulk shampoo and distributing it to the local citizen in their own containers.

142. Every year – 3,000 families – by purchasing the shampoo in bulk will benefit themselves and benefit the planet in following way :



- Reduction of litter generation by 1,98,000 shampoo sachets .
- Reduction in Carbon footprint by 26,53 kgC02 .
- Reduction in cost by Rs 72,500 every year .

143. The following documents elaborate on the above highlighted concept and implementation of Project Bulk Shampoo:

- Synopsis **Annexure 18**
- **Report 13**

#### **xi. Project Bulk Tea :**

144. Tea – an aromatic beverage – with antioxidative, anti-inflammatory, and anti-carcinogenic properties – have become a part of almost every households morning routine. It is available to consumers in variety of types (depending on the state origin), quantities, and packaging materials. The most commonly observed is in MLP packaging – linear economy – use and throw culture where packaging is discarded after its single usage.

145. Project Bulk Tea by Afroz Shah Foundation aims to reduce litter by procuring and facilitating bulk tea and distributing it to the citizen consumers in their own containers. This action will eliminate the usage of single use plastic thus making a shift from linear to circular economy.

146. Every year – 100 families – by purchasing the tea in bulk will benefit themselves and benefit the planet in following way :

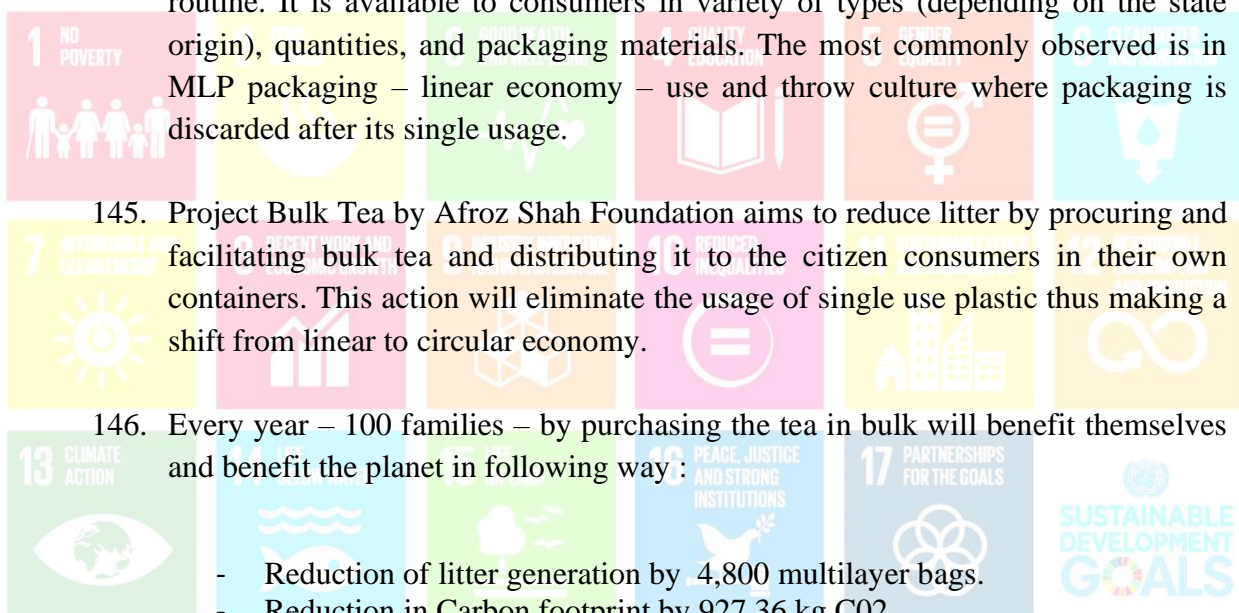
- Reduction of litter generation by 4,800 multilayer bags.
- Reduction in Carbon footprint by 927.36 kg C02.
- Reduction in cost by INR 3,840 every year .

147. The following documents elaborate on the above highlighted concept and implementation of Project Bulk Tea:

- Synopsis **Annexure 19**
- **Report 14**

#### **xii. Project Bulk Soap :**

148. Soap – an essential product – is used for making the surfaces free of germs and bacteria. They are packaged in paper as well as PP or MLP packaging materials to increase the durability of the soap. The packaging follows – linear economy – where packets are discarded after its single use.



149. Through Project Bulk Soap, Afroz Shah Foundation aims to implement circular economy by procuring the soaps in bulk and facilitating to the citizen consumers. This will help to reduce the carbon emission emitted during the production of packaging of the soaps.

150. Every year – 250 families – by purchasing the ration in bulk will benefit themselves and benefit the planet in following way :

- Reduction of litter generation by 66,000 soap packets.
- Reduction in Carbon footprint by 4158.24 kg CO<sub>2</sub>.
- Reduction in cost by INR 309,000 every year .

151. The following documents elaborate on the above highlighted concept and implementation of Project Soap:

**xiii. Project Cold Pressed Oil :**

152. Edible oil of various brands and seeds is the primary requirement for every Indian household. The packaging material of the oil packets – MLP – cannot be recycled easily as it becomes difficult to separate grease from plastic packet which later ends up as litter.

153. Afroz Shah Foundation aims to install a Cold Pressed Oil machine in the community for citizen consumers to utilize it – with the variety of seeds purchased in bulk packaging and facilitated to the citizen consumers at bulk packaged rates as per their requirement. The citizen can further extract the desired oil from the seeds and take in their own container.

154. Implementation of circular economy through Project Cold Pressed Oil shall help the citizen consumers to shift from linear to circular economy – with reduction in litter and carbon emission – and obtain oil with more nutrition than the hot press or refined oils.

155. Every year – 250 families – by adopting to cold pressed oil – will benefit themselves and benefit the planet in following way :

- Reduction of litter generation by 9000 oil packets.
- Reduction in Carbon footprint by 69.12 kg CO<sub>2</sub>.
- Reduction in cost by 2,400,000 every year .

156. The following documents elaborate on the above highlighted concept and implementation of Project Cold Pressed Oil:

- Synopsis **Annexure 21.**
- **Report 16.**

**xiv. Project Waste to Utility :**

157. Closing the circular economy loop to beat plastic pollution requires converting the garbage/plastic generated at litter and post litter stage into utility products.

158. The circular economy loop was closed using a 2 pronged approach :

- a. Sending the collected plastic to existing recyclers to make a variety of utility products.
- b. Carry out research and development to find efficient ways to utilize and elongate the life cycle of the waste material and convert them into useful products.

159. Technologies to turn Waste to Utility Products into different products :

- a. Paver Blocks made from Post litter plastic and garbage picked up from beaches and mangroves and clean plastic collected from households.
- b. Fuel made from Multi-layer Plastic (MLP) by Pyrolysis .
- c. Tarpaulin sheets made from clean Low Density Poly-Ethylene (LDPE), Polypropylene (PP), High Density Poly-Ethylene (HDPE), Polypropylene (PP), Polyvinyl chloride (PVC) from households.
- d. Tote Bags, shopping bags, gym bags and purses made from clean Multilayer Plastic collected from 43 villages of Sanjay Gandhi National Park.

160. Reduction of Carbon footprint

- a. Due to making of Paver Blocks, carbon footprint was reduced by 988.48 kg C02.
- b. Due to making of Oil/Fuel from Pyrolysis, carbon footprint was reduced by 2,875 kg C02.
- c. Due to making of Tarpaulin sheets, carbon footprint was reduced by 31,939 kg C02.
- d. Due to making of Tote Bags, shopping bags, gym bags and purses, carbon footprint was reduced by 10.77 kg C02.

161. Research and Development –

- a. Afroz Shah Foundation and Shriram Institute for Industrial Research signed an agreement on 23rd March 2021.
- b. It was mutually agreed that Shriram Institute will provide and facilitate business incubation on recyclability of Flexible Packaging Waste Material and its Value addition.
- c. The objective is to understand which packaging materials are the most difficult ones as per the recycling industry and the reasons for the difficulty in recycling. In this report we ran a series of experiments and tests after segregating them into the family of their alike polymers, through which we can harness the maximum potential of each of these materials.
- d. The research work was carried out by Shubhi Sachan on behalf of the foundation. The report indicates that the most difficult plastic i.e. Multilayer Packaging – i.e. Biscuit packets, chips packets, detergent packets can be – converted into products of value which can be given back to the houses from where plastic is converted to plastic fittings for various industries, Kids Toys, accessories, cloth pegs, packaging material, combs.

162. The following documents elaborate on the above highlighted concept and implementation of Project Waste to Utility :

- Synopsis **Annexure 22.**

- **Report 17.**

**g. Tractor and Workers with Tractor**

163. Marine debris gets washed out on the beach during the high-tide. Marine debris gets exposed during low-tide. When the high-tide washes the marine debris to the shore, marine debris gets embedded to a depth of 1.5 to 2 feet into the sand.

164. Excavator helps in freeing/loosening up embedded plastic/ marine debris so that human hands/bobcat can be used to separate the marine debris from the sand.

165. Once the marine debris is freed up-either by human intervention or excavator/ bobcat-marine debris is loaded on the tractor to leave the beach/mangrove/river bed.

166. The tractor then either loads the marine debris/filth directly into a truck/dumper or collects at a convenient spot at the periphery of the beach/river/mangrove which is then loaded onto a truck/dumper.

167. Tractor also helps in removing the accumulated garbage at the beach by loading it onto the transportation dumpers/trucks.

168. To educate masses/citizens/young students-by example-by physically cleaning flash point of pollution i.e. beaches and mangroves .
169. To demonstrate that public-private and citizens' partnership is an effective tool to protect and preserve the environment.
170. To demonstrate by deploying the Excavator negative impacts of plastic pollution and how unmanaged plastic waste becomes a food of the marine species.
171. To demonstrate first-hand the non-implementation of Circular Economy-use and throw culture.
172. Tractor can help to lower the quantum of plastic in the ocean.

173. To demonstrate that Companies--a juristic entity-can be the change at the ground level.

174. To get a clean beach/mangrove/river.

175. Plastic pollution is trapped on the beach during low tide. The beach acts as a net and is the most scientific preventive method to prevent plastic pollution forming into ocean gyres. Once the plastic is embedded in the sand during low tide – the excavator dishevels the sand along with the plastic and/or human hands can free up the plastic from the sand. Once the embedded plastic is loosened up from the ground – each plastic piece is shakened and cleaned in such a way that no sand sticks to the plastic pollution.

176. Once the plastic pollution is completely cleaned it is dropped into a tub. Once the tub is completely full, it is picked up by the volunteers and emptied into a tractor. The tractor then carries the accumulated plastic pollutant to the local municipality provided compactor. The full compactor is then taken to the segregation centre/facility at Nahur, Bhandup.

177. There are five components involved in the cleanup :

- The excavator.
- The tractor.
- The volunteers.
- Tubs and gloves.
- Compactor.

178. Every day all the above five components combine together to pick plastic pollution from the beaches, mangroves, dirty spots adjacent to the beach in the human ocean conflict zone. Some of the plastic from all these three activities are



washed and sent for recycling. The cleanup is carried out by two sets of volunteers. On weekdays – regular volunteers carry out the cleanup operation. On weekends citizen volunteers including school and college students helping the cleanup operation. In addition, some citizen volunteer and/or school and college students contribute a fixed number of hours in a week to help with the clean-ups.

179. A tractor approximately can pick up 4 metric tonnes i.e. 4,000 kgs of garbage/plastic pollution. A team of volunteers supervises and cleans the beach with special emphasis on cleaning the beach on weekends. A bunch of dedicated volunteers cleanup on everyday basis.

180. Mangroves are ecologically fragile ecosystems and are called the roots of the ocean. All the roots of the mangrove ecosystem are choking with plastics. The mangrove cleanup helps in freeing the entangled mangrove plant from plastic pollutants. Mangroves are also the breeding ground of many marine species. A clean mangrove accelerates and makes this ecosystem flourish by giving a clean environment to the marine species.

181. Our cleanup under this programme has been successful in being able to do the following:

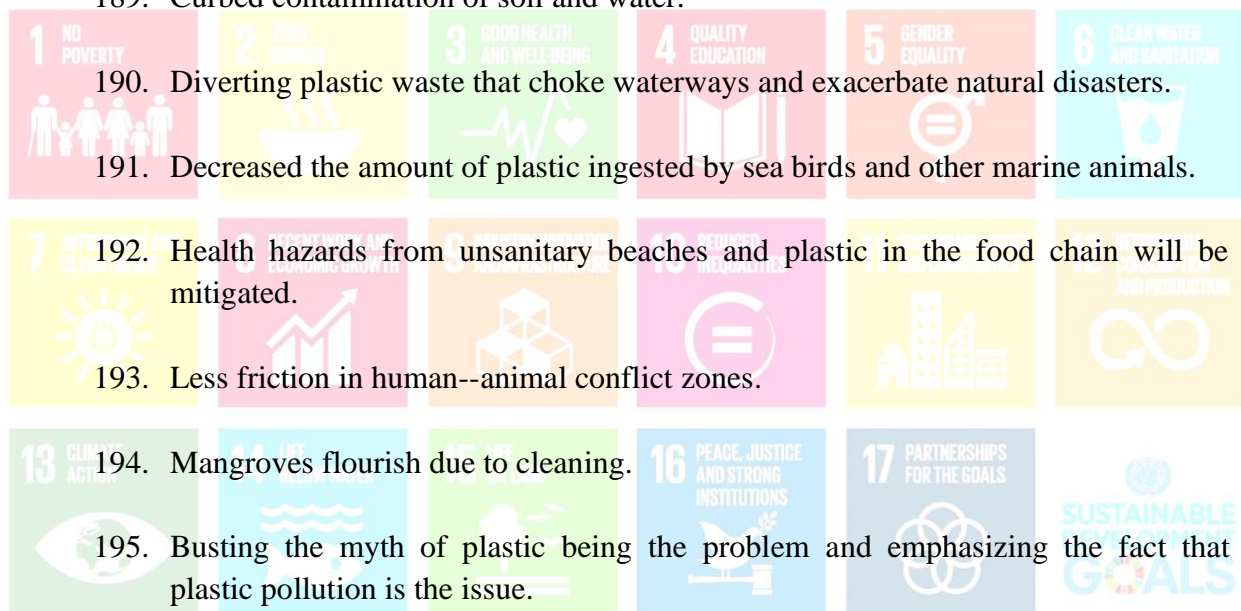
Sr. No.	Activity	Amount of garbage/plastic pollution picked up (kg)
1	Beach Cleanup	1.36 million
2	Mangrove Cleanup	2.25 million
3	Spot Cleaning	18,828

182. Beach / Mangrove cleaning is about:

- Protecting the other marine species from plastic pollution. Plastic kills marine species.
- Not allowing plastic to go in to deep ocean - never to come back . Stopping the ocean gyres ( Plastic Island ) from becoming bigger.
- Changing people's habit by "learn while doing . “Use and throw culture” out - pick up plastic at the beach and don't buy single use plastic at home . Reduce garbage.
- Then a clean beach.

183. Involvement of Citizen to protecting and preserving the environment will be emphasized.

184. Involvement of Students in ground action programs-direct action to protect and preserve the environment.
185. The myth that plastic is responsible for environmental degradation will be busted. It is plastic pollution which we must tackle.
186. A partnership between all stakeholders sets a unique exemplary standard to protect and preserve the environment.
187. Implementation of United Nations SDG's.
188. The disturbance and imbalance in marine ecosystems (including oceans and other water bodies) due to plastic pollution will be mitigated.
189. Curbed contamination of soil and water.



190. Diverting plastic waste that choke waterways and exacerbate natural disasters.
191. Decreased the amount of plastic ingested by sea birds and other marine animals.
192. Health hazards from unsanitary beaches and plastic in the food chain will be mitigated.
193. Less friction in human--animal conflict zones.
194. Mangroves flourish due to cleaning.
195. Busting the myth of plastic being the problem and emphasizing the fact that plastic pollution is the issue.
196. Increased sense of belonging to the community, country and planet-development of acute sense of being a responsible citizen.
197. Induce behavioural change to curb littering.
198. Increased awareness to adopt circular and sustainable consumption habits.
199. Demonstrating the connection between right to clean environment and right to livelihood.
200. A detailed report elaborating on the results and outcomes achieved under **Workers with Tractor** is attached as **Report 18**.

## F. Outcome

### I. Results

201. All the 14 projects listed under **Item No. 6 – Mindset change programme in human ocean conflict zone** includes the following :

- i. Project Veg Power
- ii. Project Cold Pressed Oil
- iii. Project Waste to Utility
- iv. Project Bulk Spices
- v. Project Femme Freedom
- vi. Project Green Wedlock
- vii. Project Off-Street
- viii. Project Bulk Ration
- ix. Project Bulk Oil
- x. Project Ganesha
- xi. Project Bulk Detergent
- xii. Project Bulk Shampoo
- xiii. Project Bulk Tea
- xiv. Project Bulk Soap



202. All the above mentioned projects highlights on the possible ways to adopt Circular Economy in daily lives and has provided easy implementable actions and solution to achieve it.

203. This section summarizes on the results achieved so far –

Sr. No.	Project Title	No. of Household Impacted (per year)	Reduction in Carbon Footprint (kgCO <sub>2</sub> e/year)	Reduction in Litter Generation (pieces/year)	Amount Saved (INR/year)
1	Project Veg Power	3,000	35,280	3,60,000	7,730,010
2	Project Cold Pressed Oil	3,000	69.12	9,000	2,400,000
3	Project Waste to Utility	16,083	3,906	57,67,838	
4	Project Bulk Spice	3,000	2088	78,000	1,830,000
5	Project Femme	2640	10,817	35 lakhs	99,000

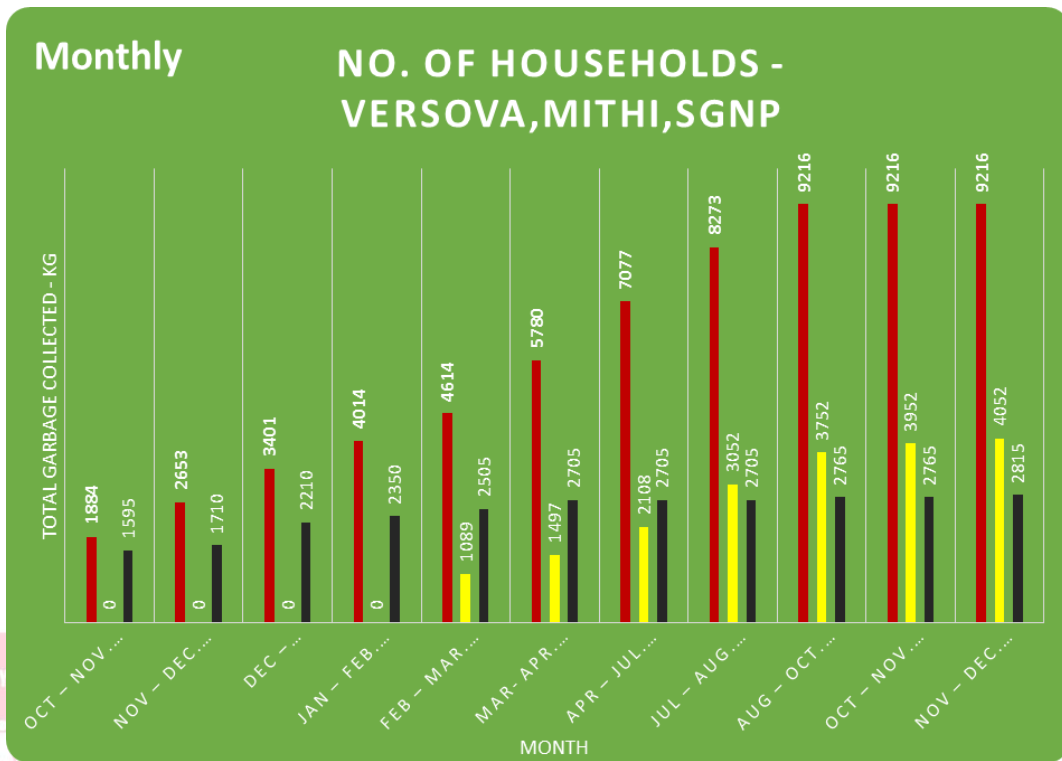
	Freedom				
6	Project Green Wedlock	1,104	1,52,488	1,84,800	8,28,000
7	Project Off-Street	10	NA	NA	NA
8	Project Bulk Ration	3,000	1925.6	1,26,000	8,79,000
9	Project Bulk Oil	3,000	9,780	15,000	6,00,000
10	Project Ganesha	NA	3,85,500	1. PoP based Ganesh Idols :1500 2. Decoration and flowers : 750 kgs 3. PoP : 4500 kgs 4. Food waste : 75 kgs 5. Non-biodegradable : 12,000 pieces 6. Toxic paint : 450 kgs	
11	Project Bulk Detergents	3,000	321	24,000	10,02,000
12	Project Bulk Shampoo	3,000	318.36	1,98,000	8,70,000
13	Project Bulk Tea	1,200	7,728	4,800	3,84,000
14	Project Bulk Soap	3,000	4158.24	66,000	3,09,000

## II. Impact on Society/ Sustainability Assessment

204. The data analysis depicted in the graphs below represents the work done on the following activities from the period of 1<sup>st</sup> October 2020 to 30<sup>th</sup> November 2021 (both days are inclusive) :

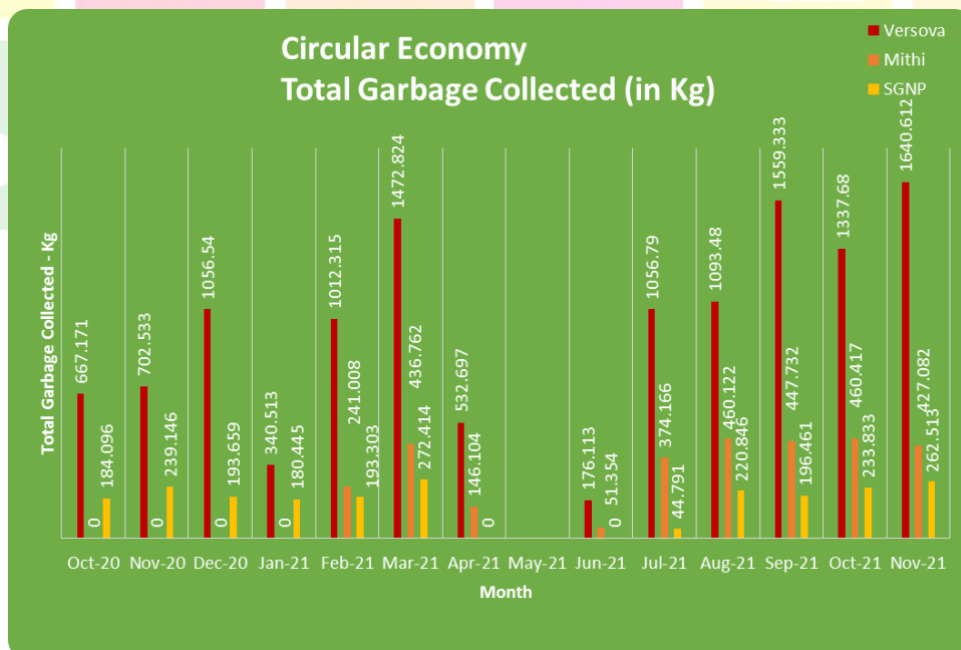
- i. Ocean/Cleanup
- ii. Mangroves cleanup
- iii. Beat Plastic Pollution and Circular economy
- iv. Beach Cleanup
- v. Spot Cleaning

205. The number of households – we have touched as of 30<sup>th</sup> November 2021 is – **16,083** households from all the three field sites of operation [as elaborated in Section D (II)] – Sanjay Gandhi National Park (SGNP), River Mithi and Versova. The total population being covered is **93,553** (approx.).



Note:: Existing households are being trained on continuous basis and new households are added everyday.

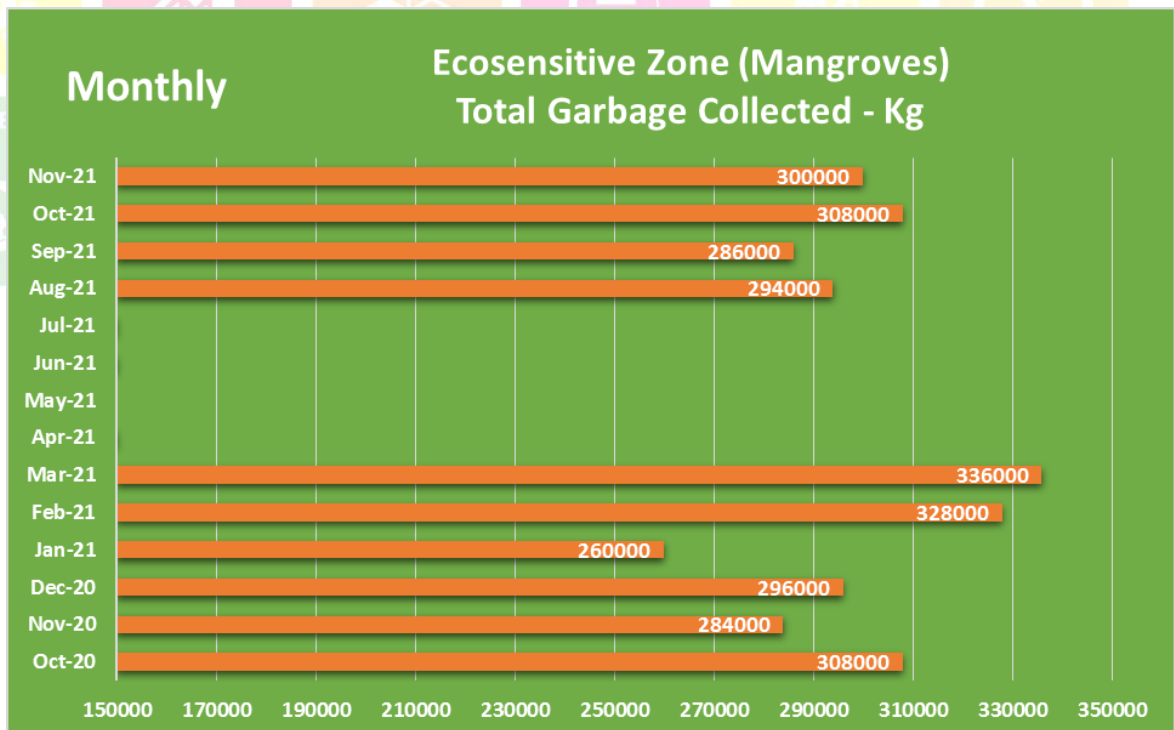
206. The total plastic collected for the year was 18,090 kgs. The Monthly collection of clean and uncontaminated plastic for the past 14 months is as follows :



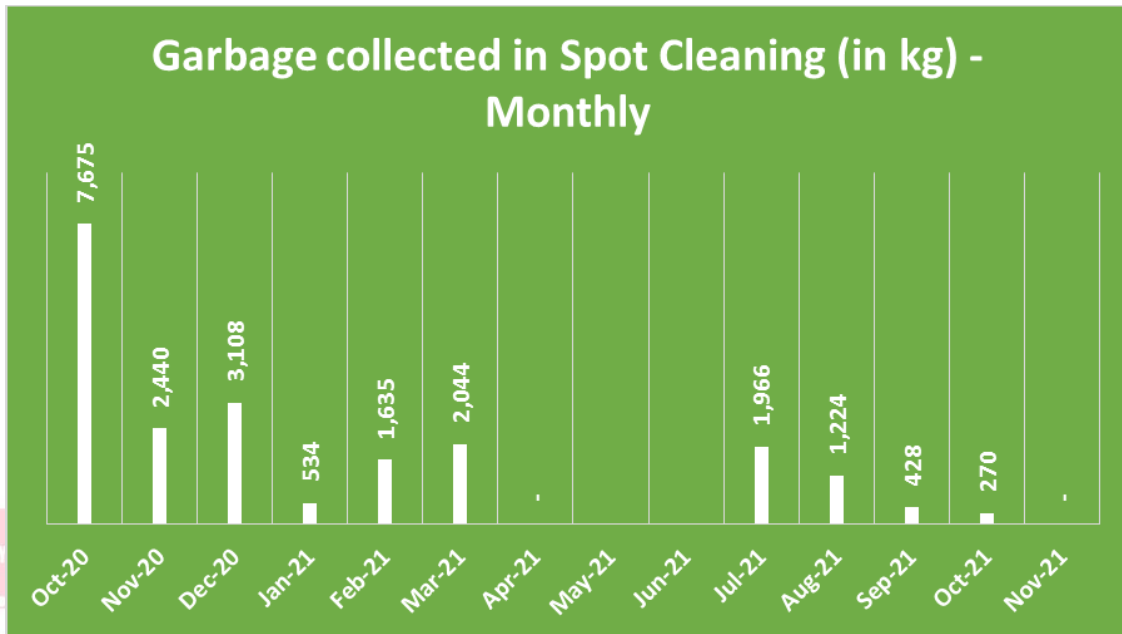
207. The Break-up of different categories of plastic/ waste for the past 14 months is as follows:



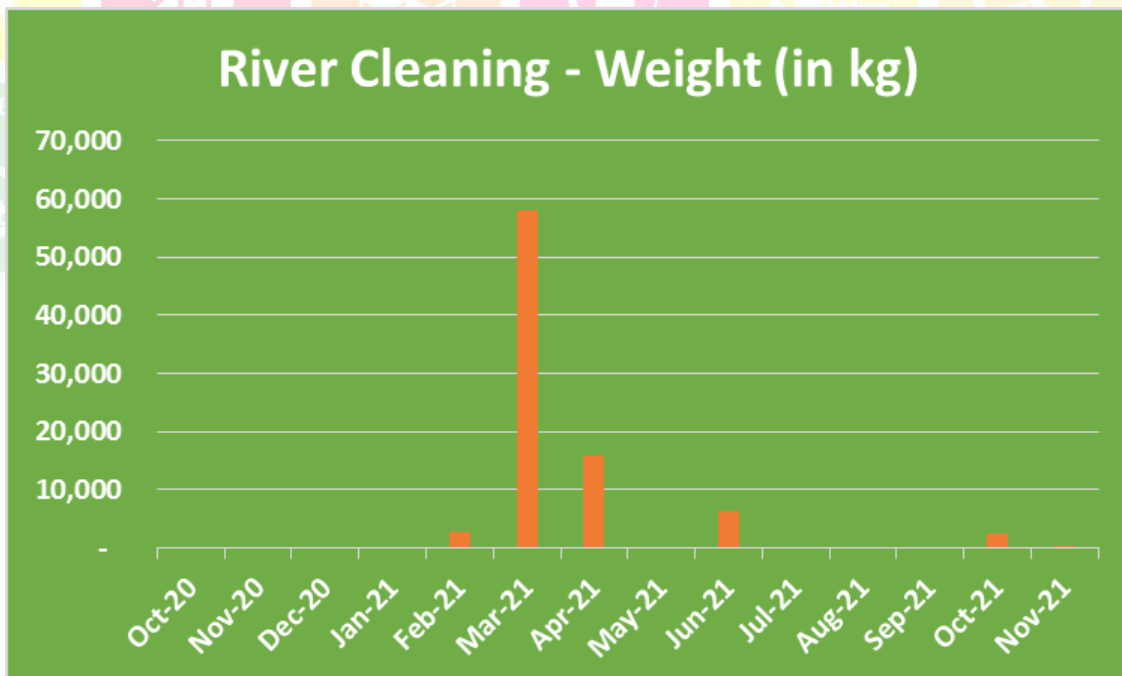
208. From Ecologically sensitive Mangroves – a total 3,398,167.40 kg (approx.) of plastic and filth was plucked out. The monthly waste/plastic picked is as follows :



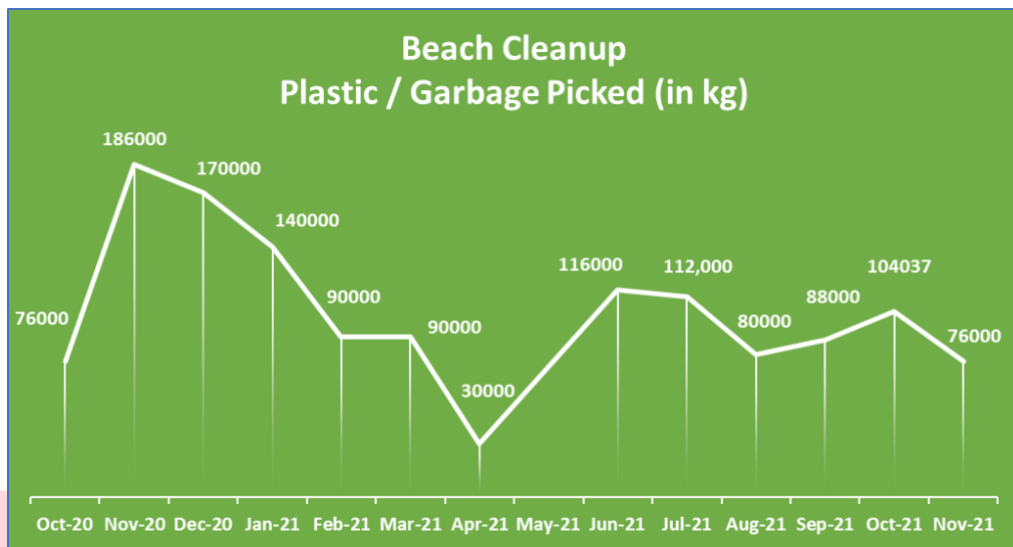
209. Total **21,324 kgs** plucked out through Spot Cleaning for the period of 14 months from October 2020 to November 2021.



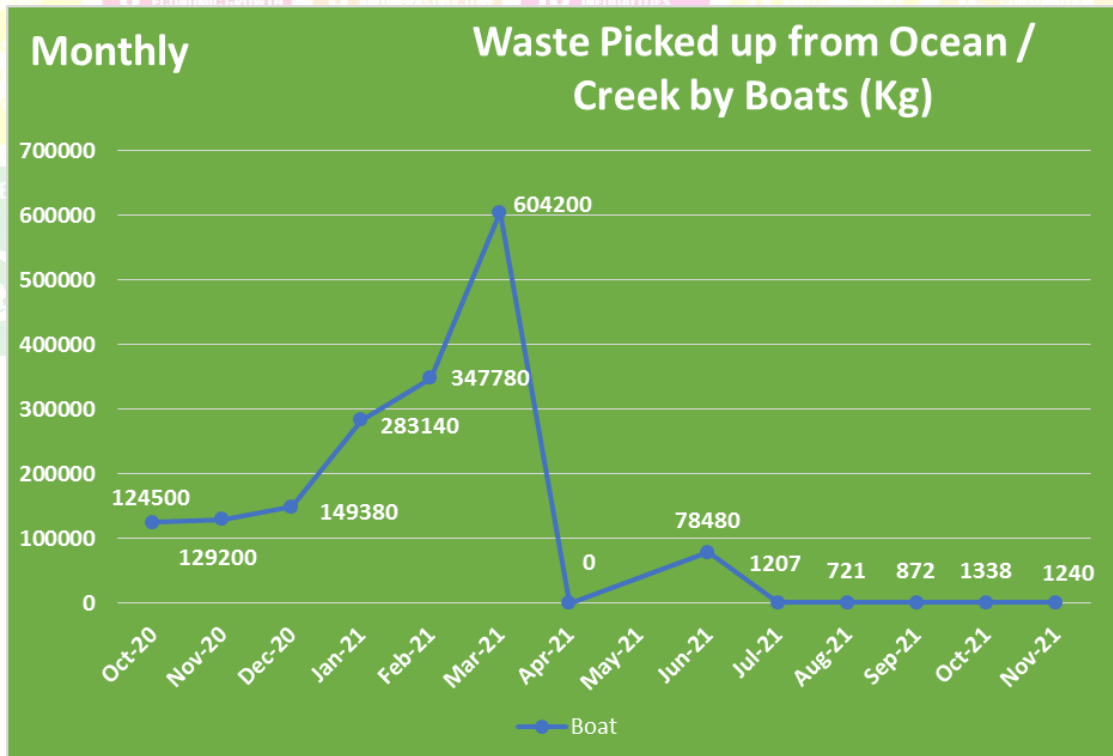
210. Total **86,369 kgs** of plastic / filth removed from River Mithi Cleanup for the period of 14 months from October 2020 to November 2021.



211. Total **1,358,037 kg** (approx.) of plastic/filth removed from the beach cleanups for the period of 14 months from October 2020 to November 2021.



212. Total **3,078,273 kg** (approx.) of plastic and filth removed from the ocean by means of 5 boats. The monthly waste picked from boats is as follows :



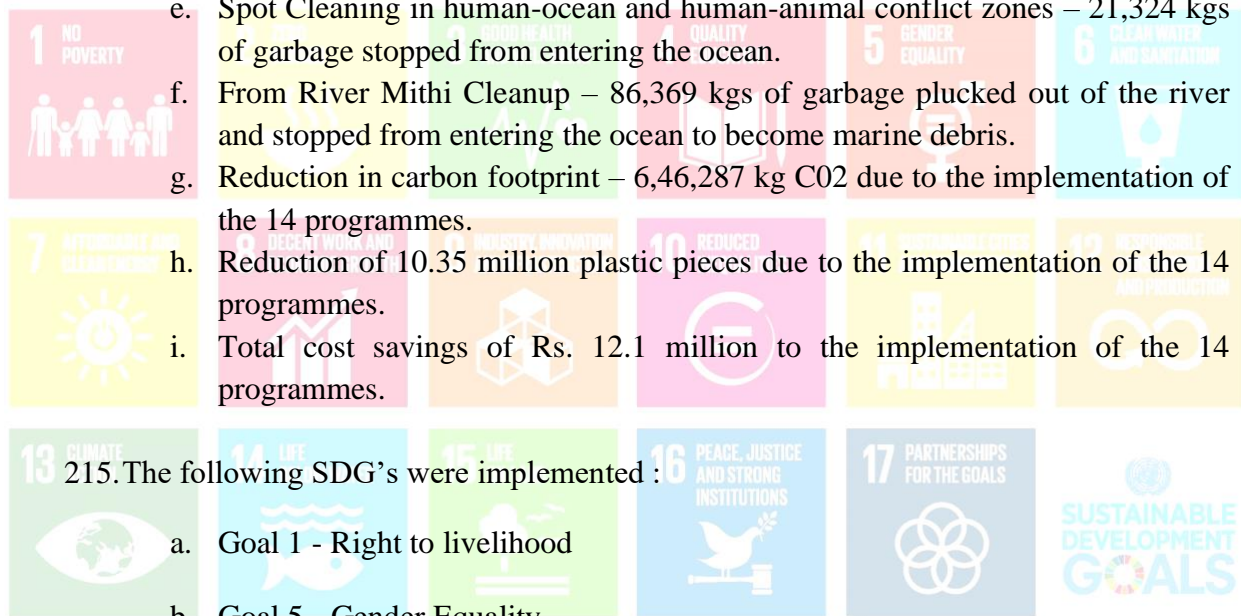
213. Total Garbage removed from Mother Nature for the period of 14 months from October 2020 to November 2021 is – **15,920,522 kgs** (approx.)



## G. Conclusion

214. During the first grant regime the following transpired on the ground in a nutshell :

- a. For training of Circular Economy – 16,083 households were involved i.e. approximately 80,000 people – 18,090 kgs and 5.72 million pieces of plastic stopped from entering the ocean and sent for recycling.
- b. For Beach Cleanup – 1.36 Million kgs of marine debris was plucked out of the ocean.
- c. For Mangrove Cleanup – 3.34 Million kgs of marine debris was plucked out of the ocean.
- d. For Ocean Cleanup by Boats – 1.6 Million kgs of marine debris was plucked out of the ocean.
- e. Spot Cleaning in human-ocean and human-animal conflict zones – 21,324 kgs of garbage stopped from entering the ocean.
- f. From River Mithi Cleanup – 86,369 kgs of garbage plucked out of the river and stopped from entering the ocean to become marine debris.
- g. Reduction in carbon footprint – 6,46,287 kg C02 due to the implementation of the 14 programmes.
- h. Reduction of 10.35 million plastic pieces due to the implementation of the 14 programmes.
- i. Total cost savings of Rs. 12.1 million to the implementation of the 14 programmes.



215. The following SDG's were implemented :

- a. Goal 1 - Right to livelihood
- b. Goal 5 - Gender Equality  
Achieve gender equality, justice and empower all women and girls.
- c. Goal 8 - Decent work and economic growth  
Promotes sustained, inclusive, and sustainable economic growth, full and productive employment and decent work for all.
- d. Goal 12 - Responsible consumption and production  
Ensure sustainable consumption and production patterns and methods.
- e. Goal 14 - Life below water  
Conserve the oceans, seas, rivers, lakes, and marine ecosystem from human interference.

f. Goal 15- Life on land

Protect, restore and preserve Mother Nature, especially the human animal conflict zones.

216. As far as goals and impacts are concerned – every individual activity had its specific goal and impact which has been inumerated in every project report.



## Independent Auditor's Report

**TO,**  
**THE NORWEGIAN MINISTRY OF FOREIGN AFFAIRS**  
**Through**  
**The Royal Norwegian Consulate General,**  
**Mumbai**

**Ref: AFROZ SHAH FOUNDATION, MUMBAI**  
**Sub: Financial Report on the Utilization of Norwegian Grant for the Project No. IND-19/0012 – Marine Litter and Mindset Change Programme in Mumbai**

We have audited the accompanying financial statements of **AFROZ SHAH FOUNDATION, MUMBAI** For the period from 1<sup>st</sup> October, 2019 till 30<sup>th</sup> November, 2021 and report that:

### **Management's Responsibility for the Financial Statements**

The Company's Management is responsible for the preparation of these financial statements that give a true and fair view of the financial position, financial performance and Cash Flow of the Company. This responsibility includes the design, implementation and maintenance of internal controls relevant to the preparation and presentation of the financial statements that give a true and fair view and are free from material misstatements, whether due to fraud or error.

### **Auditors' Responsibility**

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with the Standards on Auditing issued by the Institute of Chartered Accountants of India as well as with the International Standards of Auditing as applicable to Special considerations audits of financial statements prepared in accordance with special purpose frameworks (ISA-800), as applicable in India. Those Standards require that we comply with the ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatements.

**An audit involves performing procedures to obtain audit evidence about the amounts and the disclosures in the financial statements. The Procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements whether due to fraud or error. In making those risk assessments, the auditor considers the internal controls relevant to the Company's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances but not for the purpose of expressing an opinion on the effectiveness of the Company's internal controls. An audit also includes evaluating the appropriateness of the accounting policies used and the reasonableness of the accounting estimates made by the Management, as well as evaluating the overall presentation of the financial statements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.**

### **Opinion**

**In our opinion and to the best of our information and according to the explanations given to us, the aforesaid financial statements give a true and fair view in conformity with the accounting principles generally accepted in India:**




- a) in the case of the Balance Sheet, of the state of affairs of the Company as at November 30, 2021;
- b) in the case of the Statement of Account, of the surplus of the Company for year ended on that date;

### **Report on Other Legal Requirements**

1. The Companies (Auditor's Report) Order, 2015 (CARO) issued by the Central Government in terms of Section 143 of the Companies Act, 2013 is not applicable to the Company in terms of Clause 1(2)(iii) of the Order.
2. As required by Section 143(3) of the Act 2013, we report that:
  - a) We have obtained all the information and explanations which to the best of our knowledge and belief were necessary for the purposes of our audit.
  - b) In our opinion, proper books of account as required by law have been kept by the Company so far as it appears from our examination of those books.
  - c) The Balance Sheet and Statement of Income and Expenditure and the Cash Flow Statement dealt with by this report are in agreement with the books of account of the Company.
  - d) In our opinion, the Balance Sheet and Statement of Income and Expenditure and the Cash Flow Statement comply with the Accounting Standards referred to in Section 129(1) of the Companies Act, 2013.
  - e) On the basis of the written representations received from the directors as on November 30, 2021 taken on record by the Board of Directors, none of the directors is disqualified as on November 30, 2020 from being appointed as a director in terms of Section 164 (2) of the Companies Act, 2013.
  - f) With respect to the other matters to be included in the Auditor's Report in accordance with Rule 11 of the Companies (Audit and Auditors) Rules, 2014 and the Companies (Audit and Auditors) Amendment Rules, 2017, in our opinion and to the best of our information and according to the explanations given to us:
    - i. The Company does not have any pending litigations which would impact its financial position in its financial statement.
    - ii. The Company did not have any long-term contracts including derivative contracts for which there were any material foreseeable losses.
    - iii. The Company is section 8 Company with Charitable Objects and it intends to prohibit the payment of any Dividend to its' Members. Hence the question of unpaid/unclaimed dividend to be transferred to the investor education and protection fund by the company does not arise.

For B. Mittal & Company  
Chartered Accountants  
(Firm Registration No. 000091C)

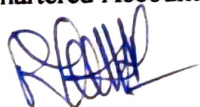
  
Rakesh Mittal  
Partner  
Membership No. 076785  
UDIN –  
Place: Mumbai,  
Dated: 1<sup>st</sup> December, 2021



**AFROZ SHAH FOUNDATION, MUMBAI**  
 (A Charitable Company Registered under section 8 of the Companies Act, 2013)  
**NORWEGIAN GRANT ACCOUNT FOR PROJECT NO. IND-19/0012**  
 Balance Sheet as at 30th November 2021

LIABILITIES	AMOUNT INR	AMOUNT INR	ASSETS	AMOUNT INR
<b>Capial Fund</b> As per Contra		16,90,096.00	<b>Fixed Assets</b> Tractor Laptop Computer & Printer Camera & accessories	13,00,000.00 3,00,097.00 89,999.00
<b>Designated Funds</b> (Program under Progress)		61,48,495.78	<b>Program Advances &amp; Other Balances for Designated Activities</b>	61,48,495.78
<b>Total Rs.</b>		<b>78,38,591.78</b>	<b>Total Rs.</b>	<b>78,38,591.78</b>

For **B. Mittal & Company**  
Chartered Accountants



(Rakesh Mittal)  
Partner  
Membership No. 076785  
UDIN:- 21076785AAAACO1345  
Place - Mumbai  
Date -01/12/2021



For & on behalf of the Board of Directors of  
**AFROZ SHAH FOUNDATION, MUMBAI**

21/12  
(Afroz Latif Shah)  
Director  
DIN - 00465159

Place - Mumbai  
Date - 01/12/2021




(Aaqib Shaikh)  
Director  
DIN -  
09134388  
Place - Mumbai  
Date - 01/12/2021

**AFROZ SHAH FOUNDATION, MUMBAI**  
 (A Charitable Company Registered under section 8 of the Companies Act, 2013)  
**NORWEGIAN GRANT ACCOUNT FOR PROJECT NO. IND-19/0012**  
 Statement of Account for the period from 1st October, 2019 to 30th November, 2021

PARTICULARS	AMOUNT INR	PARTICULARS	AMOUNT INR
Marine Litter & Mindset Change Program in Mumbai		Grant In Aid	
Hon., Food & Travel to Volunteers & Program Professionals	61,95,563.00	From The Norwegian Ministry of Foreign Affairs, Norway	2,27,29,638.78
Office Rentals, Running & Maintenance, Admin etc	19,10,816.00	Interest from Bank	4,48,461.00
Running & Operation of 3 tier structure	12,88,126.00		
Mindset Change Programme			
• In Schools	6,89,215.00		
• In Human Ocean Conflict Zones	21,36,367.00		
Clean up Program Equipments	2,04,750.00		
Tractor	13,00,000.00		
Running & Operation of Tractors	33,04,767.00		
Program Advances & Other Balances for Designated Activities	61,48,495.78		
<b>Total Rs.</b>	<b>2,31,78,099.78</b>	<b>Total Rs.</b>	<b>2,31,78,099.78</b>

For B. Mittal & Company  
Chartered Accountants



**(Rakesh Mittal)**  
Partner  
Membership No. 076785  
UDIN:- 21076785AAAAACO1345  
Place - Mumbai  
Date - 01/12/2021

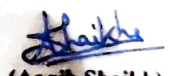


For & on behalf of the Board of Directors of  
AFROZ SHAH FOUNDATION, MUMBAI



**(Afroz Latif Shah)**  
Director  
DIN - 00465159

Place - Mumbai  
Date - 01/12/2021

**(Aaqib Shaikh)**  
Director  
DIN - 09134388  
Place - Mumbai  
Date - 01/12/2021

## NOTES FORMING PART OF THE FINANCIAL STATEMENTS

### 1. Company overview

AFROZ SHAH FOUNDATION ("the Company") was incorporated in India on May 10, 2019 as a private company with charitable status under section 8 of the Companies Act, 2013.

The primary focus of the Company is to protect, preserve, improve, clean and rejuvenate environment and habitat including but not limited to water, land, air, outer space, oceans, lakes, rivers, water bodies, trees, forest.

The company has received Licence dated 9<sup>th</sup> May, 2019 under section 8(1) of the Companies Act, 2013.

The company has been granted exemption under section 12AA & 80G of the Income Tax Act, 1961 as a charitable company effective from the Financial Year 2019-20.

The company had entered in to a Grant Agreement with the Norwegian Ministry of Foreign Affairs for "Marine Litter and Mindset Change Program in Mumbai" for which it had received necessary permission from the FCRA Department of the Ministry of Home Affairs, Government of India.

Following key programmes are being carried out from the Norwegian Grant:

- a) Pre-litter activities through circular economy program
- b) Post-litter cleaning activities
- c) Mindset change programs in schools for young children
- d) Mindset change programs in human conflict zones through various garbage free activities
- e) Volunteer based cleaning activities through empowering volunteers to earn their own livelihood
- f) Running & operational activities by strengthening 3 tier structure of the organization

### 2. Significant accounting policies

#### 2.1 Basis of preparation

The financial statements of the Company have been prepared in accordance with generally accepted accounting principles in India (Indian GAAP) to comply in all material respect with the accounting standards notified under the Companies (Accounting Standards) Rules, 2006, (as amended and the relevant provisions of the Companies Act, 2013). The financial statements have been prepared on the accrual basis under the historical cost convention.

#### 2.2 Use of estimates

The preparation of the financial statements requires the management to make estimates and assumption considered in the reported amount of assets and liabilities (including contingent liabilities as of the date of the financial statements and the reported income and expenses during the reporting period. The management believes that the estimates used in preparation of the financial statements are prudent and reasonable. Future results could differ from these estimates and the differences between the actual results and estimates are recognized in the periods in which the results are known/materialize.

For Afroz Shah Foundation  
 Director / Authorised Signatory



**2.3 Cash and cash equivalents**

Cash and cash equivalents for the purposes of Cash flows comprises of balance in Savings Bank account as well as Cash in hand.

**2.4 Cash flow statement**

Cash flows are reported using indirect method whereby cash flows from operating activities of the Company are identified and reported.

**2.5 Revenue recognition**

Revenue is recognized to the extent that it is probable that the economic benefits will flow to the Company and the revenue can be reliably measured. In addition, the following criteria must also be met before revenue is recognized:

Voluntary contributions are accounted on the date of receipt. All voluntary contributions received during the year are towards the objectives of the Company.

**2.6 Earnings per share**

Basic earnings per share are computed by dividing the surplus / (deficit) by weighted average number of equity shares outstanding during the year.

**2.7 Provisions and contingencies**

A provision is recognized when the Company has a present obligation as a result of past events and it is probable that an outflow of resources will be required to settle the obligation in respect of which a reliable estimate can be made. Provisions are not discounted to their present value and determined based on the best estimate required to settle the obligation as at Balance Sheet date.

**2.8 Segment Information**

The primary focus of the Company is to protect, preserve, improve, clean and rejuvenate environment and all other activities revolve around the main object. The Company does not have any geographical segments. As such, there are no separate reportable segments as per Accounting Standard 17 on 'Segment Reporting' as notified under the Companies (Accounting Standards) Rules, 2006.

**For B. Mittal & Company**

Chartered Accountants

FRN - 000091C



**(Rakesh Mittal)**

Partner

Membership No. 076785

UDIN - 21076785AAAACO1345

Place - Mumbai

Date -01/12/2021



For & on behalf of the Board of Directors of  
**AFROZ SHAH FOUNDATION, MUMBAI**

9/11/21  
**(Afroz Latif Shah)**

Director

DIN - 00465159

Place - Mumbai

Date -01/12/2021



**(Aaqib Shaikh)**

Director

DIN - 09134388

Place - Mumbai

Date -01/12/2021





सत्यमेव जयते

GOVERNMENT OF INDIA  
MINISTRY OF CORPORATE AFFAIRS

Central Registration Centre

## Certificate of Incorporation

[Pursuant to sub-section (2) of section 7 of the Companies Act, 2013 (18 of 2013) and rule 18 of the Companies (Incorporation) Rules, 2014]

I hereby certify that AFROZ SHAH FOUNDATION is incorporated on this Tenth day of May Two thousand nineteen under the Companies Act, 2013 (18 of 2013) and that the company is limited by shares.

The Corporate Identity Number of the company is U85300MH2019NPL325254.

The Permanent Account Number (PAN) of the company is **AASCA2704L** \*/@

The Tax Deduction and Collection Account Number (TAN) of the company is **MUMA59407F** \*/@

Given under my hand at Manesar this Tenth day of May Two thousand nineteen .

DS MINISTRY OF  
CORPORATE AFFAIRS 27

Digital Signature Certificate

Mr Parvinder Singh

DEPUTY REGISTRAR OF COMPANIES

For and on behalf of the Jurisdictional Registrar of Companies

Registrar of Companies

Central Registration Centre

Disclaimer: This certificate only evidences incorporation of the company on the basis of documents and declarations of the applicant(s). This certificate is neither a license nor permission to conduct business or solicit deposits or funds from public. Permission of sector regulator is necessary wherever required. Registration status and other details of the company can be verified on [www.mca.gov.in](http://www.mca.gov.in)

Mailing Address as per record available in Registrar of Companies office:

AFROZ SHAH FOUNDATION

B-1010, Everest Apartment, J.P. Road, Opp. Ganga Bhavan, Versova

Andheri West, MUMBAI, Mumbai City, Maharashtra, India, 400061



For Afroz Shah Foundation

Director / Authorised Signatory

\* as issued by the Income Tax Department

आयकर विभाग  
INCOME TAX DEPARTMENT



भारत सरकार  
GOVT. OF INDIA

स्थायी लेखा संख्या कार्ड  
Permanent Account Number Card

AASCA2704L

नाम / Name  
AFROZ SHAH FOUNDATION

स्थापना की तिथि / Date of Incorporation/Formation  
10/05/2019



For Afroz Shah Foundation

*(Signature)*

Director / Authorised Signatory




सत्यमेव जयते

**Government of India**  
**Form GST REG-06**

[See Rule 10(1)]

**Registration Certificate**

**Registration Number : 27AASCA2704L1ZE**

1.	<b>Legal Name</b>	AFROZ SHAH FOUNDATION			
2.	<b>Trade Name, if any</b>				
3.	<b>Constitution of Business</b>	Others			
4.	<b>Address of Principal Place of Business</b>	10th Floor, B-1010, Everest Apartment, J.P. Road, Versova, Andheri West, Mumbai, Mumbai Suburban, Maharashtra, 400061			
5.	<b>Date of Liability</b>				
6.	<b>Period of Validity</b>	From	14/08/2019	To	Not Applicable
7.	<b>Type of Registration</b>	Regular			
8.	<b>Particulars of Approving Authority</b>	Centre			
Signature					
Name		JOLLY KOSHI			
Designation		Superintendent			
Jurisdictional Office		MUMBAI NODAL DIVISION-10			
9. Date of issue of Certificate		14/08/2019			
Note: The registration certificate is required to be prominently displayed at all places of business in the State.					

**This is a system generated digitally signed Registration Certificate issued based on the approval of application granted on 14/08/2019 by the jurisdictional authority.**



GSTIN 27AASCA2704L1ZE  
Legal Name AFROZ SHAH FOUNDATION  
Trade Name, if any



**Details of Additional Places of Business**

Total Number of Additional Places of Business in the State 0



GSTIN 27AASCA2704L1ZE  
Legal Name AFROZ SHAH FOUNDATION  
Trade Name, if any

**Details of Person in Charge**

1		Name	Afroz Latif Shah
		Designation/Status	Director
		Resident of State	Maharashtra
2		Name	Kamlesh Kharade
		Designation/Status	Director
		Resident of State	Maharashtra

**AFROZ SHAH FOUNDATION**

Unique Id of VO/NGO	MH/2020/0270188
DARPAN Reg. Date	08-12-2020

**Registration Details**

Registered With	Registrar of Companies
Type of NGO	Private Sector Companies (Sec 8/25)
Registration No	U85300MH2019NPL325254
Copy of Registration Certificate	Available
Copy of Pan Card	Available
Act name	Companies Act, 2013
City of Registration	MUMBAI
State of Registration	MAHARASHTRA
Date of Registration (Society / Trust / Entity)	10-05-2019

**Members**

Name	Designation	Pan	Aadhaar
AFROZ LATIF SHAH	Chairman	Available	Available
KAMLESH KHARADE	Director	Available	Available
MOHD AAQIB MOHD ASLAM SHAIKH	Director	Available	Available
AMAN IMTIYAZ SAYYED	Director	Available	Available

**Sector/ Key Issues**

Key Issues	Not Available
Operational Area-States	Not Available
Operational Area-District	Not Available

### FCRA details

<b>FCRA Available</b>	<b>FCRA Registration no.</b>
Not Available	Not Available

### Details of Achievements

Not Available
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### Source of Funds

Department Name	Source	Finacial Year	Amount Sanctioned	Purpose
Not Specified	Any Other	2019-2020	Not Specified	Donations and Borrowings
Not Specified	Any Other	2020-2021	Not Specified	Donations, Foreign Grants, Borrowings

### Contact Details

Address	B-1010, Everest Apartment, J. P. Road Opp: Ganga Bhavan, Versova, Andheri West Mumbai-400061 (Maharashtra)
City	MUMBAI
State	MAHARASHTRA
Telephone	Not Available
Mobile No	9893054247

Website Url	Not Available
E-mail	rmittal99(at)hotmail[dot]com
<i>Last modified on</i>	04-12-2020



# FORM NO. 10AC

(See rule 17A/11AA/2C)

Order for approval

1	PAN	AASCA2704L
2	Name	AFROZ SHAH FOUNDATION
2a	Address	
	Flat/Door/Building	B-1010, Everest Appartment
	Name of premises/Building/Village	J.P ROAD, Opp Ganga Bhavan, Versova
	Road/Street/Post Office	Mumbai
	Area/Locality	MUMBAI
	Town/City/District	Vesava S.O
	State	Maharashtra
	Country	INDIA
	Pin Code/Zip Code	400061
3	Document Identification Number	AASCA2704LF2021201
4	Application Number	262555840090821
5	Unique Registration Number	AASCA2704LF20212
6	Section/sub-section/clause/sub-clause/proviso in which approval is being granted	11-Clause (i) of first proviso to sub-section (5) of section 80G
7	Date of approval	23-09-2021
8	Assessment year or years for which the trust or institution is approved	From AY 2022-23 to AY 2026-27
9	Order for approval:	
	a. After considering the application of the applicant and the material available on record, the applicant is hereby granted approval with effect from the assessment year mentioned at serial no 8 above subject to the conditions mentioned in row number 10 .	
	b. The taxability, or otherwise, of the income of the applicant would be separately considered as per the provisions of the Income Tax Act, 1961.	
	c. This order is liable to be withdrawn by the prescribed authority if it is subsequently found that the activities of the applicant are not genuine or if they are not carried out in accordance with all or any of the conditions subject to which it is granted, if it is found that the applicant has obtained the approval by fraud or misrepresentation of facts or it is found that the assessee has violated any condition prescribed in the Income Tax Act, 1961.	
10	Conditions subject to which approval is being granted	
	The approval is granted subject to the following conditions:-	

<p>a. No change in the deed of the applicant trust/society/non profit company or any of its bye-laws shall be affected without the due procedure of law and the approval of the Competent Authority as per provisions of law and its intimation shall be given immediately to Office of the Jurisdictional Commissioner of Income Tax and to the Assessing Officer.</p>	
<p>b. Any change in the trustees or address of the applicant trust/society/non-profit company shall be intimated forthwith to Office of the Jurisdictional Commissioner of Income Tax and to the Assessing Officer.</p>	
<p>c. The applicant trust/society/non profit company shall maintain its accounts regularly and also get them audited as per the provisions of section 80G(5)(iv) read with section 12A(1)(b)/10(23C) of the Income Tax Act,1961.</p>	
<p>d. Certificate of donation shall be issued to the donor in form no 10BE, as per the provisions of rule 18AB.</p>	
<p>e. No cess or fee or any other consideration shall be received in violation of section 2(15) of the Income Tax Act, 1961.</p>	
<p>f. The trust/society/non profit company shall file the return of income of its trust/society/non profit company as per the provisions of section 139(1)/(4A)/(4C) of the Income Tax Act, 1961.</p>	
<p>g. The approval granted through this order shall apply to the donations received only if the applicant trust/society/non profit company, established in India for charitable purpose, fulfills the conditions laid down in section 80G(5) of the Income Tax Act, 1961 and the religious expenditure does not exceed the limit specified in section 80G(5B) of the said Act.</p>	
<p>h. If the applicant trust/ society/ non-profit company derives any income, being profits and gains of business, it shall maintain separate books of account in respect of such business as provided in section 80G(5)(i) of the Income Tax Act,1961. Further, any donation received by the applicant shall not be used, directly or indirectly, for the purposes of such business and a certificate shall be issued to every person making a donation to the effect that the applicant maintains separate books of account in respect of the business and the donation received by it will not be used, directly or indirectly, for the purpose of the business.</p>	
<p>i. The applicant shall comply with the provisions of the Income Tax Act, 1961 read with the Income Tax Rules, 1962.</p>	
<p>j. The approval and the Unique registration number has been instantly granted and if, at any point of time, it is noticed that form for approval has not been duly filled in by not providing, fully or partly, or by providing false or incorrect information or documents required to be provided under sub-rule (1) or (2) of rule 11AA or by not complying with the requirements of sub- rule (3) or (4) of the said rule, the approval and Unique Registration Number (URN), shall be cancelled and the approval and URN shall be deemed to have never been issued or granted.</p>	
<p>Name and Designation of the Approving Authority</p>	<p>Principal Commissioner of Income Tax/ Commissioner of Income Tax  (Digitally signed)</p>

Signature Not Verified

Digitally signed by  
SIBICHEN K MATHEW  
Date: 2021.09.23  
23:33:44 IST

# FORM NO. 10AC

(See rule 17A/11AA/2C)

Order for registration

1	PAN	AASCA2704L
2	Name	AFROZ SHAH FOUNDATION
2a	Address	
	Flat/Door/Building	B-1010, Everest Apartment
	Name of premises/Building/Village	J.P ROAD, Opp Ganga Bhavan, Versova
	Road/Street/Post Office	Mumbai
	Area/Locality	MUMBAI
	Town/City/District	Vesava S.O
	State	Maharashtra
	Country	INDIA
	Pin Code/Zip Code	400061
3	Document Identification Number	AASCA2704LE2021401
4	Application Number	262504460090821
5	Unique Registration Number	AASCA2704LE20214
6	Section/sub-section/clause/sub-clause/proviso in which registration is being granted	01-Sub clause (i) of clause (ac) of sub -section (1) of section 12A
7	Date of registration	23-09-2021
8	Assessment year or years for which the trust or institution is registered	From AY 2022-23 to AY 2026-27
9	Order for registration:	
	a. After considering the application of the applicant and the material available on record, the applicant is hereby granted registration with effect from the assessment year mentioned at serial no 8 above subject to the conditions mentioned in row number 10.	
	b. The taxability, or otherwise, of the income of the applicant would be separately considered as per the provisions of the Income Tax Act, 1961.	
	c. This order is liable to be withdrawn by the prescribed authority if it is subsequently found that the activities of the applicant are not genuine or if they are not carried out in accordance with all or any of the conditions subject to which it is granted, if it is found that the applicant has obtained the registration by fraud or misrepresentation of facts or it is found that the assessee has violated any condition prescribed in the Income Tax Act, 1961.	
10	Conditions subject to which registration is being granted	
	The registration is granted subject to the following conditions:-	

<p>a. As and when there is a move to amend or alter the objects/rules and regulations of the applicant, prior approval of the Commissioner of Income Tax shall be sought along with the draft of the amended deed and no such amendment shall be effected until and unless the approval is accorded.</p>
<p>b. In the event of dissolution, surplus and assets shall be given to an organization, which has similar objects and no part of the same will go directly or indirectly to anybody specified in section 13(3) of the Income Tax Act, 1961.</p>
<p>c. In case the trust/institution is converted into any form, merged into any other entity or dissolved in any previous year in terms of provisions of section 115TD, the applicant shall be liable to pay tax and interest in respect of accreted income within specified time as per provisions of section 115TD to 115TF of the Income Tax Act, 1961 unless the application for fresh registration under section 12AB for the said previous year is granted by the Commissioner.</p>
<p>d. The Trust/ Institution should quote the PAN in all its communications with the Department.</p>
<p>e. The registration u/s 12AB of the Income Tax Act, 1961 does not automatically confer any right on the donors to claim deduction u/s 80G.</p>
<p>f. Order u/s 12AB read with section 12A does not confer any right of exemption upon the applicant u/s 11 and 12 of Income Tax Act, 1961. Such exemption from taxation will be available only after the Assessing Officer is satisfied about the genuineness of the activities promised or claimed to be carried on in each Financial Year relevant to the Assessment Year and all the provisions of law acted upon. This will be further subject to provisions of section 2(15) of the Income Tax Act, 1961.</p>
<p>g. No change in terms of Trust Deed/ Memorandum of Association shall be effected without due procedure of law and its intimation shall be given immediately to Office of the Jurisdictional Commissioner of Income Tax. The registering authority reserves the right to consider whether any such alteration in objects would be consistent with the definition of "charitable purpose" under the Act and in conformity with the requirement of continuity of registration.</p>
<p>h. The Trust/ Society/ Non Profit Company shall maintain accounts regularly and shall get these accounts audited in accordance with the provisions of the section 12A(1)(b) of the Income Tax Act, 1961. Seperate accounts in respect of each activity as specified in Trust Deed/ Memorandum of Association shall be maintained. A copy of such account shall be submitted to the Assessing Officer. A public notice of the activities carried on/ to be carried on and the target group(s) (intended beneficiaries) shall be duly displayed at the Registered/ Designated Office of the Organisation.</p>
<p>i. The Trust/ Institution shall furnish a return of income every year within the time limit prescribed under the Income Tax Act, 1961.</p>
<p>j. Seperate accounts in respect of profits and gains of business incidental to attainment of objects shall be maintained in compliance to section 11(4A) of Income Tax Act, 1961.</p>
<p>k. The registered office or the principal place of activity of the applicant should not be transferred outside the jurisdiction of Jurisdictional Commissioner of Income Tax except with the prior approval.</p>
<p>l. No asset shall be transferred without the knowledge of Jurisdictional Commissioner of Income Tax to anyone, including to any Trust/ Society/ Non Profit Company etc.</p>
<p>m. The registration so granted is liable to be cancelled at any point of time if the registering authority is satisfied that activities of the Trust/ Institution/ Non Profit Company are not genuine or are not being carried out in accordance with the objects of the Trust/ Institution/ Non Profit Company.</p>
<p>n. If it is found later on that the registration has been obtained fraudulently by misrepresentation or suppression of any fact, the registration so granted is liable to be cancelled as per the provision u/s section 12AB(4) of the Act.</p>

o. This certificate cannot be used as a basis for claiming non-deduction of tax at source in respect of investments etc. relating to the Trust/ Institution.	
p. All the Public Money so received including for Corpus or any contribution shall be routed through a Bank Account whose number shall be communicated to Office of the Jurisdictional Commissioner of Income Tax.	
q. The applicant shall comply with the provisions of the Income Tax Act, 1961 read with the Income Tax Rules, 1962.	
r. The registration and the Unique registration number has been instantly granted and if, at any point of time, it is noticed that form for registration has not been duly filled in by not providing, fully or partly, or by providing false or incorrect information or documents required to be provided under sub-rule (1) or (2) of rule 17A or by not complying with the requirements of sub- rule (3) or (4) of the said rule, the registration and Unique Registration Number (URN), shall be cancelled and the registration and URN shall be deemed to have never been granted or issued.	
Name and Designation of the Registration Granting Authority	Principal Commissioner of Income Tax/ Commissioner of Income Tax  (Digitally signed)



## PROGRAMME LEADERS

### SYNOPSIS

1. The genesis of the voluntary movement started by Adv. Afroz Shah is to create leaders from common citizens to take ownership of their localities and to handle the waste generated in them properly. United Nations Sustainable Development Goals are met using this approach i.e. right to livelihood of these citizens is linked to right to clean environment. The objective is to empower local citizens to protect the environment and create an enhanced sense of belonging in the society.
2. The personnel appointed from the existing volunteer base are those volunteers who have been working with Advocate Afroz Shah for the past 4 years. Dedicating their lives to this cause voluntarily, without any motive. Thus starting their journey to become leaders who train themselves and others around them. These volunteers have selflessly and devotedly given their time, energy and efforts to bat for the cause of Mother Nature. Additionally, because of their efficiency and competence they are now absorbed as personnel of the foundation.

Sr. No.	Name of Volunteer	Current role
1	Amit Kumar	Leader – Versova Team
2	Breshnave Pachampulli	In-charge – Boat team
3	Santosh Shah	In-charge – School programme
4	Faisal Khan	Intern Afroz Shah Foundation
5	Arbaaz Khan	Intern Afroz Shah Foundation
6	Faizaanali Contractor	Volunteer
7	Sumesh T. K.	Senior Volunteer – Circular Economy Team
8	Sunil Awari	Senior Volunteer – Circular Economy Team
9	Dinesh Awari	In-charge – Mangorve team
10	Deepak Pitle	Senior Volunteer – Circular Economy Team
11	Sandeep Yadav	Senior Volunteer – Circular Economy Team

12	Chandrakant Bibwe	Volunteer
13	Pragati Shirke	Volunteer
14	Rajnikant Sharma	Volunteer
15	Rohan Kotwalkar	Volunteer

# PROGRAMME EFFICIENCY

## SYNOPSIS

1. For the first 5 years of the movement started by Adv. Afroz Shah, the work related to the cause was done in a purely Gandhian way. Volunteers would come on the field, give their time and effort and retreat back. Work would happen smoothly and beautifully on the field in the form of ground action or from the apartment block owned by Afroz in Versova.
2. In May 2019, with the intention to marry the Gandhian philosophy of a citizen's movement and 21<sup>st</sup> Century structured formal setup, the Afroz Shah Foundation was established. The birth of this foundation was primarily done due to the urging and support of the Norwegian Government to help make scalable the work of Afroz Shah and Volunteers – to tackle marine debris, to beat plastic pollution and to implement the Sustainability Development Goals (SDG's) of the United Nations.
3. With 2 offices working and functioning, and with the on-boarding of hardworking, dedicated and competent professionals, this marriage between the voluntary citizen's movement and the 21<sup>st</sup> Century formal setup is blossoming beautifully.
4. Attached with this report are the monthly diaries maintained by volunteers which contains the intangible data and record of the work carried out by the professionals.

Sr. No.	Name	Current role
1	Ankita	Manager Project
2	Yatish Lohia	Manager – Finance and Accounting
3	Abdurrahman Shaikh	Finance and Accounts team
4	Anand Pandey	Sustainability Associate
5	Tejal Kalbate	Sustainability Associate
6	Muskan Dubey	Research Intern
7	Kedar Nayak	Legal Intern
8	Dr. Jaya Rathor	Office Team
9	Amit Rewale	Office Team



10	Mona Keshwani	Team Veg Power
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# PROJECT VEG POWER

## SYNOPSIS

1. The purchase of vegetable – in a typical Indian home – involves either going to the local vegetable vendor or to the local supermarket or ordering online. All these vegetables are delivered in plastic.
2. The purchase of vegetable in plastic has three brutal effects on the planet and humans.
  - i. Litter generation which eventually lands up in the landfill or ocean.
  - ii. Huge carbon footprint due to the production of plastic.
  - iii. Huge cost to individual families as these purchases are in retail.
3. Bulk purchases of vegetable is easily possible in India. Wholesale markets are readily available within a drive of 1 hour in the city of Mumbai. This method of purchase is perfectly legal in terms of sanitary and health standards. A typical Indian family uses 5-6 differently vegetables. Each family generates 20 plastic bags every week due to vegetable purchase and each family spends an amount of approximately Rs. 1,000 on the vegetable purchase.
4. Our method to implement this project is to facilitate and involve more and more families as the project gains momentum. Every satisfied family – due to this programme – becomes an ambassador of change.
5. The modus operandi for the implementation of the project was in the following form.
  - i. Prepare a list of households of citizen consumers interested in bulk packaging methods of buying vegetables.
  - ii. Calculate their consumption for each household by taking inputs from citizen consumers.
  - iii. Pre-order list of the number of households of citizen consumers to be given the vegetables.
  - iv. Ordering of the bulk packaging from reputed suppliers.
  - v. Collection of the money from citizens for their requirements of the vegetables before the bulk packaging is delivered.
  - vi. This order will be on a weekly basis as it is the norm in Indian society.


6. Every year – 250 families – by purchasing the vegetables in bulk will benefit themselves and benefit the planet in following way :
  - i. Reduction of litter generation by 360,000 single use plastic bags.
  - ii. Reduction in Carbon footprint by 35,280 kgCO<sub>2</sub> .
  - iii. Reduction in cost by Rs 7,730,010 every year .
7. A family of 250 – can get 8 cars off the road every year by purchasing vegetables in bulk – the right way.

**a. Goals**






8. Create a shift from individual buying in small grocery bags to community bulk buying . This is an example of implementing a ground level circular economy model which focuses on reduction of garbage at its source.
9. Bringing about a behavioural change in the mindset of people.
10. Training people and adopting a circular economy in their lives.
11. Training people on proper handling of their waste.
12. Sensitizing people about our negative footprint on Mother Nature. And guiding them on how to reduce their negative footprint.
13. Locating and providing good quality vegetables at reasonable prices and guiding them to become self-sustainable.
14. Reduction of garbage generation.
15. Saving the monthly cost of the consumers.

**b. Impacts**

16. Sustainable Development Goals of United Nations being implemented through Project Veg Power :

i.  Goal 1 – Right to livelihood

ii.  Goal 3 - Good Health and Well-being

- iii.  Goal 5 – Gender Equality  
Achieve gender equality, justice and empower all women and girls.
- iv.  Goal 8 – Decent work and economic growth  
Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.
- v.  Goal 12 - Responsible consumption and production  
Ensure sustainable consumption and production patterns and methods.
- vi.  Goal 14 - Life below water  
Conserve the oceans, seas, rivers, lakes and marine ecosystems from human interference.
- vii.  Goal 15 - Life on land  
Protect, restore and preserve Mother Nature, especially the human animal conflict zones.

17. The three pillars of sustainability - Economic, Environmental, and social implemented in this program :

- i. Upgrading the local vendors.
- ii. Good quality products at cheaper rates.
- iii. Building a community of zero garbage.
- iv. Shifting from linear to circular economy.
- v. Reduction in litter generation.
- vi. Reduction in carbon footprint.

18. The shift of the communities from a linear economy to a circular economy

19. Good quality products at cheaper rates;

Sr. No.	No. of households	Cost saving / week (INR)
1	1	644.19
2	150	96,628.5

20. Behavioral changes - to move from linear economy to circular economy will be one of the planned effects on the target group.

21. Reducing and refusing the usage of single-use plastic to beat plastic pollution.
22. Community (target audience) will make behavioral changes to move from a life of convenience to a life of existence.
23. Less littering, less garbage/plastic environment.

#### **24. Circular Economy**

A ground level model of circular economy implemented through Project Veg Power, addresses the problem of waste i.e. reduction of waste generated. Citizen consumers change their consumption methods from individual buying to bulk buying. Gunny bags will be used to procure vegetables from APMC after its usage the gunny bags will be used for collecting segregated waste garbage from households in human ocean conflict zones to be sent to the recycler. Thus, incorporating another principle of circular economy – reusing products for longer duration.

25. Empowerment of local citizen volunteers to reduce the waste generated at their household level. Championing the cause of waste reduction is an attribute that each citizen consumer will adopt through implementing project bulk vegetables.
26. There will be an estimated reduction in the plastic waste generated from 7500 pieces to 18 sack bags in a month which will later be used to collect segregated garbage from households in human ocean conflict zones to be sent to the recycler. These 15,000 pieces every month would have been non-trackable and would have become marine debris.
27. Reduction in carbon footprint of 250 households by procuring bulk packaged vegetables for over a period of 1 month will be of approximately 2940 kg CO<sub>2</sub> emission.
28. Health of the ocean improves as potential marine debris are stopped at source.
29. Thousands of marine species are saved as these packaging would have eventually become the food of the marine species.
30. Monthly saving of **INR 644.19** for each household.
31. This model of bulk packaging purchase and distribution - will be a novel and one of its kind idea/programme and can be replicated anywhere in the country. Easy to implement.

# PROJECT BULK SPICES

## SYNOPSIS

1. Spices in India are generally purchased by consumers in small packaging. The small packaging ranges from 50 gms to 500 gms. There are 13 types of spices that are purchased in a typical Indian household. Small packagings are either in the form of plastic or combination of paper and plastic or combination of metalised paper and plastic. All this small packaging are called Multilayer packaging and are nonrecyclable for all practical purposes.
2. Spices can be purchased in bulk in India. The bulk packagings are without any use of – any kind of single use plastic. If the consumers/citizens can indicate there pre-order preference which is well known in every household in India for example for a household of four, 250 grams of red chilli powder is required – then implementing the purchase of spices in bulk form is easy. Every month every household generates 13-18 Multilayer packaging.
3. The advantages of bulk packaging is less garbage, less carbon footprint generation, more cost saving, and less damage to the environment.
4. Every year – 3,000 families (250 x 12 months) – by purchasing the vegetables in bulk will benefit themselves and benefit the planet in following way :
  - i. Reduction of litter generation by 78,000 single use plastic bags .
  - ii. Reduction in Carbon footprint by 2,088 kgC02 .
  - iii. Reduction in cost by Rs. 1,830,000 every year .
5. Bulk packaged spices are easily available in India. They are of good quality and are extremely cheap as compared to small packaged spices sold in malls and shops. Afroz Shah Foundation along with the volunteers will engage the citizen consumer to do the following to implement these project :
  - i. Prepare a list of households of citizen consumer interested in bulk packaging method of buying spices.
  - ii. Calculate their consumption for each household by taking inputs from citizen consumers.
  - iii. Pre-order list of the number of households of citizen consumer to be given the spices.
  - iv. Ordering of the bulk packaging from reputed suppliers.
  - v. Collection of the money from citizens for their requirements of the spices before the bulk packaging is delivered.
  - vi. This order will be on monthly basis as is the normal norm in Indian society.

6. There are four areas of emphasis in this project – at the implementation and communication stage :
  - i. Procuring bulk spices from the right source at the right price.
  - ii. Habit changing exercise with the citizen consumer.
  - iii. Communicating the positive impact of bulk packaging on mother nature in terms of garbage generation to the citizen consumer.
  - iv. Cost saving by the consumer due to bulk purchase.

## GANESHA SYNOPSIS

1. Ganesh Chaturthi is an Indian Festival – celebrated every year – marked as beginning of fall season and birth of Lord Ganesh. Indians celebrate this festival in 2 ways: at home and at a community level – both involving the same proceedings of installation (Ganesh Aagman) and worshipping of the lords Ganesh's idol. The last day of the celebration involves ceremonial immersion / de installation (Ganesh Visarjan) – making the idol of Ganesh no longer sacred for the followers. The end of Ganesh festival is marked with immersion of the idol in water bodies – which can turn into potential debris since the idol and the decoration of the idol involves usage of material – harmful to the marine species and the aquatic environment. Idols made either from Plaster Of Paris (POP) or from mud and other eco-friendly materials painted with chemical paints are generally observed to be immersed along with its decorative materials – which contributes to metals and sludges. Immersion of such idols changes the pH of the water bodies from alkaline to acidic, along with the decrease in the dissolved oxygen (DO) and changes in the other constituents of the water body – leading to the overall disruption of the aquatic environment.
2. Such practise of celebrating the festivals contributes in the ill-effects to the health of Mother Nature. Marine litter and generation of waste – decorative items used for once and discarded – leads to mismanagement of waste and garbage generation, following the take make dispose culture of linear economy – thus contributing to the global warming.
3. Resource depletion and sustainable approaches shall help to tackle via the approach of Circular economy. Afroz Shah Foundation aims in intervening these problems by working with 2 aspects through Project Ganesha:
  - i. Proper handling, management and disposal of idols
  - ii. Adoption of circular economy – conversing with people to change their mindset and shift from one-time usable materials to reusable ones – thereby causing reduction in the litter generation.
4. Foundation is training people with constant communication and conversation to shift them from linear economy to circular economy by suggesting citizens to get either an idol made from mud or clay – easily dissolved in water or of metal – reusable for the next year. Foundation is also sensitizing the citizens to shift from plastic decorative items to naturally bio degradable materials like flowers, petals etc.
5. The project is having an impact in the following ways:
  - i. A gradual decrease has been observed in the number of idols at the beach as people are shifting to metal Ganesha idols.
  - ii. Foundation volunteers were able to retrieve 18,000 idols after vidhi in 2019, and the number has substantially decreased to 1500 idols in 2021. These idols were



retrieved before the got washed in the sea – substantial reduction in the number of idols.

- iii. Following materials were saved from entering the ocean – thus implementing circular economy:
  - a. 4500 kg POP
  - b. 750 kgs of decoration and flowers pieces
  - c. 75 kg food
  - d. 12,000 pieces of non-biodegradable materials.
  - e. 450 kgs of toxic paint.

# FEMME FREEDOM

## SYNOPSIS

1. Menstruation signifies the onset of the reproductive cycle in a woman. It is the regular discharge of blood and tissue also known as periods which starts as early as 11 – 12 years and continues till the age of 50 – 55 years or more. Out of the overall menstruating population in India, around 121 million women uses a conventional sanitary napkin – made up of 90 % of plastic – consisting 7 different layers – each taking 100 – 500 years to degrade naturally when disposed directly in the Mother Nature. To maintain hygiene – considering the minimum usage of 8 pads per cycle (5 days) – each woman contributes to around 96 pads per month and 3840 pads in her lifetime.
2. The approach of Circular Economy is one of the solutions to the problem of plastic pollution, marine debris and global warming. Afroz Shah Foundation is determined to mitigate the effects of female menstrual hygiene products on the environment, by promoting the use of menstrual cups. At the user level, changing the method of consumption from non-biodegradable disposal sanitary napkin to reusable menstrual cup is an effective tool to implement circular economy. Linear i.e. use and throw to circular – 4 R's – Refuse, reduce, reuse and recycle – is what the world must aim to preserve Mother Nature.
3. **Project Femme Freedom** is designed with the objective of promoting menstrual health and comfort along with the intention of protecting the environment. The ultimate goal of this project is to promote an eco-friendly and cost-effective approach to menstrual health and comfort by shifting the women from linear economy – usage of disposable non-biodegradable sanitary napkin to a circular economy – medical graded silicone cup - lasting for 10 years. To Bring about a behavioural change in the mindset of the people – mindset change programs – open conversations on menstruation and its hygienic practise is carried out Advantages over conventional sanitary napkins, tampons, and cloth pads are explained in terms of health, hygiene, comfort, economics, and environmental impact.
4. The verbal and visual on-screen demonstration is given for all the volunteers as well as participants with detailed explanation about:
  - i. How to measure the size of the cup suitable for one's body.
  - ii. Methods to fold the cup.
  - iii. The method of insertion and removal.
5. Each volunteer will be contacting to few of their friends or family members – to build up the chain to implement circular economy in menstrual hygiene.

6. The project is having an impact in the following ways:
  - i. Implementation of the following Sustainable Development Goals of United Nations:
    - a. Goal 1 – Right to livelihood
    - b. Goal 3 – Good health and well-being
    - c. Goal 11 – Sustainable cities and communities
    - d. Goal 12 – Responsible consumption and production
    - e. Goal 14 – Life below water
    - f. Goal 15 – Life on land
  - ii. Responsible production, consumption and disposal of menstrual product by Behavioural change in the mindset of the women.
  - iii. Every year – each woman – by shifting to medical graded silicone cup – will benefit herself and the planet in following way :
    - a. Saving of INR 650 (as elaborated in our project report of Project Femme Freedom).
    - b. Reduction of litter generation by 400 pieces of plastic.
    - c. Reduction in carbon footprint by 1.24 Kg CO<sub>2</sub>e.
  - iv. Reduced quantity of plastic will consequently lead to reduction of plastic entering the marine and environment – thus improving the health of marine as well as marine species.

# GREEN WEDLOCK

## SYNOPSIS

1. Wedding is an important ceremony in the life of an individual. A typical Indian wedding involves various mini pre wedding ceremonies spread over the weeks eventually leading to a grand scale wedding – involving mass gathering, great amounts of decoration, intensive electricity usage and huge quantities of food served in a single- use plates and cutleries. Such weddings end up generating massive amount of litter and waste in the form of plastic dish wares, cutleries, disposable glasses or PET bottles and a lot of decorative materials made out of single use type of plastic. All the plastic garbage generated is a single use non-recyclable plastic - which ends up in the Mother Nature – as filth – altering the lives of other species.
2. Some people may find it expensive to organize dishware's and cutleries – thus they tend to buy single use dishware's and cutleries to reduce their expenditure on overall wedding – leading to litter generation. Apart from being discarded as litter, the used cutleries are contaminated with food – remaining unfit for recycling. The approach of Circular Economy is one of the solutions to the problem of plastic pollution, marine debris and global warming. At the consumer level, changing the mindset of the people to practise circular economy
3. Eco friendly wedding or a sustainable wedding shall help to maintain a lower carbon footprint of a wedding. Afroz Shah Foundation's – Project Green wedlock provides good quality stainless steel cutleries, dishes and glasses- most important and required items in a wedding – to local citizens for their weddings, ceremonies, or any other function. Once the event is over they just have to return – clean, and dry items back to the foundation.
4. Every wedding/function details are monitored in the 100,000 population at 5 different location. Constant conversation is done with the locals about an emerging wedding or function. House visit is done at the house where wedding is to happen soon. A discussion and dialogue about “use and throw” culture, generation of garbage and circular economy is done with the family members. Once this is explained, understood – a zero wedding movement is put into motion. The wedding house then picks up the steel cutlery, uses it and returns the cutlery and the filter. All water is served in purified without a single PET bottle.
5. Till date we have managed to conduct 23 zero garbage wedding/ functions. (**Annexure 6**). The number of people served with zero garbage ecosystem were 4620. The total number of litter/plastic less generated were 46,200 plastic pieces. The reduction of carbon footprint was 38,122.394. This is equivalent to getting 9 cars approx. off road for 1 year.

6. This stainless steel – in a wedding condition - will last for 20 years. If approx. 50 zero garbage weddings are conducted every year through this program – 4 million plastic pieces will not be generated only through this limited programme. The carbon footprint will be reduced by 33 million kgCO<sub>2</sub>. This is equivalent to getting 7000 cars off road for 1 year.
7. Create a shift from using single use plastic to stainless steel dishwares. This is an example of implementing a ground level circular economy model which focuses on reduction of garbage at its source.
8. Bringing about a behavioural change in the mindset of people.
9. Training people in adopting in circular economy in their lives.
10. Training people on proper handling of their waste.
11. Sensitizing people about our negative footprint on mother nature and guiding them how to reduce their negative footprint.
12. Locating and providing good quality spices at reasonable prices to the community and guiding them to become self-sustainable.
13. Reduction of garbage generation.
14. Saving a monthly cost of INR 9000 to local citizens who wish to get involved in the project.
15. Sustainable Development Goals of United Nations being implemented through Project Green Wedlock.
  - a. Goal 1 - Right to livelihood
  - b. Goal 5 - Gender Equality  
Achieve gender equality, justice and empower all women and girls.
  - c. Goal 8 - Decent work and economic growth  
Promotes sustained, inclusive, and sustainable economic growth, full and productive employment and decent work for all.
  - d. Goal 12 - Responsible consumption and production  
Ensure sustainable consumption and production patterns and methods.
  - e. Goal 14 - Life below water  
Conserve the oceans, seas, rivers, lakes, and marine ecosystem from human interference.
  - f. Goal 15- Life on land

Protect, restore and preserve Mother Nature, especially the human animal conflict zones.

16. A ground level model of circular economy implemented through project green wedlock addresses the problem of waste i.e. reduction of waste generated. Citizen consumers change their consumption methods from single use plastic dishwares to reusable stainless steel plates.
17. Empowerment of local citizen volunteers to reduce their waste generated at their household level. Championing the cause of waste reduction is an attribute that each citizen consumer will adopt through implementing project green wedlock.
18. There is reduction in the plastic waste generated of approximately 3500 pieces of litter for every wedding . All the stainless steel plates are reusable and has a lifespan of 50 years.
19. Reduction of carbon footprint of 1 wedding will be 412.586 kgCO<sub>2</sub>.
20. Health of the ocean improves as potential marine debris are stopped at source
21. Thousands of marine species are saved as these packaging would have eventually become the food of the marine species.
22. Savings of each wedding will be INR 9000.
23. This model of reusing dishwares and cutleries in a wedding - will be a novel and one of its kind idea/programme and can be replicated anywhere in the country. Easy to implement.
24. This programme is implemented at the pre-litter stage. Reduction of garbage at the pre-litter stage demonstrates the best method of implementation of circular economy.

# PROJECT OFF-STREET

## SYNOPSIS

1. The population of beggars in India has risen to unmatched levels in the past few years. According to the 2011 census, there are 372,217 beggars in India. There is a wide gap between demand and supply of the food for the Indian population. Unemployment, underemployment and poverty in the country forces the socio-economically backward poor people to adopt the activity of begging to earn for their survival. The problem of beggary – similar to any other social problem – involves multidimensional factors. Beggars are an unrecognized section of the society – excluded from socio-economic productivity. Absence of basic necessities of livelihood – house, food, public toilet, public health institutions, clean drinking water etc makes them susceptible to diseases and other psycho-social issues such as depression, discrimination, dependency, sexual harassment, etc., disturbs their mental health as well.
2. Beggars have been conditioned for begging since so long – they have forgotten their sense of responsibility – they need to be rehabilitated by the system providing – camaraderie, love, empathy and acceptance. To cure on their mindset and mental illness, they first need to be socially accepted to boost their working which shall give them – moral, social and economic support. Behavioural change must be carried out to change their perspective towards their responsibilities. Afroz Shah Foundation aims to provide them social acceptance combined with economic benefits through – Project Off-Street.
3. Afroz Shah Foundation have located beggars / homeless people in Mumbai – with a humanistic approach – explained them about –
  - i. our activities with respect to segregation of the dry waste in pre litter, litter and post litter stage;
  - ii. the impact our projects are going to have and the ill effects of the linear economy – as currently followed by the citizens;
  - iii. behavioural change by changing the mindset of the people to shift from linear to circular economy.

– along with how they can contribute in the betterment of the Mother Nature. Foundation have engaged them in waste management system – segregation of collected plastic waste – providing them with financial support. Living in the miserable conditions on street, some people do suffer from various health issues which prevent them from working – such people are provided with medical health in return of their contribution in the plastic segregation. Implementation of this project

shall help in the behavioural changes in the mindset of the beggars – thus acquiring the sense of responsibility and belonging.

4. The project is having an impact in the following ways:

- i. Implementation of Sustainable Development Goals of united Nations.
  - a. Goal 1 – Right to livelihood
  - b. Goal 3 – Good health and well-being
  - c. Goal 5 – Gender Equality
  - d. Goal 8 – Decent work and economic growth
  - e. Goal 13 – Climate change
  - f. Goal 14 – Life below water
  - g. Goal 15 – Life on lands
- ii. Bringing about the behavioural change in the mindset of the people.
- iii. 5 people have been located so far – lives been rehabilitated socially and economically.
- iv. They have been sensitized about the plastic pollution and its ill effects.
- v. Social rehabilitation as the beggar persons are a part of the volunteering group. They are now socially accepted by the family in the volunteers.
- vi. Sustainable and economical rehabilitation – the people are been well treated for their hygiene and basic necessities of food and monetary help – honorarium for his contribution.
- vii. Qualitative and quantitative enhancement in the work of circular economy and waste management.



# BULK RATION

## SYNOPSIS

1. Certain Ration items – essential for providing vital nutrients – are consumed by every household. They are being bought from the vendor on regular basis in single use plastic packaging. The packets of these products are being discarded as the product is utilized. These packets are made of LDPE, HDPE, PP or MLP type of plastic packaging which is observed to be lying as filth in the Mother Nature on regular basis. Discarded plastic – once entered into the oceans or contaminated, becomes difficult for recycling, thus ending up as litter after one usage – following the linear economy. This practise has altered the lives of other species as use and discard culture is been implemented which utilizes resources for new products – thus generating unnecessary waste. The problem of litter and global warming is inter linked to the generation of waste. If waste is not generated - there will be no littering- there will be less packaging and consequently lesser carbon footprint and lesser global warming. The consumption of the product required by humans will be there but with zero or less packaging.
2. Afroz Shah Foundation, along with Advocate Afroz Shah and the volunteers, carries out mindset change programs and activities –
  - i. to sensitize the citizens on the ground reality;
  - ii. to bring about the change that is needed to tackle marine and plastic litter – its consequences;
  - iii. and to adopt Circular Economy in their lives.

A ground level circular economy model to tackle the problem of litter generation in pre litter phase is needed – to beat the plastic pollution and problems caused due to litter generation. Project Ration is a community-based project where all the basic ration items can be purchased in bulk packaging - by following the norms of Food Safety Act - without compromising on the quality of the ration products. The implementation of the age-old method of procuring ration items either in bulk or facilitating them to the citizens in their own containers that can be reused will help to reduce the plastic litter and build up a zero-garbage community.

Project Ration is been implemented to train people on proper handling of their waste – bags used for procuring the ration items will be reused for collection of segregated garbage from households in human ocean conflict zones. The procured items will be facilitated to the citizen consumers in their own containers – resulting in reduction of single use plastic packaging – thus saving the litter generation and lives of animals and marine species.

A behavioural change in the mindset of the people is being carried out by community building which helps to shift the citizen consumers from individual buying to community bulk buying thereby reducing the plastic waste generation and implementing circular economy in daily lives of the citizens.

The project is having an impact in the following ways:

- i. Implementation of the following Sustainable Development Goals of United Nations:
  - a. Goal 1 – Right to livelihood
  - b. Goal 3 – Good health and well-being
  - c. Goal 5 – Gender Equality
  - d. Goal 8 – Decent work and economic growth
  - e. Goal 11 – Sustainable cities and communities
  - f. Goal 12 – Responsible consumption and production
  - g. Goal 14 – Life below water
  - h. Goal 15 – Life on land
- ii. Adoption of a circular economy in the daily lives of the citizens – reduction of garbage at its source.
- iii. Every year – 250 families – by purchasing the ration in bulk will benefit themselves and benefit the planet in following way :
  - a. Reduction of litter generation by 1,26,000 single use plastic bags.
  - b. Reduction in Carbon footprint by 1925.6 kgCO<sub>2</sub>.
  - c. Reduction in cost by 8,79,000 every year .
- iv. Reduced quantity of plastic will consequently lead to reduction of plastic entering the marine and environment – thus improving the health of marine as well as marine species.

# PROJECT OIL

## SYNOPSIS

1. The purchase of edible oil – in a typical Indian home – involves either going to the local general store or to the local supermarket. All kinds of oil are delivered in either of the – PET bottles, MLP packages or HDPE containers.
2. The purchase of v in plastic has three brutal effects on the planet and humans.
  - i. Litter generation which eventually lands up in the landfill or ocean.
  - ii. Huge carbon footprint due to the production of plastic.
  - iii. Huge cost to individual families as these purchases are in retail.
3. Bulk purchases of oil are easily possible in India. Wholesale markets are readily available within a drive of 1 hour in the city of Mumbai. This method of purchase is perfectly legal in terms of sanitary and health standards. A typical Indian family uses approximately 5 liters of oil per month. Each family generates 5 MLP pouches every month due to oil purchase.
4. Our method to implement this project is to facilitate and involve more and more families as the project gains momentum. Every satisfied family – due to this programme – becomes an ambassador of change.
5. The modus operandi for the implementation of the project was in the following form.
  - i. Prepare a list of households of citizen consumers interested in bulk packaging methods of buying oils.
  - ii. Calculate their consumption of edible oil for each household by taking inputs from citizen consumers.
  - iii. Pre-order list of the number of households of citizen consumers to be given the oil.
  - iv. Ordering of the bulk packaging from reputed suppliers.
  - v. Collection of the money from citizens for their requirements of the oils before the bulk packaging is delivered.
  - vi. This order will run on a monthly basis as is the normal norm in Indian society.




6. Every year – 250 families – by purchasing the edible oil in bulk will benefit themselves and benefit the planet in following way :
  - i. Reduction of litter generation by 15,000 oil packets .
  - ii. Reduction in Carbon footprint by 9,7860 kgCO<sub>2</sub> .
  - iii. Reduction in cost by Rs 6,00,000 every year .

**a. Goals**




8. Create a shift from individual buying in smaller packs of oil to buying in bulk packaging and providing the edible oil to citizen consumers in their own containers. Initially it will cater to 250 households. This is an example of implementing a ground level circular economy model which focuses on reduction of garbage at its source.
9. Bringing about a behavioural change in the mindset of people to move from life of convenience to life of existence.
10. Training people and adopting a circular economy in their lives.
11. Training people on proper handling of their waste.
12. Sensitizing people about our negative footprint on Mother Nature. And guiding them on how to reduce their negative footprint.
13. Locating and providing good quality oils at reasonable prices and guiding them to become self-sustainable.
14. Reduction of garbage generation.
15. Saving the monthly cost of the consumers.

**b. Impacts**

16. Sustainable Development Goals of United Nations being implemented through Project Oil :

- i.  Goal 1 – Right to livelihood
- ii.  Goal 5 – Gender Equality  
Achieve gender equality, justice and empower all women and girls.
- iii.  Goal 8 – Decent work and economic growth

Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.

- iv.  Goal 12 - Responsible consumption and production  
Ensure sustainable consumption and production patterns and methods.
- v.  Goal 14 - Life below water  
Conserve the oceans, seas, rivers, lakes and marine ecosystems from human interference.
- vi.  Goal 15 - Life on land  
Protect, restore and preserve Mother Nature, especially the human animal conflict zones.

17. The three pillars of sustainability - Economic, Environmental, and social implemented in this program :

- i. Upgrading the local vendors.
- ii. Good quality products at cheaper rates.
- iii. Building a community of zero garbage.
- iv. Shifting from linear to circular economy.
- v. Reduction in litter generation.
- vi. Reduction in carbon footprint.

18. The shift of the communities from a linear economy to a circular economy

19. Good quality products at cheaper rates;

Sr. No.	No. of households	Cost saving / month (INR)
1	1	200
2	150	30,000

20. Behavioral changes - to move from linear economy to circular economy will be one of the planned effects on the target group.

21. Reducing and refusing the usage of single-use plastic to beat plastic pollution.

22. Community (target audience) will make behavioral changes to move from a life of convenience to a life of existence.
23. Less littering, less garbage/plastic environment.

#### **24. Circular Economy**

A ground level model of circular economy implemented through project bulk oil addresses the problem of waste i.e. reduction of waste generated. Citizen consumers change their consumption methods from small packaging to bulk packaging. Oils will be procured in big HDPE containers which will be reused every month thus their carbon footprint will eventually reduce. Thus implementing the 4 R's of Refuse, Reduce, Reuse and Recycle effectively.

25. Empowerment of local citizen volunteers to reduce the waste generated at their household level. Championing the cause of waste reduction is an attribute that each citizen consumer will adopt through implementing project bulk oils.
26. There will be an estimated reduction in the plastic waste generated from 2500 pieces to 166 in a month which can be easily recycled. These 2500 pieces every month were non-recyclable and would have become marine debris.
27. Reduction in carbon footprint of 250 households by procuring in bulk containers for over a period of 1 month will be of approximately 413 kg CO<sub>2</sub> emission.
28. Health of the ocean improves as potential marine debris are stopped at source.
29. Thousands of marine species are saved as these packaging would have eventually become the food of the marine species.
30. Monthly savings to the citizen consumer for each household for palm, mustard and sunflower oil will be INR 55, INR 350 and INR 195 respectively.
31. This model of bulk packaging purchase and distribution - will be a novel and one of its kind idea / programme and can be replicated anywhere in the country. Easy to implement.

# PROJECT BULK DETERGENT

## SYNOPSIS

1. Detergent - introduced in Indian households in 1959 – refers to any compound that can be used as a cleansing agent for floors, containers, and clothes – there are different kinds or brands of detergent available to citizen consumers offering a range of variants to meet the needs of the consumers for cleaning, skincare, fabric care, fabric conditioners, dishwashing agents, and fragrances. The packaging material of the product is discarded once the product is utilized – thus practising the linear economy and contributing to plastic litter – altering the life cycles of the other components of mother nature. Such plastic materials can be called as unnecessary plastics which creates the problem of plastic pollution by its improper disposal – leading to plastic filth which ends up as marine debris or in landfills – killing the fishes, animals & birds who ingest it.
2. To tackle the plastic litter on lands as well as marines, we need to practice a model to beat plastic pollution and build a circular economy for sustainable futures and livelihood. Afroz Shah Foundation, along with Advocate Afroz Shah and the volunteers, carries out mindset change programs and activities to sensitize the citizens of the ground reality, to bring about the change that is needed to tackle marine and plastic litter – its consequences, and to adopt Circular Economy in their lives.
3. Afroz Shah Foundation will be procuring and facilitating 4 detergents to the citizen consumers – fabric cleaner, toilet cleaner, floor cleaner and dish wash cleaner in bulk in PP bag and HDPE drums - further be used to collect the segregated garbage from households in human ocean conflict zones and to refill the liquids for next month – thus implementing the 4 R's of Refuse, Reduce, Reuse and Recycle effectively. These detergents will be collected by the citizens in their own containers – implementing circular economy. Involvement of the local citizens in such projects helped the foundation to train them on concept of circular economy and plastic pollution – thus changing their behavioural mindset to shift from a linear economy to a circular economy.
4. The project is having an impact in the following ways:
  - i. Implementation of the following Sustainable Development Goals of United Nations:
    - a. Goal 1 – Right to livelihood
    - b. Goal 3 – Good health and well-being
    - c. Goal 5 – Gender Equality
    - d. Goal 8 – Decent work and economic growth
    - e. Goal 11 – Sustainable cities and communities

- f. Goal 12 – Responsible consumption and production
  - g. Goal 14 – Life below water
  - h. Goal 15 – Life on land
- ii. Adoption of a circular economy in the daily lives of the citizens – reduction of garbage at its source.
- iii. Every year – 250 families – by purchasing the detergents in bulk will benefit themselves and the planet in following way :
- a. Reduction of litter generation by 24,000 detergent packets and bottles.
  - b. Reduction in Carbon footprint by 321 kg CO<sub>2</sub>.
  - c. Reduction in cost by INR10,02,000 every year .
- iv. Reduced quantity of plastic will consequently lead to reduction of plastic entering the marine and environment – thus improving the health of marine as well as marine species.



# PROJECT BULK SHAMPOO

## SYNOPSIS

1. The purchase of shampoo – in a typical Indian home – involves either going to the local general store / medical store or to the supermarket or ordering online. All the kinds of shampoos are delivered in MLP pouches or in large packaging HDPE containers.
2. The purchase of shampoo in small packaging has three brutal effects on the planet and humans.
  - i. Production stage of packaging in terms of carbon footprint.
  - ii. Post litter stage of packaging - when the packaging lands in to the environment.
  - iii. Post litter stage of packaging – if the packaging is recycled.
3. Bulk purchase of shampoo is easily possible in India. Wholesale markets are readily available within a drive of 1 hour in the city of Mumbai. This method of purchase is perfectly legal in terms of sanitary and health standards. A typical Indian family uses around 400 ml of shampoo per month. Each family generates 70-80 shampoo sachets of MLP packaging every month due to small packaged shampoo purchase.
4. Our method to implement this project is to facilitate and involve more and more families as the project gains momentum. Every satisfied family – due to this programme – becomes an ambassador of change.
5. The modus operandi for the implementation of the project was in the following form.
  - i. Prepare a list of households of citizen consumer interested in bulk packaging methods of buying shampoo.
  - ii. Calculate their monthly usage of shampoo for each household by taking inputs from citizen consumers.
  - iii. Pre-order list of the number of households of citizen consumers to be given the shampoo.
  - iv. Ordering and procuring the shampoos from reputed suppliers.
  - v. Collection of the money from citizens for their requirements of the shampoo before the bulk packaging is delivered.
  - vi. This activity will run on a monthly basis as is the normal norm in Indian society.


6. Every year – 250 families – by purchasing the shampoo in bulk will benefit themselves and benefit the planet in following way :
  - i. Reduction of litter generation by 1,98,000 shampoo sachets .
  - ii. Reduction in Carbon footprint by 26,53 kgCO<sub>2</sub> .
  - iii. Reduction in cost by Rs 72,500 every year .


**a. Goals**





7. Creating a shift from individual buying in smaller sachets of shampoo to buying in bulk packaging and providing it to citizen consumers in their own container. Initially it catered to 250 households. This is an example of implementing a ground level circular economy model which focuses on reduction of garbage at its source.
8. Bringing about a behavioral change in the mindset of people.
9. Training people and adopting a circular economy in their lives.
10. Training people on proper handling of their waste.
11. Reduction in garbage generation of 250 households from the range of 6000 - 396,000 pieces to 4 HDPE containers, which are perfectly reusable and recyclable. Thus there is no litter generation.
12. Sensitizing people about our negative footprint on Mother Nature. And guiding them on how to reduce their negative footprint.
13. Locating and providing good quality shampoos at reasonable prices to the community and guiding them to become self-sustainable.
14. Reduction of garbage generation.
15. Saving of monthly cost to the citizen consumer of INR 290/- per household.

**b. Impacts**

16. Sustainable Development Goals of United Nations being implemented through Project Shampoo :

- i.  Goal 1 – Right to livelihood

- ii.  Goal 5 – Gender Equality  
Achieve gender equality, justice and empower all women and girls.

- iii.  Goal 8 – Decent work and economic growth  
Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.
- iv.  Goal 12 - Responsible consumption and production  
Ensure sustainable consumption and production patterns and methods.
- v.  Goal 14 - Life below water  
Conserve the oceans, seas, rivers, lakes and marine ecosystems from human interference.
- vi.  Goal 15 - Life on land  
Protect, restore and preserve Mother Nature, especially the human animal conflict zones.

17. The three pillars of sustainability - Economic, Environmental, and social implemented in this program :

- i. Upgrading the local vendors.
- ii. Good quality products at cheaper rates.
- iii. Building a community of zero garbage.
- iv. Shifting from linear to circular economy.
- v. Reduction in litter generation.
- vi. Reduction in carbon footprint.

18. The shift of the communities from a linear economy to a circular economy

19. Good quality products at cheaper rates;

Sr. No.	No. of households	Cost saving / month (INR)
1	1	290
2	150	43,500

20. Behavioral changes - to move from linear economy to circular economy will be one of the planned effects on the target group.

21. Reducing and refusing the usage of single-use plastic to beat plastic pollution.

22. Community (target audience) will make behavioral changes to move from a life of convenience to a life of existence.
23. Less littering, less garbage/plastic environment.

#### **24. Circular Economy**

A ground level model of circular economy implemented through Project Bulk Shampoo, addresses the problem of waste i.e. reduction of waste generated. Citizen consumers change their consumption methods from small packaging to bulk packaging. Shampoo will be procured in big HDPE containers which will be reused every month thus their carbon footprint will eventually reduce. Thus implementing the 4 R's of Refuse, Reduce, Reuse and Recycle effectively.

25. Empowerment of local citizen volunteers to reduce the waste generated at their household level. Championing the cause of waste reduction is an attribute that each citizen consumer will adopt through implementing project bulk shampoo.
26. There will be an estimated reduction in the plastic waste generated from 6000 - 396,000 pieces to 4 HDPE containers, which are perfectly reusable and recyclable. 6000 – 3,96,000 pieces every month would have been non-trackable and would have become marine debris.
27. Reduction in carbon footprint of 250 households by procuring bulk packaged shampoo for over a period of 1 month will be of approximately 26,53 kg CO2 emission.
28. Health of the ocean improves as potential marine debris are stopped at source.
29. Thousands of marine species are saved as these packaging would have eventually become the food of the marine species.
30. Monthly saving of **INR 290** for each household.
31. This model of bulk packaging purchase and distribution - will be a novel and one of its kind idea/programme and can be replicated anywhere in the country. Easy to implement.

# PROJECT BULK TEA

## SYNOPSIS

1. Tea is an aromatic beverage prepared by pouring hot or boiling water over cured or fresh leaves of *Camellia sinensis*. Tea is observed to be available in the packets of LDPE, PET, glass, aluminium, paper bag, laminated, and MLP types of packaging. These packets are discarded after its single usage – following a linear type of economy. Linear economy leads to generation of waste – ending up in the Mother Nature. Plastic waste once entered into the environment – requires a lot of energy, money and time to retrieve back – thus ending up as litter.
2. Change of mindset by behavioural change is required to shift from a linear economy to a circular economy which shall help to reduce the generation of litter and unnecessary utilization of resources and energy.
3. Project Bulk Tea is been implemented to train people on proper handling of their waste – bags used for procuring the tea will be reused for collection of segregated garbage from households in human ocean conflict zones. The procured tea will be facilitated to the citizen consumers in their own container – resulting in reduction of single use plastic packaging – thus saving the litter generation and lives of animals and marine species.
4. A behavioural change in the mindset of the people is been carried out by community building which helps to shift the citizen consumers from individual buying to community bulk buying thereby reducing the plastic waste generation and implementing circular economy in daily lives of the citizens.
5. The project is having an impact in the following ways:
  - i. Implementation of the following Sustainable Development Goals of United Nations:
    - a. Goal 1 – Right to livelihood
    - b. Goal 3 – Good health and well-being
    - c. Goal 5 – Gender Equality
    - d. Goal 8 – Decent work and economic growth
    - e. Goal 11 – Sustainable cities and communities
    - f. Goal 12 – Responsible consumption and production
    - g. Goal 14 – Life below water
    - h. Goal 15 – Life on land
  - ii. Adoption of a circular economy in the daily lives of the citizens – reduction of garbage at its source.

- iii. Every year – 100 families – by purchasing the tea in bulk will benefit themselves and benefit the planet in following way :
  - a. Reduction of litter generation by 4,800 multilayer bags.
  - b. Reduction in Carbon footprint by 927.36 kg CO<sub>2</sub>.
  - c. Reduction in cost by INR 3,840 every year .
  
- iv. Reduced quantity of plastic will consequently lead to reduction of plastic entering the marine and environment – thus improving the health of marine as well as marine species.

# PROJECT BULK SOAP

## SYNOPSIS

1. Soap – an essential hygiene product – used for making the surfaces free of germs and bacteria. There are various types of soaps categorized on the basis of their ingredients and softness on the skin – bathing and toilet soap. Soaps are available in different types of packaging – carton, MLP, PP, or packaged in both – plastic and carton which is discarded as soon as the soap is disposed of from the packet. Discarded plastic – once entered into the oceans or contaminated – becomes difficult for recycling – thus ending up as litter after one usage – following the linear economy. This practise has altered the lives of other species as use and discard culture has led to generation of unnecessary waste.
2. To tackle the plastic litter on lands as well as marines, we need to practice a model to beat plastic pollution and build a circular economy for sustainable futures and livelihood. Afroz Shah Foundation, along with Advocate Afroz Shah and the volunteers, carries out mindset change programs and activities to sensitize the citizens of the ground reality, to bring about the change that is needed to tackle marine and plastic litter – its consequences, and to adopt Circular Economy in their lives. A ground level circular economy model to tackle the problem of litter generation in pre litter phase is needed to beat the plastic pollution and problems caused due to litter generation. Project Soap is a community-based project where soaps will be bought in bulk packaging – without compromising on the quality of the products. These soap will be facilitated to the families – quantity sufficing for a month in their own containers that can be reused will help to reduce the plastic litter and build up a zero garbage community. This project shall help the foundation to train the citizens on waste management and to change their behavioural mindset from a linear economy to a circular economy.
3. The project is having an impact in the following ways:
  - i. Implementation of the following Sustainable Development Goals of United Nations:
    - a. Goal 1 – Right to livelihood
    - b. Goal 3 – Good health and well-being
    - c. Goal 5 – Gender Equality
    - d. Goal 8 – Decent work and economic growth
    - e. Goal 11 – Sustainable cities and communities
    - f. Goal 12 – Responsible consumption and production
    - g. Goal 14 – Life below water
    - h. Goal 15 – Life on land

- ii. Adoption of a circular economy in the daily lives of the citizens – reduction of garbage at its source.
- iii. Every year – 250 families – by purchasing the ration in bulk will benefit themselves and benefit the planet in following way :
  - a. Reduction of litter generation by 66,000 soap packets.
  - b. Reduction in Carbon footprint by 4158.24 kg CO<sub>2</sub>.
  - c. Reduction in cost by INR 309,000 every year .
- iv. Reduced quantity of plastic will consequently lead to reduction of plastic entering the marine and environment – thus improving the health of marine as well as marine species.



# PROJECT COLD PRESSED OIL

## SYNOPSIS

1. Oil contains higher content of glycerides of unsaturated fatty acids and therefore are liquids. The modern method of liberating the oil from oil-bearing seeds is subjected to mechanical pressing at pressure as high as 30,000 pounds per square inch. Cooking oil comes in various quantities as desired by the consumers. They range from 500ml to 15 L in different types of packaging – made up from MLP, HDPE, PET, LDPE, and tin containers. These packaging materials generates non-recyclable plastic and even if they are packaged in recyclable pouches – they remain unfit for recycling as they are contaminated with oil remains – ending up in landfills – following linear economy.
2. A ground level circular economy model to tackle the problem of litter generation in pre litter phase is needed – to beat the plastic pollution and problems caused due to litter generation. Project Cold Pressed oil is a community-based project where citizen consumers can extract the oil from seeds in their own containers.
3. Afroz Shah Foundation's – Project Cold Pressed Oil works on the installation of the Cold Press Oil machine in the community, where citizens extract oil in their own containers by using the seeds procured by the foundation. Seeds procured in bulk packaging in the PP woven bags - by following the norms of Food Safety Act - without compromising on the quality will be facilitated to the citizens and the bags will be reused for collection of segregated garbage from households in human ocean conflict zones. Seeds once placed in a huge cylinder, are continuously rotated and crushed until all the oil is extracted and collected. Cold pressed oil also called as old-drawn or virgin oil, is purer and has a better flavour than oil extracted with the aid of heat. The implementation of the age-old method of extracting oil by cold pressed machine will help to reduce the plastic litter and build up a zero-garbage community.
4. The project is having an impact in the following ways:
  - i. Implementation of the following Sustainable Development Goals of United Nations:
    - a. Goal 1 – Right to livelihood
    - b. Goal 3 – Good health and well-being
    - c. Goal 5 – Gender Equality
    - d. Goal 8 – Decent work and economic growth
    - e. Goal 11 – Sustainable cities and communities
    - f. Goal 12 – Responsible consumption and production
    - g. Goal 14 – Life below water
    - h. Goal 15 – Life on land

- ii. Adoption of a circular economy in the daily lives of the citizens – reduction of garbage at its source.
- iii. Every year – 250 families – by adopting to cold pressed oil – will benefit themselves and benefit the planet in following way :
  - a. Reduction of litter generation by 9000 oil packets.
  - b. Reduction in Carbon footprint by 69.12 kg CO<sub>2</sub>.
  - c. Reduction in cost by 2,400,000 every year .
- iv. Reduced quantity of plastic will consequently lead to reduction of plastic entering the marine and environment – thus improving the health of marine as well as marine species.

# PROJECT WASTE TO UTILITY

## SYNOPSIS

1. For the past 6 years Advocate Afroz Shah and Afroz Shah Foundation has been protecting Mother Nature by mobilizing thousands of volunteers to tackle ‘human-ocean’ and ‘human-animal’ conflicts. Along with beach, river, mangrove, ocean/creek cleanups, mindset change ground action programs are done on a daily basis to adopt a circular economy, to reduce garbage at source and implement UN Sustainable Development Goals.
2. This work is carried out every day of the week.
3. Closing the circular economy loop to beat plastic pollution requires converting the garbage/plastic generated at litter and post litter stage into utility products.
4. The circular economy loop was closed using a 2 pronged approach :
  - a. Sending the collected plastic to existing recyclers to make a variety of utility products.
  - b. Carry out research and development to find efficient ways to utilize and elongate the life cycle of the waste material and convert them into useful products.
5. Technologies to turn Waste to Utility Products into different products :
  - a. Paver Blocks made from Post litter plastic and garbage picked up from beaches and mangroves and clean plastic collected from households.
  - b. Fuel made from Multi-layer Plastic (MLP) by Pyrolysis .
  - c. Tarpaulin sheets made from clean Low Density Poly-Ethylene (LDPE), Polypropylene (PP), High Density Poly-Ethylene (HDPE), Polypropylene (PP), Polyvinyl chloride (PVC) from households.
  - d. Tote Bags, shopping bags, gym bags and purses made from clean Multilayer Plastic collected from 43 villages of Sanjay Gandhi National Park.
6. Reduction of Carbon footprint
  - a. Due to making of Paver Blocks, carbon footprint was reduced by 988.48 kg C02.
  - b. Due to making of Oil/Fuel from Pyrolysis, carbon footprint was reduced by 2,875 kg C02.
  - c. Due to making of Tarpaulin sheets, carbon footprint was reduced by 31,939 kg C02.
  - d. Due to making of Tote Bags, shopping bags, gym bags and purses, carbon footprint was reduced by 10.77 kg C02.

## 7. Research and development –

- a. Afroz Shah Foundation and Shriram Institute for Industrial Research signed an agreement on 23<sup>rd</sup> March 2021.
- b. It was mutually agreed that Shriram Institute will provide and facilitate business incubation on recyclability of Flexible Packaging Waste Material and its Value addition.
- c. The objective is to understand which packaging materials are the most difficult ones as per the recycling industry and the reasons for the difficulty in recycling. In this report we ran a series of experiments and tests after segregating them into the family of their alike polymers, through which we can harness the maximum potential of each of these materials.