



LUCKNOW
NAGAR NIGAM



स्वच्छ
सर्वेक्षण
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From 4th January



The Editor,

Sub: Press Release of 'Sambhav'- RWA Meet, organized by Prithvi innovations on 13th Dec.2017 from 10.30 am to 12.30 pm, regarding Swaachta Contest for RWAs

As part of Swaachh Bharat Mission',Prithvi Innovations has been chosen by Lucknow Nagar Nigam to conduct a 'Swaachata contest' for the Residential Welfare Associations (RWAs) in Lucknow.(Please see the attached adv.available on lmc.up.nic.in).



With the above objective, as a Coordinating Partner of Lucknow Nagar Nigam,,Prithvi Innovations, in association with 'The Institute of Cost Accountants of India- Lucknow Chapter organized 'Sambhav', the first meeting of RWAs on 13th Dec.2017 from 10.30am to 12.30 pm .

The meeting was regarding the launch of 'Sambhav'- the first if it's kind Swaachta contest for RWAs of Lucknow, bring conceived and coordinated by us, on behalf of Lucknow Nagar Nigam.

The aim of the Meet was to sensitize, motivate and mobilize the RWAs to join hands to make their communities or colonies more clean and healthy by participating in this contest.



Mrs.Anuradha Gupta , Founder cum Secretary,Prithvi Innovations ,shared the salient features and the different phases of the 'Sambhav' Swaachta Contest for RWAs. She touched upon the basic parameters of evaluation under this contest.She emphasised that special marks or weightage would be given for any innovative practices or ideas related to Cleanliness and Sanitation, initiated by any given RWA.

She demonstrated very simple yet innovative methods of reducing household waste in two minutes, by not mixing the waste, in the first place and then by grinding all the green waste or kitchen waste in the mixie- grinder, at the end of the end, and converting it into slurry ,which can be used as compost in the garden or pots in the backyard of the house.

The participants, especially liked the idea of magical 10 'R's ,(i.e.to Redefine (all our consumption choices Rethink, Refrain or Refuse, Repair, Reduce, Reuse, Re-innovate, Recycle, React and Report against littering,burning,etc. and to Replenish) ,shared by Ms. Gupta, through which all household garbage could be managed sustainably and reduced to around 75%.

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She urged the RWAs, committee heads present in the meeting to motivate and try to allot or create a special space for 'collecting common Recycle able Waste and invite the residents, especially children and ladies to share ideas on how to convert these material into useful things and to award and recognize any innovative idea to convert trash to treasure.

Further she suggested the RWAs to reduce the use of polythenes and plastic bottles in their

colonies, especially during parties, etc. and to make special provisions to give them to the Rag pickers in a dignified manner, rather than mixing it with other green waste and making it unfit for any use.

While Abhishek from Prithvi's team helped the RWAs in filling the basic registration forms for the contest. Ms. Namita and Mr. Patra briefed the participants about the various phases of the contest.

Mr. Amarnath Srivastava was present from ICAI- Lucknow Chapter.

Invitations had been sent to 50 more RWAs, as per the list of RWAs given by LNN. Two representatives from each RWA were requested to attend the meet.

The RWAs shared about the common problems faced by them in maintaining the colonies clean, and were offered simple, out of the box solutions to tackle some of the problems by building positive rapport with the residents and bring about a behavioural change.

Details about Swaachta app were also shared. All the participants were motivated to take a pledge to reduce their own household waste first, before advising others, and were gifted a beautiful sapling by Prithvi's team at the end of the meet. All participants parted on a positive note.

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