

A “socio-environmental” initiative!!

GreenCiti

IMPROVING LIFE BY ENCOURAGING CONTRIBUTIONS.





All about GreenCiti

ABOUT GRENCITI:

GreenCiti is a “**socio-environmental**” initiative of “**Reach Out India Foundation**” registered under Section 8 of Indian Companies Act, 2013 as a **non-profit company**.

License Number: 104651

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VISION:

To become a world-class non-profit waste management partner of our eco-system by rendering eco-friendly services towards our society while ensuring optimal utilization of natural resources in most responsible means of reduce, reuse and recycle. We aim to institutionalize an efficient waste collection system and effectively channelize a sustainable waste management program across cities with help from our suppliers, customers and all such stakeholders by using environmentally sound technologies and resources to contribute back to our society and mother earth.

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GreenCiti's objectives towards environment!!

GreenCiti is playing a key role in advancing the National Social & Environmental Agenda on environmental awareness and rural sanitation by reducing the impacts on our natural resources by creating awareness about sustainable management of our environment amongst various stake holders in societies and surroundings.

To carry out this role the GreenCiti has started several initiatives, one of that is awareness through “Art & Creativity” which is a key initiative providing a platform to inform, educate & engage various stakeholders of a school, residential societies & corporates to generate ample awareness about our natural resources and its preservation for our mother earth.

OBJECTIVE

- To increase environmental awareness and participation in environmental activities amongst people.
- To mobilize all the stake holders of educational institutions, residential societies and corporates to get involved in the protection & conservation of our natural resources.

MEANS OF ACHIEVING OBJECTIVES

- **Awareness:** Help community to acquire awareness towards the environment and it's allied problems.
- **Knowledge:** Help community to gain a variety of experiences and acquire a basic understanding of environment and it's associated problems.
- **Attitude:** Help community to acquire a set of values and feelings of concern for environment.
- **Skill:** Help community in acquiring skills for identifying and solving environmental problems.
- **Participation:** Offer an opportunity to be actively involved in resolution of environmental problems.



GreenCiti's key initiatives and activities!!

Cleanliness drives across community places

- Railway stations, Bus stands
- Community centers, community gardens
- Foot over bridge and city lanes
- Residential societies, Corporate office premises

Awareness and engagement drives

- For local vendors, shopkeepers, local residents
- Signature campaign for general public
- Painting competition related to environment & cleanliness
- Skits and plays by volunteers on environmental topics
- Monthly cleaning drives for reiterating the importance of cleaning and sanitation
- Plantation drive at various open locations in city
- Workshops on waste segregation and disposal techniques to promote waste management.

Waste management initiative

- Composting units for wet waste / organic waste
- Placement of concrete / plastic /metal based dustbins at various locations
- Segregation of various types of waste in station premises for effective waste management

Infrastructural changes

- Construction of appropriate seating arrangement (concrete /stainless steel) at community places
- Construction of pits for composting for self-sustainable waste management
- Construction of elevated flower beds on various stretches across city spaces / road dividers

Beautification through painting

- Display of various environmental and cleanliness slogans at various places on walls and hoardings.

Beautification through greenery

- Plantation and landscaping at various locations.
- Placement of planters across

Sanitation and hygiene

- Providing hygiene gears like gloves, aprons, face mask etc. to cleaning staff
- Construction of toilet blocks in rural area
- Construction of soak pits in rural area
- Construction of small dams and water storage body in rural areas





GreenCiti's key initiatives and activities!!

KEY ENGAGEMENT ACTIVITIES by GreenCiti

We do have expertise in organizing resident's engagement activities where we can host several customizable events with help of your valuable support and contributions to create awareness among residents of all ages on various environmental issues!!

- **Planned periodic "Donation Drive"** of electronic waste / old clothes, newspapers / old toys for residents which will be either donated to needy people or disposed in ecofriendly manner to address the chances of polluting our environment. This reduces burden on our landfills.
- **Resident's engagement activities** to create awareness towards environment through.
- **"Green painting competition"** using eco-friendly colours for showcasing creativity.
- **"Environmental / society / theme specific quiz competition"** to highlight attentiveness.
- **"Festival specific game shows"** and competitions.
- **"Fashion shows"** using old newspapers & certain waste materials.
- **"Plantation Drive"** in society with free sapling distributions to make students feel closer to nature.
- **"Green Marathon" / "Eco-Cycling"** for all age of residents to create awareness about environment.
- **"Workshop"** for residents / kids on paper bag-making and other such paper based articles to bring out ideation and innovation.
- **"Best Out of Waste Competition"** for residents in which winning items can be auctioned to generate revenue for our initiative.
- **"Awareness Sessions"** on various environmental topics like waste segregation, in-house composting, importance of cleanliness & hygiene, eco-tips for conservation of natural resources.
- **"Special games and group events"** customized to suit various age group and interest levels of residents.
- **Formation of "Green Team" in associated societies** to create awareness about environmental initiatives. All these green team members will be issued certificates and quarterly trainings on latest training techniques.





Benefits and outcomes of our engagement activities!!

PROPOSED ACTIVITIES & EXPECTED IMPACT ON PARTICIPATING MEMBERS

- **Cleaning of community places**
 - A closer feel about gauging real efforts and importance in maintaining cleanliness around our self.
 - Great sense of contributing back to society with our valuable time and efforts.
- **Awareness amongst local vendors about various measures to keep the premises clean and tidy.**
 - Offers good platform to show case convincing abilities
 - Great sense of satisfaction while sharing good practices with others i.e. acting as a teacher for a day!!
- **Interactions with people to seek their feedback on making station premises more green and clean.**
 - Improves communication skills and helps in ice-breaking while interacting with unknown people
- **Awareness amongst citizen about certain good practices which they can inculcate in their daily life while travelling to make the station premises and trains clean.**
 - Great sense of satisfaction while sharing good practices with others i.e. acting as a teacher for a day!!
 - Improves networking abilities and required skills for effective interaction with new people.
- **Signature campaign about importance of clean community premises and its positive impact on people.**
 - Improves convincing & Interaction skills with new people
- **Small Eco-skit about importance of clean and green spaces in city.**
 - Enhances public speaking abilities with great ease.
 - Eliminates fear of stage / speaking / facing large public gatherings
- **Citizen engagement through activities like quick quiz on sanitation, cleanliness & environments, and painting competition.**
 - Knowledge building exercise while finalizing questions.
 - Enhances public interaction skills while interactive with new people.



Our engagement partners!!

Our key stakeholders :

- Corporate houses – Financial institutes, IT companies, Pharmaceutical companies
- Educational Institutes – School, Colleges, Universities, International education centers
- Residential societies
- Municipal corporations
- Gram Panchayats and Talukas
- Indian Railways
- Hospitals and health care centers
- Shopping malls and commercial establishments
- Community events – Marathons, Walkathon, Road shows

Thank You!!

