

ANNUAL REPORT 2023-24

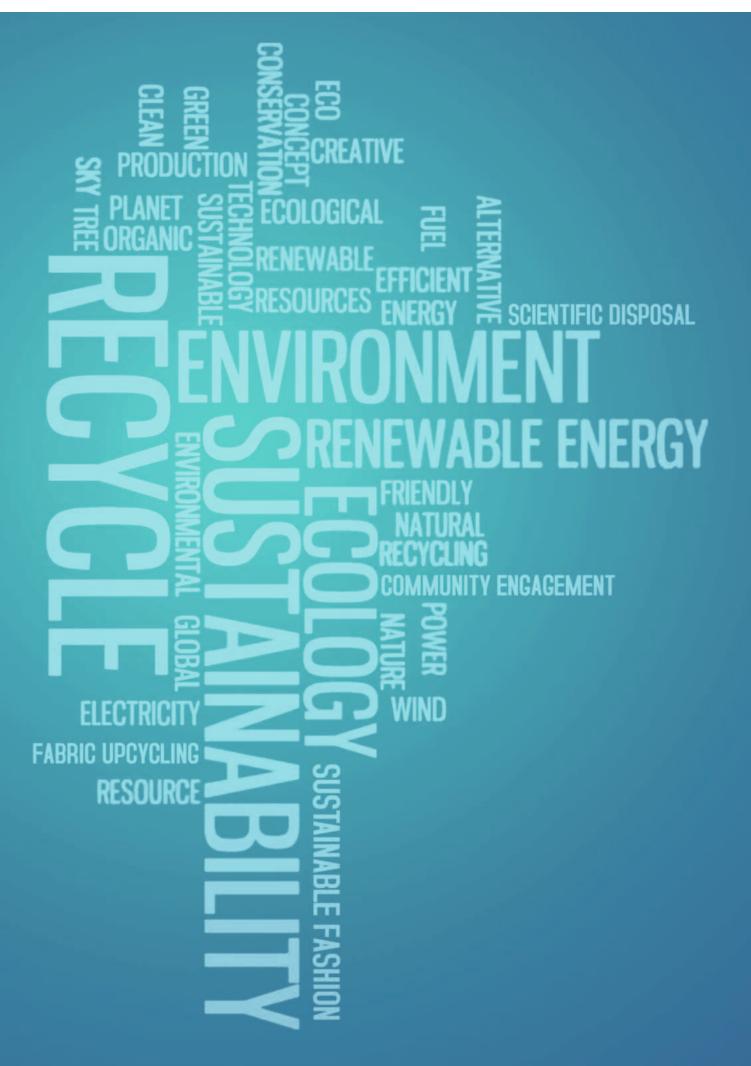


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1. Introduction

1.1 Poornam's Vision and Mission

Poornam Ecovision Foundation (PEF) was incorporated under Section 8 of the Companies Act on November 14, 2014. We are a dedicated social enterprise committed to the betterment of society and the environment. PEF's multifaceted approach encompasses awareness, consultancy, services, research and development, product manufacturing, and trading in various domains, including waste management, sustainable agriculture, renewable energy, and environmental management. Our overarching goal is to assist individuals in discovering sustainable lifestyles through public awareness, consultancy services, product design, and manufacturing. PEF aspires to serve as a guiding force, a trailblazer, and a steadfast companion for all those who are deeply concerned about the environment and are eager to catalyse positive change toward sustainable living.

Vision

 To establish Poornam Ecovision Foundation as a one-stop solution provider for sustainable development.

Mission

- Designing and promoting waste management practices.
- Providing research and development services in the field of sustainable development.
- Initiating and accelerating community participation in the fields of sanitation, agriculture, renewable energy, and livelihood.

1.2 Poornam's Objectives

PEF was founded with a clear set of objectives based on its 3 pillars -Environmental Conservation People Participation Livelihood Generation ➤ Waste Reduction Community Engagement Employment Opportunity Educational Workshop ➤ Composting Skill Development School And College Awareness ➤ Pollution Control Volunteer Program

- 1. To engage in activities both within India and abroad aimed at promoting and imparting education, conducting research, organising workshops, seminars, symposiums, public campaigns, rallies, and publicity efforts. Through these initiatives, we aim to cultivate the right knowledge, behaviours, and practices while fostering innovation, fundraising, and resource mobilisation. Our holistic approach centres on sustainable development and environmental conservation, with a specific focus on generating livelihoods through effective and innovative ideas in waste management, sustainable agriculture, renewable energy, natural resource management, and environmental management.
- 2. To collaborate on research and development projects, either independently or in partnership with profit/non-profit organisations, academic institutions, firms, government bodies, semi-government entities, and commercial organisations. Our commitment extends to the publication of various literature forms related to sustainable development, as well as the manufacturing, trading, reselling, and promotion of eco-friendly products.

2023-24/1



2. Message from the Management

2.1 Letter from Director

Namaskar,

In the recent G20 summit, Secretary-General of the United Nations António Guterres emphasised, "Repairing relations with Mother Earth is the mother of all of humanity's challenges. We must act – and act now – to create a better future for us all." Our reliance on nature for air, water, and food is paramount, yet our actions—pollution, species extinction, and climate destabilisation—have wrought chaos on the natural world. These harms jeopardise food production, pollute

our oceans and air, create instability, and hinder sustainable development.

The G20 Summit, under India's presidency, saw a remarkable success with the unanimous adoption of the New Delhi Declaration, despite initial scepticism. The theme, "Vasudhaiva Kutumbakam," translating to "One Earth, One Family, One Future," draws inspiration from the Maha Upanishad, a revered Sanskrit scripture. India's ecological challenges are intricate and demand holistic solutions that harmonise environmental conservation with socioeconomic growth. Although the path ahead appears challenging, dedicated efforts at all levels can preserve India's natural heritage for future generations. By adopting sustainable practices, investing in green technologies, and nurturing a culture of environmental stewardship, India can address its ecological issues and foster a more resilient, sustainable future.

India, renowned for its biodiversity and vibrant ecosystems, is confronted with numerous ecological challenges, from rapid urbanisation to climate change. These issues necessitate immediate attention and collaborative efforts from policymakers, communities, and individuals.

Over the past decade, Poornam has collaborated with various corporates, social organisations, academic institutions, and individuals to raise environmental awareness, encouraging everyone to become vigilant environmental soldiers and nurturing the next generation to become active Chota Green Bheems. Last year was particularly noteworthy, with Team PEF achieving new milestones in sustainable development.

The environmental and social impact of these initiatives is significant. We have collected 96,552 kg of electronic waste, reducing the harmful effects of improper disposal. Additionally, 22,794 kg of plastic waste has been gathered, combating plastic pollution. Our fabric reuse and upcycling efforts have led to the collection of 17,578 kg of fabric, promoting sustainable fashion and waste reduction. In organic waste management, we have composted 331,560 kg of organic waste annually, enhancing soil health and reducing landfill burden. Collectively, these efforts have resulted in a potential reduction of 456.36 metric tons of CO₂ emissions, marking a substantial step towards mitigating climate change.

With this in mind, I sincerely request all of you to join Team PEF and dedicate at least 2 hours a week or month, as per your convenience. I am confident you will find joy and fulfilment in contributing to this noble cause.

Warm regards,

Mr. Sacheen Kulkarni, Director

2.2 Letter from CEO

Namaskar,

As we look back on our accomplishments and forward to our future endeavours, I am filled with pride and optimism. Our journey at Poornam Ecovision Foundation has been remarkable, and the progress we've made together is truly inspiring. I am excited to share some of our recent milestones and upcoming initiatives that continue to drive our mission forward.

Our recent PEHEL- 2024 event was a resounding success, establishing more than 450 E-waste donation centres across Pune (PMC area). This initiative primarily focused on raising awareness about the importance of scientific disposal methods for electronic waste. The community's participatory response was overwhelming, and it underscores the



collective commitment to environmental sustainability. Expanding our reach, we launched the e-Yantran 2024 drive on 26th Jan 2024, covering ten cities: Sambhajinagar, Nashik, Sinnar, Kolhapur, Sangli, Miraj, Solapur, Malvan and Ahmadnagar. This new initiative, in addition to our efforts in PCMC, aims to educate and engage more communities in responsible e-waste management.

We are also launching new individual composting kits, designed with low cost and sustainability in mind. These units aim to promote effective waste management practices at the household level, ensuring that sustainable solutions are accessible to all.

Looking ahead, we are thrilled to announce the establishment of three new units under our Paripoornam initiative. These training-cum-production units will target the four corners of our operational area, with a goal to train 500 women in the coming year. This initiative not only empowers women but also strengthens our commitment to sustainable livelihoods. Our focus for the next year will include a renewed emphasis on rural and semi-urban waste management. We believe that by addressing waste management challenges in these areas, we can make a significant impact on the overall environmental health of our communities.

The CARE project has been diligently researching green entrepreneurship development, with a focus on low investment, low skill, and service-oriented entrepreneurship in the environmental sector. This research will inform our strategies and help us foster a new generation of green entrepreneurs. To further our mission, we are planning a Roundtable discussion in 2024-25 on the waste management ecosystem with our stakeholders. This will be a platform to exchange ideas, share best practices, and strengthen our collaborative efforts.

Building on our successful event, "Me & My Trash," we are excited to propose "Ikshana," an initiative that will showcase Bharatiya Sustainable Lifestyle through the traditional Indian art of Bharatanatyam. This event aims to blend cultural expression with environmental advocacy, highlighting the harmony between tradition and sustainability.

Together, we have achieved so much, and I am confident that our upcoming initiatives will continue to drive positive change. I invite each of you to remain engaged and dedicated to our mission. Your passion and hard work are the base of our success.

Warm regards,

Dr. Rajesh Manerikar, CEO

3. Brief Introduction to the Projects

E-Yantran:

With the rapid advancement of technology and the widespread use of electronic devices, the accumulation of electronic waste has emerged as a critical issue. Improper disposal and mismanagement of e-waste pose significant threats to the environment, public health, and the depletion of valuable resources. As our primary objective, we prioritise raising awareness and fostering collaboration and partnership within the community to address these pressing environmental issues effectively and our secondary objectives encompass mitigating e-waste pollution and advocating for a circular economy approach to electronics consumption. To address these challenges, our organisation started an e-waste management initiative named E-Yantran. Under this, we strategically collaborate with different entities to ensure responsible collection, recycling, and disposal of electronic waste. Through organised collection drives in residential areas and the operation of permanent collection centres, E-Yantran encourages the recycling of old electronics rather than their disposal in landfills.

Paripoornam:

Paripoornam is our fabric upcycling initiative, dedicated to responsibly managing old fabric. By following the principles of reduce, reuse, and recycle (the 3Rs), we aim to make a significant impact in sustainable fashion. Through thoughtfully organised collection drives in residential areas and corporate establishments, Paripoornam gathers these discarded apparel for sorting and innovative transformation. We aim to divert textile waste from landfills and incinerators, thereby mitigating its significant environmental impact. By creatively repurposing old apparel we craft unique and

appealing products like bags, accessories, and home decor. Paripoornam not only encourages sustainable consumption but also raises awareness about the environmental and social benefits of minimising the disposal of used apparel.

Green Consultancy:

The Green Consultancy project, spearheaded by Poornam in Pune city, was introduced to tackle the critical environmental issues surrounding waste management and water conservation in the region. Acknowledging the immediate requirement for sustainable measures, Poornam initiated this project to extend expert guidance and aid to individuals, businesses, and organisations eager to embrace eco-friendly practices. Through tailored assistance for the education, installation, and upkeep of waste composting and rainwater harvesting systems, the project endeavours to foster resource efficiency, diminish environmental footprint, and enhance the community's welfare.



Volunteer Engagement:

Volunteer Engagement forms a crucial aspect of our projects, recognizing the collective power of community involvement in driving positive change. Through targeted recruitment, training, and coordination efforts, we mobilise individuals from various backgrounds to actively participate in environmental initiatives. We reach out to the students of esteemed institutes of Pune like Symbiosis College of Arts and Commerce, SID, Siddhivinayak College, SP College, Modern College of Warje, IMCC College, MES Senior College, KB Joshi College, and Pune University to engage them in volunteering activities. These volunteers contribute their time, skills, and passion to activities such as cleanups, educational workshops, awareness sessions, and advocacy drives. By nurturing a sense of empowerment among volunteers, we cultivate a robust network of eco-friends who propel our mission forward and inspire others to join the cause.

P-CARE:

Research is indispensable for organisations to maintain competitiveness, foster innovation, and bolster resilience in the ever-evolving business landscape of today. To tackle this Poornam Ecovision Foundation has started CARE. Poornam's Centre for Applied Research in the Environment (P-CARE) is a dynamic hub for interdisciplinary research, innovation, and knowledge exchange in waste management and sustainability. With a vision of collaborating with academic institutions, government bodies, NGOs, and industry partners, we address critical environmental issues and develop innovative solutions. Our research areas encompass waste management, sustainable development, and policy intervention. We also work closely with the students for their internship program and provide opportunities for hands-on learning experiences in the field of environmental science and sustainability.





4.1. Our Project

4.1.1 Initiativs

Awareness:

One of the important steps of the project is the awareness among the general public regarding e-waste. Awareness is done through various channels like social media handles, awareness programs, and pamphlets. Our people go to various areas to conduct workshops, distribute informational pamphlets, and engage with local communities, schools, and businesses to educate them about the importance of proper e-waste disposal and the environmental impacts of improper disposal methods. Additionally, we collaborate with local authorities and environmental organisations to amplify their message and reach a wider audience.

Collection Drives:

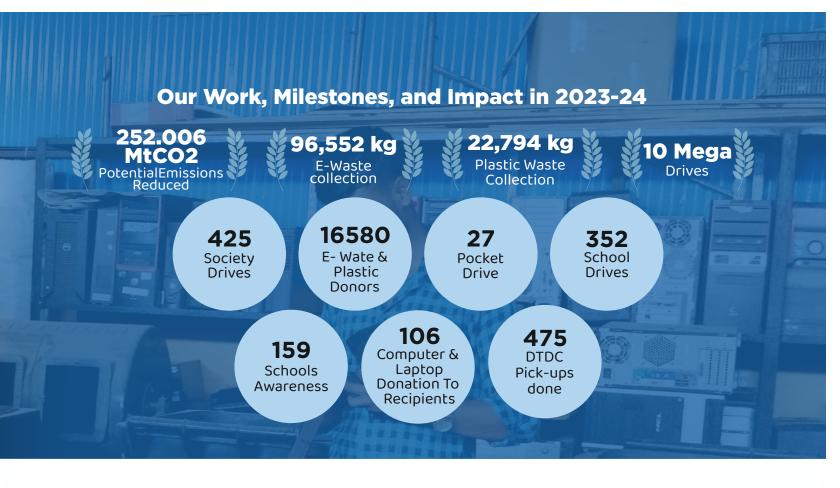
Society-level drives are broad initiatives that engage entire communities in the responsible disposal of electronic waste. E-waste collection drives are tailored to various levels to maximise participation and impact. Another type is school & college drives involving students and staff, combining collection efforts with awareness-building activities. Commercial drives target

businesses and workplaces, encouraging employees to dispose of e-waste responsibly. Pocket drives, led by Poornam Ecovision Foundation, facilitate citywide collection efforts at centralised locations. Mega drives coordinate large-scale initiatives, raising awareness and incentivizing participation on a broader scale. Each level of drive plays a crucial role in promoting responsible e-waste management and reducing its environmental impact.



Permanent Centre:

A permanent centre is a creative concept by the Poornam Ecovision Foundation. It is a designated location that operates weekly where individuals can drop off their electronic waste for proper disposal and recycling. The purpose of these centres is to provide a convenient and environmentally



responsible way for the public to dispose of their ewaste, preventing it from ending up in landfills or being improperly disposed of, which can pose risks to human health and the environment.





Refurbishment and Donation:

The refurbishment and donation aims to extend the lifespan of electronic devices while providing valuable resources to underserved communities.



The process involves collecting discarded electronics and refurbishing them to a functional condition. Our skilled technicians inspect and repair the devices, ensuring they meet safety and performance standards. Once refurbished, the electronics are donated to schools, nonprofits, or individuals in need, providing access to technology and educational opportunities. This sustainable approach not only reduces e-waste but also promotes digital inclusion and environmental responsibility.

DTDC (Door-to-Door Collection):

The door-to-door collection program for e-waste in Pune is a thoughtful initiative by PEF to address the growing concern of electronic waste management in the city. Under this program, designated area





coordinators visit residential areas and commercial places to collect electronic waste directly from households and establishments. The objective is to make the e-waste disposal process convenient and accessible to the community while ensuring proper handling and disposal of electronic devices. The program typically involves the following steps:

First, awareness campaigns educate residents and businesses about proper e-waste disposal, highlighting environmental hazards and recycling benefits. Collection schedules are announced in advance, allowing residents to prepare and segregate their e-waste. On scheduled days, area coordinators collect registered e-waste, ensuring transparency through documentation and tracking. Collected items are recorded for quantity and type and then transported to authorised facilities for recycling or disposal. Feedback mechanisms gather input for program improvement. Donors receive recognition certificates online, acknowledging their contribution and fostering goodwill.



Under the DTDC initiative, we reached 69 schools for the awareness program. Under the DTDC initiative we successfully conducted 475 pick-ups collecting 16,492 Kg of e-waste from all over the PMC region. 37 Donations were made By Poornam under the DTDC initiative in the year 2023-24. Notably, our collective actions resulted in reducing potential CO₂ emissions by an impressive 252.006 metric tons, marking a significant step towards a greener and more sustainable future.

4.1.2 Special Events

e-Yantran 2024: "E-Waste Ka Niyantran"

Introduction: "e-Yantran" is an initiative under the broader concept of "E-Waste Ka Niyantran," focusing on the comprehensive management and regulation of electronic devices and the waste they generate. This program aims to address the pressing issue of electronic waste (e-waste) by implementing effective collection, disposal, and recycling processes, along with raising awareness about the environmental and health hazards associated with e-waste.

- Expansion and Reach: In 2024, e-Yantran expanded its reach to nine cities across Maharashtra: PCMC, Sambhajinagar, Kolhapur, Nashik-Sinnar, Sangli-Miraj, Solapur, Ahmednagar, Malvan, and Srirampur. These cities were strategically selected based on several criteria to ensure a wide geographic coverage and address diverse e-waste challenges:
- Population Density: Cities with higher population densities were chosen to maximize the impact and efficiency of e-waste collection efforts.
- Industrial Activity: Areas with significant industrial activity were targeted due to their higher generation of electronic waste.
- Existing E-Waste Generation Levels: Cities with existing e-waste problems were prioritized to address urgent environmental concerns.
- Geographic Diversity: A mix of urban, semiurban, and rural areas were included to address e-waste issues across different types of communities.





Event Statistics:

- Collection Points: 259 collection points were established across the nine cities.
- **Volunteer Engagement**: 527 volunteers actively participated in the initiative.
- E-Waste Collection: A total of 5.795 tons of ewaste was collected.

Environmental Impact: The program successfully reduced carbon emissions by 15.12495 MtCO₂.



Future Goals:

Building on the success of 2024, e-Yantran aims to:

- Expandits reach to more cities and rural areas.
- Increase the number of collection points and volunteer engagement.
- Enhance waste collection rate and reduce the environmental impact of e-waste.
- Conduct extensive awareness campaigns to educate the public about the importance of propere-wastemanagement.

Conclusion: e-Yantran is committed to creating a cleaner, greener future by addressing the challenges posed by electronic waste through sustainable and community-driven efforts. By continuing to innovate and expand its initiatives, e-Yantran strives to significantly reduce the environmental footprint of electronic waste and promote a culture of responsible e-waste management.



PEHEL 2024

Similar to the e-Yantran initiative one more program is run by Poornam Ecovision Foundation PEHEL (Plastic and E-waste Handling for Ecofriendly Lifestyle). The program combat environmental challenges posed by plastic and electronic waste in the Pune Municipal Corporation area. By promoting sustainable practices and creating awareness, the program aims to mitigate pollution, protect human health, conserve resources, and foster economic opportunities. The recent drive, held on 25th Feb 2024 on the eve of Sant Gadge Baba Jayanti, attracted significant participation, reflecting growing awareness and commitment to environmental stewardship.



The PEHEL program included several key components to ensure its success. Orientation sessions perepared center in-charges and volunteers for their roles. These sessions provided a comprehensive overview of the event's goals, duties, and safety protocols. Coordinators received first aid kits and were trained in rigorous waste handling procedures to minimize risks to participants and the environment. Volunteers were briefed on their responsibilities and worked collaboratively to execute their tasks effectively. To enhance the program's reach, awareness was promoted through community activities and videos featuring prominent figures like Dr. Saleel Kulkarni. Challenges such as registering commercial centers and finalizing transportation arrangements were met with proactive problem-solving and effective communication. Despite these obstacles, the program achieved its objectives thanks to the dedicated efforts and strategic approach of the team.

PEHEL 2024 Inauguration:

The Poornam Ecovision Foundation inaugurated the PEHEL 2024 initiative at its permanent collection centre in Pune at Dr. Shayama Prasad Mukhrjee Garden, initiating the much awaited yearly Plastic and E- waste Handling for Eco Friendly Lifestyle event, taking a significant step towards sustainable waste management and environmental responsibility. The event, attended by various stakeholders, included the CSR Head of Cummins India Foundation, CSR Head of KPIT, COO of Adar Poonawalla Clean City Initiative, Director of Poornam Ecovision Foundation, CEO of Poornam, and former corporator Madhuri Sahasrabuddhe, as well as Dr. Saleel Kulkarni and Dr. Kunal Khemnar. The event highlighted the organisation's commitment to responsible waste disposal, community engagement, and the adoption of an eco-friendly lifestyle. The inauguration marked a milestone in Poornam's mission to promote responsible waste management practices and a sustainable future.

Event Impact:

- Boasting 445 collection points and engaging 1229 volunteers.
- In total 39540 kg of e-waste and 13205 kg of plastic were collected during the drive.
- Had positive environmental impacts successfully reducing 136.211 MtCO₂.
- Over 7500 people were educated on eco-friendly lifestyles through the drive.





BOEC 2024

E-waste, comprising discarded electronic devices and appliances, presents formidable challenges in terms of recycling, resource depletion, and pollution. To address this urgent issue, we initiated the "Best Out of E-Waste" competition, tailored for students from class 1st to class 10th, where they showcase their scientific knowledge and creativity through innovative projects. Over the past six years, the competition, which started with just three schools, has now expanded to include a network of 53 schools across Pune city.



The primary objective of the "Best Out of E-Waste" competition is to encourage students to explore innovative ways to repurpose and recycle e-waste creatively. By tapping into their ingenuity and creativity, students have the opportunity to transform discarded electronic items into functional and aesthetically pleasing creations. Through this competition, we aim to raise awareness about the importance of responsible e-waste management and promote sustainable practices among students. By showcasing the potential of upcycling and repurposing e-waste, we hope to inspire individuals to adopt eco-friendly behaviours and contribute to a cleaner and healthier environment.

In the first phase of the BOEC, projects were rigorously evaluated by Poornam Ecovision Foundation and Janwaani employees, adhering to specific criteria that emphasise innovation, creativity, and sustainability in addressing e-waste challenges. An essential component of this evaluation was ensuring that each project utilised a minimum of 70% of e-waste materials, reinforcing

the commitment to sustainable practices. Detailed feedback was provided to participants to facilitate continuous improvement and innovation in e-waste management practices. The evaluation process aimed to recognize outstanding efforts and shortlist them for the final competition. With a total of 53 schools participating, the competition received a remarkable response, resulting in the evaluation of 1186 projects. These projects were the culmination of the efforts of 1464 students who demonstrated their dedication to finding innovative solutions to e-waste challenges.



During the recent BOEC event held at Navin Marathi School, Shanivar Peth, Pune on 2nd March 2024, a total of 232 projects were showcased by students from various schools, in groups, and individuals. The event also featured 169 impressive individual projects and 63 group projects, highlighting the creativity, innovation, and teamwork of talented students. Notably, there was a diverse range of projects, with 103 focusing on decorative aspects and 129 emphasising scientific innovation.

The Best Out of E-Waste Competition has had a profound impact on participants and the community, raising awareness about e-waste and promoting sustainable practices. By fostering collaboration, innovation, and environmental stewardship, the competition has inspired action toward a cleaner and healthier planet.



4.2 Nurturing Sustainable Futures Through Collaborative Partnerships

E-Yantran and Mahalaxmi E-Waste Recycler

Through a strategic partnership, Mahalaxmi E-trash Recycling has been designated as the primary approved recycler for all electronic trash, except for batteries, by Poornam Ecovision Foundation (PEF). This collaboration is driven by Mahalaxmi's ethical recycling methods and PEF's dedication to responsible e-waste management. PEF ensures that collected electronic devices are handled in an environmentally friendly manner, adhering to legal requirements and reaffirming their commitment to sustainability by entrusting Mahalaxmi with the recycling process.

Over the past year, PEF collected and delivered a substantial 51,976kg of e-waste to Mahalaxmi for recycling. This efficient cooperation maximises the use of resources, reduces the carbon footprint associated with e-waste disposal, and sets a strong example of environmental stewardship in partnership projects. The recycling of this significant amount of e-waste has led to a considerable reduction in 135.65 MtCO₂ emissions, contributing to a sustainable and environmentally friendly future.

Through this partnership, PEF addresses the urgent problem of electronic waste while promoting sustainability and environmental responsibility. The joint efforts of PEF and Mahalaxmi E-trash Recycling highlight the importance of collaborative action in tackling environmental challenges and advancing towards a greener future.

E-Yantran and Nutra Supplements

The Memorandum of Understanding (MoU) signed between Poornam Ecovision Foundation and Nutra Supplements, Pune, on July 20th, 2023, specified a detailed plan for the collection of e-waste and plastic waste to ensure a systematic and efficient process. Poornam Ecovision Foundation (PEF) collected approximately 25kg of e-waste and plastic waste from Nutra Supplements every month over an eight-month period, starting from August 2023 and continuing through March 2024.

Both parties coordinated to establish a fixed schedule for monthly waste pick-ups, including specific dates and times to ensure a smooth process. Each collection was documented in a logbook maintained by PEF, with Nutra Supplements recording the amount and type of waste handed





over, ensuring transparency and accountability. Both parties adhered to safety protocols during the collection and transportation of waste, including the use of appropriate containers for hazardous ewaste and ensuring that transportation vehicles met regulatory standards. Throughout the collection period, PEF and Nutra Supplements periodically reviewed the process to identify and implement improvements, ensuring the initiative remained effective and any challenges were promptly addressed. This detailed collection procedure ensured that the partnership operated smoothly and efficiently, contributing to the successful management of e-waste and plastic waste.

E-Yantran and Matrix School of Management

In a collaborative effort between Poornam and Matrix School of Management Studies in Pune, a comprehensive agreement has been established to address the critical issue of e-waste disposal over the next two years.

Under the terms of the agreement, PEF commits to providing comprehensive services for the monthly collection, transportation, and disposal of e-waste, adhering strictly to government regulations. Additionally, PEF pledges to take all necessary regulatory actions to comply with environmental laws, thereby safeguarding both environment and public health.

As part of this collaborative effort, Poornam will report the amount of e-waste collected every month, providing valuable insights into the volume of e-waste generated and its environmental impact. The impact of this initiative goes beyond mere collection and disposal. By consistently removing kg of e-waste from the environment each month, PEF contributes significantly to reducing the accumulation of hazardous materials and pollutants in landfills and ecosystems. This proactive approach not only protects the environment and public health but also sets a precedent for responsible waste management practices within the community.

4.3 Social Impact

- 1. Job Creation: Through our waste management initiatives, we've generated employment opportunities for PEF e-Yantran teame community members, including waste collectors, handlers, and administrative staff. These jobs have contributed to a decrease in unemployment rates in the area and driving economic growth.
- 2. Health and Sanitation: By implementing waste management practices, we've improved sanitation conditions in local neighbourhoods. This has resulted in a reduction in pollution due to electronic waste dumping, leading to a measurable improvement in community health outcomes.
- 3. Educational Impact: Through educational outreach programs, we've reached over 18000 school children, teaching them about electronic waste reduction, recycling, and environmental conservation. As a result, we've witnessed a significant shift in attitudes and behaviours among the youth.
- **4. Community Engagement**: Our project has fostered strong community ties, with over 15000 residents actively participating in e-waste and plastic collection drives like (e-Yantran and PEHEL) and community clean-up events. This high level of engagement has led to a reduction in illegal dumping and increase in community pride and cohesion.





5.1. Our Project

"Paripoornam" is a Sanskrit word that translates to "complete" or "full." The project signifies the comprehensive approach taken towards fabric upcycling, indicating the aim to address the entirety of the fabric waste generated and to design a complete solution for sustainable fabric management. Under Paripoornam we produce a wide range of upcycled products, including bags, accessories, and home decor items. These products are designed to showcase the creativity and versatility of upcycled fabrics, offering unique and sustainable alternatives to conventional products.

Collection, Segregation, and Processing:

The project begins with sourcing discarded or unused fabric from various channels, including donations and collection drives. These materials are then sorted based on type, colour, and condition, with high-quality fabrics reserved for donation. Skilled artisans cut the fabric into appropriate sizes and shapes, minimising waste. The pieces are then meticulously stitched together to create durable and visually appealing upcycled products.

Fabric Upcycling

Once the fabric is prepared, our team of designers and artisans brings their creativity to the forefront. They conceptualise and design unique products, ranging from stylish accessories like bags and scarves to home decor items such as cushion covers



and table runners. Functional apparel, including trendy clothing pieces, is also crafted, ensuring each item is both fashionable and sustainable. The focus on craftsmanship ensures that every piece is high-quality and built to last, embodying the principles of sustainable fashion.



Stall and Sales

Upcycled products created are sold through various channels, including our website, stalls, and special exhibitions. This multi-channel approach helps reach a wider audience and diversify revenue streams. Paripoornam set up stalls in different locations to showcase and sell its upcycled products. These stalls serve as physical touchpoints for customers to explore and purchase Paripoornam's offerings. People can also visit the PEF office and buy upcycled products from there. In addition, Paripoornam operates an online platform where customers can browse and purchase upcycled products from the comfort of their homes.



Women Empowerment Through Skill Training

Paripoornam is committed to skill development and capacity building in the field of fabric upcycling. Through training programs and workshops, women are equipped with the knowledge and skills to engage in upcycling activities, fostering entrepreneurship and sustainability in the community. Through education and training, we strive to create a ripple effect of empowerment that transcends generations, fostering a more resilient, equitable, and sustainable future for all.



Special Event

As part of the fabric upcycling project, a special event was organised for Ram Janmabhoomi, focusing on the preparation of eco-friendly bags. In collaboration we repurpose discarded fabrics into stylish and durable bags, demonstrating the project's commitment to sustainability and cultural heritage. This event aimed to raise awareness about upcycling practices while honouring the significance of Ram Janmabhoomi, fostering community engagement and environmental stewardship.

Holistic Approach

In 2023-24, the Paripoornam project achieved remarkable milestones and made a substantial impact through its initiatives. A total of 92 drives were conducted, resulting in the collection and responsible management of 17,578 kilograms of fabric. Impressively, 12,903 kilograms of fabric were donated, showcasing the effectiveness of PEF's fabric upcycling project. PEF introduced 49 new samples, demonstrating creativity and innovation in its upcycled products. The project also engaged with the community through 60 stalls, contributing to its



outreach efforts. Importantly, PEF's endeavours led to a reduction of 263.67 metric tons of potential CO2 emissions, highlighting its commitment to sustainability. Overall, these achievements underscore PEF's dedication to positive change and a more sustainable future.

5.2 Partnerships & Collaborations

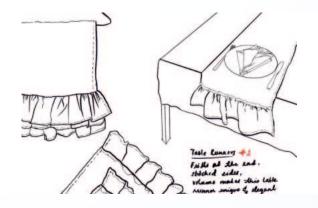
SID SLC Students Contribution

During their internship under the Paripoornam project, SID students worked on diverse and innovative product design projects, each contributing unique solutions to real-world problems.

Ashley Handique focused on creating designs for laser-printed and eco-friendly designer bags. She developed several prototypes, and iterated on her designs to create a durable hand bags that reduces waste and promotes environmental responsibility.

Gitanjali Biju dedicated her efforts to designing decor products for home and cafe aimed at improving comfort and aesthetic look. She conducted user research to understand common, sketched initial concept, and tested full-scale prototypes. Her final product, a table runner and wall hanging with innovative looks, caters to reuse of discarded fabric, enhancing 3R concept.

Lavanya Guha focused on designing decorative and functional home accessories, like abstract wall hangings, wooden frame desk calendars, and triple frame wall hangings. For the abstract wall hangings, she created unique, eye-catching designs that serve as statement pieces in any room. Her wooden frame desk calendar combines practicality with elegance,



featuring a sleek design that enhances any workspace. The triple frame wall hanging allows for versatile display options, enabling users to showcase photos or artwork in a cohesive and stylish manner.



Tanaya Choudaha focused on designing prototypes for the multiple reuse of fabric, creating versatile solutions such as plant hangers, stool covers, and tissue box covers. She conducted a thorough market analysis to identify gaps in sustainable home decor. Lavanya then designed a series of multifunctional fabric products, each capable of being repurposed for different uses. Collaborating with PEF, she ensured that the fabrics used were durable, easy to clean, and aesthetically pleasing.

Tanishq Sharma aimed to use the fabric for designing of storage products. She conducted needs assessments with individuals and caregivers, developed prototypes of products such as laptop cover, cloth wallet, and laundry storage, and tested these prototypes with end-users. Her final product,





a set of ergonomic storage tools, enhances independence and safety for products.

Each of these projects highlights the diverse skills and innovative thinking of the SID students, showcasing their ability to develop practical and impactful solutions under the Paripoornam project.

5.3 Social Impact

- 1. Women's Empowerment: Our project has empowered over 50 women through fabric upcycling training programs and skill development workshops. As a result, women who have participated in our fabric upcycling training programs have gained valuable skills that enable them to generate income independently. By learning techniques such as sewing, pattern-making, and design, they have unlocked opportunities for entrepreneurship and small-scale business ventures.
- 2. Education and Awareness: Through the Initiatives to replace plastic bags with cloth bags we raise awareness about broader environmental issues and inspire behavior change among individuals and communities. By engaging the public in discussions about the environmental impacts of plastic pollution, we foster a culture of sustainability and encourage people to adopt more eco-friendly habits in other aspects of their lives.
- 3. Poverty Alleviation: Fabric upcycling project serve as pathways to economic empowerment and poverty alleviation, particularly in communities with limited economic opportunities.





6.1. Our Project

The Green Consultancy Project by Poornam Ecovision Foundation aims to offer sustainable solutions and consultancy services to individuals, businesses, and communities to promote environmental conservation and eco-friendly practices. The project is driven by a mission to foster sustainability through practical consulting services, empowering clients to adopt green practices and reduce their carbon footprint.

By promoting energy efficiency, waste reduction, and renewable energy adoption, the project contributes to preserving natural resources and mitigating environmental degradation. The project fosters awareness and engagement within communities, encouraging collective action towards sustainability.

Under Green Consultancy 3 different projects are run by Poornam Ecovision Foundation which are wet waste composting, rainwater harvesting, and biogas.

Wet Waste Composting:

One of the primary objectives of the GC project is to mitigate the environmental impact of organic waste

by promoting composting practices. To this, we started wet waste composting under which we create a pit in the area where the composting process will take place and provide assistance regarding the whole process from time to time.

Through community engagement and education campaigns, the project encourages households, and businesses to compost their organic waste effectively. This process involves the decomposition of organic materials such as food scraps, yard trimmings, and agricultural residues into nutrientrich compost, which can then be used to enrich soil health and support sustainable agriculture practices.





Rainwater Harvesting:

Another crucial aspect of the project is rainwater harvesting, which aims to conserve water resources and reduce reliance on conventional water sources. By installing rainwater harvesting systems in residential and commercial buildings, the project enables the collection and storage of rainwater for various purposes.

Through this initiative, the project not only helps mitigate the impact of water scarcity in Pune city but also promotes sustainable water management practices within the community.



Biogas:

The Green Consultancy project also promotes biogas production as a renewable energy source and alternative to conventional fuels. Biogas is produced through the anaerobic digestion of organic waste materials, such as food waste, agricultural residues, and animal manure. By capturing methane emissions from organic waste decomposition, biogas systems generate clean energy, help reduce greenhouse gas emissions, and mitigate climate change.

Poornam primarily raises awareness about biogas digester systems and also provide service if requested. By educating people on the benefits and operation of these systems, the initiative aims to promote the adoption of this sustainable energy solution, contributing to a cleaner and more eco-friendly environment.



Holistic Approach

In 2023-24, the Green Consultancy project achieved significant milestones and made a tangible impact through its initiatives. Under green consultancy, Poornam responsibly managed 3,31,560 kilograms of organic waste, which was effectively composted. Impressively, this effort led to a reduction of 77.91 metric tons of potential CO2 emissions.

Additionally, the rainwater harvesting project facilitated the conservation of 30,46,467 litres of rainwater, showcasing its commitment to sustainability and environmental stewardship. These achievements underscore the Green Consultancy's dedication to positive change and a more sustainable future.



6.2 Sustainability Consulting and Solutions - Case Studies

Composting Plant at Aquiferous Pvt. Ltd., Nanded

The Aquiferous Waste Composting Project was initiated to address the organic waste challenge in the area by harnessing wet waste as a sustainable resource. This case study highlights the project's implementation process and expected outcome based on a study from the site. Aquiferous, located in Vadgaon Khurd, faced organic waste issues due to inefficient waste management methods. In 2024, they collaborated with Poornam Ecovision Foundation to implement a wet waste composting initiative within its premises.

It is expected the facility will receives approximately 20 kg of organic waste daily, sourced from business activities. Through meticulous sorting and shredding, we prepare incoming waste, ensuring its readiness for the composting process.

Our team diligently oversees operations, maintaining optimal conditions for microbial activity. Daily, we monitor to guarantee efficient composting. Following composting, our product matures in curing piles, undergoing final decomposition and stabilization.

Expected Outcomes

- 1. The project will result in substantial cost savings by reducing waste treatment expenses.
- 2. Residents actively participated in the initiative, demonstrating a sense of ownership and responsibility towards water management.
- 3. By reducing organic waste, the project contributes to organic waste conservation efforts and environmental sustainability.

Dhareshwar Mandir - Floral waste management

The Dhareshwar Mandir Waste Composting Plant endeavours to achieve significant quantitative outcomes in its mission to effectively manage organic waste and produce compost. Through its operations, the plant aims to divert a substantial portion, approximately 80%, of organic waste from landfills. This translates to an estimated daily processing capacity of 30 kilograms of organic waste. From this input, the plant anticipates producing an annual output of around 10-11 tons of high-quality compost.

In addition to waste diversion and compost production, the plant seeks to have a tangible environmental impact. By preventing the release of methane gas annually through proper composting, the plant contributes to reducing greenhouse gas emissions. Moreover, the plant's impact extends to soil health improvement, with the application of compost enriching the fertility and health of local land. These quantitative measures serve as indicators of the plant's effectiveness in achieving its objectives, illustrating its positive contributions to waste management, environmental sustainability, and community empowerment.



Individual Composting Kit

The Poornam Ecovision Foundation, under its Green Consultancy Project, had launched a new initiative to promote wet waste composting at the individual level through specially designed composting kits. These kits aim to empower individuals to contribute to environmental sustainability by efficiently managing their organic waste and producing nutrient-rich compost for their gardens or plants.

Contents of the Kit

- **1. Two Buckets**: Essential for the composting process, the buckets are used for collecting organic waste and for maturing compost.
- **2. Compost Packet:** It contains essential microorganisms and enzymes to kickstart the composting process.
- **3. Two Culture Bottles:** These bottles hold beneficial bacteria cultures, Which are vital for accelerating decomposition and enriching the compost.
- **4. Coconut Fibre:** Acts as a bulking agent to maintain proper aeration and moisture levels within the compost.
- **5. Measuring Bowl :** Facilitates accurate measurement of waste inputs, ensuring the proper balance of materials in the compost.
- **6. Hand Gloves :** Provide protection and hygiene while handling organic waste and compost.
- **7. Rotation Equipment:** Helps in aerating and turning the compost, promoting faster decomposition and preventing odour.

The individual composting kit is priced at an affordable and accessible option for households interested in adopting sustainable waste management practices.









Benefits:

- **1. Environmental Impact:** By diverting organic waste from landfills, the kits contribute to reducing methane emissions and overall environmental pollution.
- **2. Nutrient-Rich Compost:** The compost produced through these kits serves as a natural fertiliser, enriching soil health and promoting plant growth.
- **3. Convenience:** With all the necessary components provided in the kit, individuals can easily start composting at home without the need for additional equipment or expertise.
- **4. Educational Opportunity :** The kits offer a handson learning experience about composting and waste reduction, fostering environmental awareness and responsibility.

6.3 Social Impact

- 1. Livelihood Opportunities: Waste composting project created opportunities for income generation and job creation through the preparation and sale of organic compost and related products. By recycling organic waste into valuable resources, communities can develop local green economies, create green jobs, and support small-scale entrepreneurs in waste management and agriculture sectors.
- 2. Water Security: Rainwater harvesting project provides a consistent water source for drinking, cooking, and sanitation, reducing dependence on distant or unreliable water sources alleviates the stress associated with water shortages, particularly in arid and semi-arid regions, improving the overall quality of life.
- 3. Economic Empowerment: Lowers household and community expenditure on water arete, freeing up resources for other needs. Provides water for irrigation, enabling better crop yields and food security, which can lead to increase in the incomes of farming communities.



7.1. Project Overview Objectives

At the heart of Poornam Ecovision Foundation's (PEF) mission is the active involvement of volunteers from diverse backgrounds, including colleges and institutions. This collaborative approach aims to harness the collective energy and dedication of volunteers to advance PEF's vision and mobilise resources for community betterment. Through monthly meetings, volunteers have a dynamic platform to connect, share their contributions, and collectively strategize to make a meaningful impact.

Monthly Gatherings

The volunteer meetings serve as the cornerstone of our engagement strategy. These gatherings offer a crucial space for interaction, strategic discussions,



and event planning. They are a focal point for volunteers to showcase their achievements, share insights, and brainstorm ideas. These meetings play a pivotal role in fostering effective communication, nurturing a sense of community, and ensuring alignment with the common goal of environmental improvement.

Diverse Engagement Initiatives

PEF's volunteer engagement encompasses a wide range of activities tailored to cater to diverse interests while making a tangible impact on the environment. From Heritage and Nature walks to River bank cleaning drives, Fort cleaning campaigns, Documentary screenings, workshops, festival-





centric programs, lectures, Best out of Waste activities, Summer camps for children and Volunteer-led events, our initiatives are entirely managed by dedicated volunteers. These activities not only contribute to environmental conservation but also empower volunteers to take ownership of projects, instilling a sense of responsibility and achievement.

Corporate Volunteer Programs

Recognizing the potential for collective action, PEF extends its engagement efforts to corporate volunteers. This initiative aims to integrate corporate volunteers into environmental service by offering tailored programs, workshops, and events.





Corporate volunteers actively contribute to PEF's mission, aligning their corporate social responsibility with concrete actions for the environment.

Building Community Through Engagement

Beyond the tangible outcomes of environmental initiatives, volunteer engagement acts as a catalyst for community-building. The shared experiences, collaborative efforts, and collective impact foster a sense of belonging and purpose among volunteers. This community spirit enhances the effectiveness of our initiatives and strengthens the bond between volunteers and PEF's mission.



PEF's volunteer engagement strategy goes beyond merely enlisting hands for a cause; it's about cultivating a community of passionate individuals dedicated to environmental stewardship. Through diverse activities, inclusive corporate programs, and community-building endeavours, PEF and its volunteers stand united in their shared vision for a sustainable and thriving future.

Punaravartan 2023

Punaravartan is a significant event organized during the Ganesh Festival in collaboration with Eco-Exist, Pune Municipal Corporation (PMC), and various social organizations in Pune. The vision of Punaravartan is to complete the material cycle, ensuring that the materials return to the hands that





crafted them. As we continue to spread awareness, we observe that the loop is beginning to close naturally.

The event focuses on promoting the worship of Ganesh idols made from eco-friendly clay (Shadu Mati), collecting the clay after idol immersion, and gathering Nirmalya (flower and other offerings) for conversion into compost manure. This year, Punaravartan successfully operated 60 collection

centers on 2 days, resulting in a total clay collection of 12.1 tons. The initiative saw the enthusiastic participation of 200 volunteers, including college students from Symbiosis and Modern College, as well as citizens from various age groups. This collaborative effort not only emphasizes the importance of sustainable practices during festivals but also fosters community engagement and environmental stewardship.





7.2 Bonds We Formed this Year

At Poornam Ecovision Foundation, the Volunteer Engagement Project has been a testament to the power of community and collaboration in driving environmental change. Throughout the year, we've forged lasting bonds and created unforgettable memories through a variety of impactful activities. Here's how we did it:

Monthly and Cluster Meetings

Our monthly and cluster meetings have become the heartbeat of our volunteer community. These gatherings are more than just planning sessions—they're opportunities to share stories, celebrate successes, and brainstorm new ideas. Each meeting strengthens our sense of unity and purpose, bringing us closer together.



Nature Walks and Creative Activities

There's nothing quite like connecting with nature to bring people together. Our nature walks, river walks, and hill walks have offered volunteers a chance to explore beautiful landscapes while forging deep connections with fellow nature enthusiasts. Creative activities like Rakhi making have added a personal touch, allowing us to bond over shared traditions and creativity.

Awareness and Education Activities

Education is at the core of our mission, and we've brought it to life through film screenings, street plays, and puppet shows. These engaging activities have not only educated our volunteers and the public about environmental issues but have also created a sense of shared learning and collective action.

Summer Camp

Our summer camp, held from May 5th to 7th, was a vibrant and enriching experience for students from 4th to 9th grade. Each day was packed with activities that blended fun with learning:

Day 1: A nature walk with experts from Rupa Rahul Bajaj Center for Environment and Art (RRBCEA), a craft session using recycled materials, and the "My City Green City" poster-making activity.



Day 2: A film screening of "The Elephant Whisperers," a clay workshop with artist Shravani Chavan, and an environmental quiz competition.



Day 3: Despite the rain postponing our River Ghat walk, we had a fantastic "Best out of Waste" competition and a closing ceremony showcasing the students' talents. The postponed River Walk took place on May 14th, deepening our understanding of river conservation.



Corporate Activities

Our partnerships with corporations have added a dynamic dimension to our volunteer efforts:

HSBC: Employees got hands-on with a clay workshop, exploring sustainable materials.

Thermax Foundation: 29 employees participated in a plastic collection drive at the historic Sinhagad Fort, raising awareness among trekkers about plastic waste.



CDAC: Teams from CDAC engaged in hill and plastic cleaning drives, demonstrating their commitment to environmental stewardship.

College Activities

Our collaboration with educational institutions has been instrumental in spreading environmental awareness:

KB Joshi College : An engaging session on waste management and sustainability, led by our passionate team members, Sarangdhar Koli and Dakshata Parab.

Modern College, Warje: 33 volunteers participated in our Punaravartan awareness activities, showing the power of collective effort.



Special Collaborations

On Environment Day, our partnership with Thermax Foundation and Thermax CSR brought together 29 dedicated employees for a plastic collection drive at Sinhagad Fort. This event not only helped clean up a historic site but also educated the public on the importance of plastic waste management.

Educational Partnership

The success of our summer camp was amplified by the expertise of our trail partners

RRBCEA: Providing birding expertise and hosting us at their venue.



Jeevitnadi: Living River Foundation: Leading an insightful river ghat walk, teaching students about the Mutha River and its ecosystem.



Through these diverse and engaging activities, the Volunteer Engagement Project of Poornam Ecovision Foundation has built a vibrant community dedicated to environmental conservation. Together, we've created a tapestry of connections and shared experiences that inspire us all to continue making a difference.

Sneh Melava

Our annual social gathering, Sneh Melava, was a heartwarming celebration of the incredible dedication and passion of Poornam's volunteers working on environmental issues. This year, we were honored to have Mr. Makarand Tillu, Founder of Jalrakshak Prabodhini and renowned solo artist, join us. Mr. Tillu emphasized the importance of cultivating a mindset dedicated to saving water, leaving a lasting impact on all attendees. The

engaging interview, facilitated by our Eco Friend, Ashwini Khaire, provided a dynamic exchange of ideas, motivating everyone to take actionable steps towards water conservation. Adding to the vibrancy of Sneh Melava were artistic performances by our talented Eco Friends. Kiran Gandhi captivated everyone with a unique song played on the whistle,Lata Hiremath mesmerized the audience with a beautiful flute performance, and Swati Korwan enthralled everyone with her soulful singing. These presentations highlighted the creative spirit that drives our community, enriching the gathering with cultural flair and a sense of unity. Sneh Melava was a beautiful reminder of the bonds we've formed and our collective commitment to environmental conservation, setting the stage for a renewed journey in the coming year.







7.3 Social impact

Awareness and education: Activities of organisation deal with environmental issues General citizens get a real idea of environmental and social problems through direct involvement in the activities. Irrespective of age all the involved people become aware and they educate other people based on their experience of direct action taken to solve specific problems.

Encouraged behaviour of volunteering for a cause:

Encouraging the behaviour of volunteering and working for social causes is essential for building compassionate and engaged communities. By fostering a spirit of volunteerism, individuals learn the importance of empathy, responsibility, and active citizenship. Volunteering offers a chance to make a positive impact on society, whether through helping the less fortunate, supporting environmental initiatives, or contributing to community development. It cultivates a sense of purpose and fulfilment, as individuals see the tangible effects of their efforts.

Developing skills in volunteers: There are megadrives arranged for the collection of E-waste & plastic waste. These drives include involvement of more than 100 volunteers. Through volunteering for such big events, people learn teamwork as they collaborate with others to achieve common goals, enhancing their communication and interpersonal skills. Many activities organised by Poornam are wholly handled & managed by volunteers. Leadership abilities are developed as volunteers often take on responsibilities, organise activities, and motivate peers. Additionally, volunteering fosters empathy and cultural awareness by exposing individuals to different backgrounds and perspectives.





8.1. Our First Steps Towards Policy Research & Publications

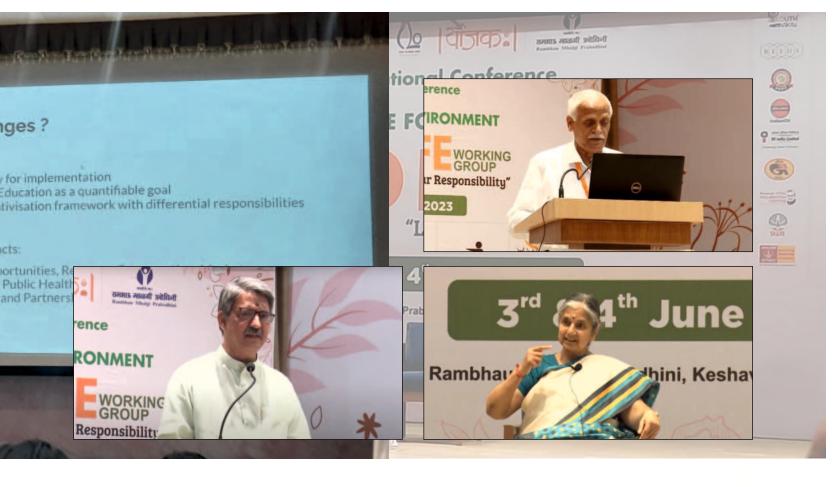
Poornam's Small Share in Global Dialogue: C20 LiFE's "LiFE & Waste"

As the coordinator of the C20 LiFE's "LiFE & Waste" theme, Poornam Ecovision Foundation conducted a series of impactful outreach programs from March 2023 to May 2023. The aim was to disseminate information and raise awareness about the Civil 20 engagement group and the theme of LiFE & Waste, with a specific focus on waste management. These programs encompassed nine Chaupals held across eight cities, a webinar series titled "Towards Sustainable Future - Insights And Innovations in Waste Management," and two panel discussions on sub-themes related to waste management.



The outreach programs proved to be highly effective in engaging diverse stakeholders and fostering meaningful discussions. The Chaupals provided a platform for in-depth deliberations, bringing together representatives from civil society organizations, waste management experts, professionals, students, and other stakeholders; with a total engagement of 198 representatives. Through these sessions, a deep analysis of lived experiences was conducted, drawing comparisons with theoretical aspects of the LiFE & Waste theme. This approach facilitated the identification of key gaps in existing policy frameworks, shedding light on areas that require urgent attention and improvement.

The webinar series, "Towards Sustainable Future - Insights and Innovations in Waste Management," further contributed to knowledge dissemination and awareness building. Renowned speakers shared their expertise on topics such as sustainable consumption, waste-to-energy approaches, ewaste management, and the impact of individual lifestyles and policies on waste management.



These webinars garnered significant participation and provided valuable insights into innovative solutions and best practices in the field.

Additionally, two panel discussions were organized to delve deeper into specific sub-themes: "Impacts of Lifestyle and Policies on Waste Management" and "Indian Traditions and Sustainable Waste Management." These discussions brought together experts and stakeholders to explore the interconnectedness of lifestyle choices, policy interventions, and waste management practices. The panel discussions fostered robust conversations, enabling the identification of effective strategies and approaches for sustainable waste management.

The outcome of these outreach programs was the formulation of five comprehensive policy frameworks. These frameworks serve as a solid foundation for the G20 recommendations, highlighting crucial areas for policy development and reform. They address the identified gaps and provide actionable measures to promote sustainable waste management practices, enhance

policy coherence, and foster environmental sustainability.

Overall, the C20 LiFE "LiFE & Waste" outreach programs conducted by Poornam Ecovision Foundation successfully disseminated information, created awareness, and facilitated meaningful discussions. The collaborative efforts of diverse stakeholders resulted in the identification of key policy gaps and the formulation of actionable recommendations for the G20. By addressing these recommendations, global leaders can play a vital role in promoting sustainable waste management practices, protecting the environment, and advancing social and economic development. The success of these outreach programs highlights the importance of continued engagement, knowledge sharing, and collaboration among stakeholders to address the pressing challenges of waste management. By building on the outcomes of these programs, the C20 LiFE community can contribute to shaping a sustainable and inclusive future, ensuring a cleaner environment and a better quality of life for all.

8.2 Research for Green Entrepreneurship Development Program

The Green Entrepreneurship Development Program (GEDP) aims to foster sustainable business practices and nurture green entrepreneurs by providing comprehensive support and resources. Phase I of the GEDP focused on desk research and feasibility studies to lay a robust foundation for the program. This phase involved an in-depth analysis of existing entrepreneurial ecosystems, stakeholder engagement, qualitative insights from focus group discussions, and identification of key challenges and opportunities within the green business sector.

The primary objectives of Phase I were to understand the current landscape of green entrepreneurship, identify gaps in support systems, and gather qualitative data from various stakeholders to inform the design and implementation of the program's subsequent phases. By engaging with diverse groups, including students, young entrepreneurs, and individuals from rural and economically disadvantaged backgrounds, the study aimed to capture a broad spectrum of perspectives and insights.

Through this comprehensive approach, Phase I provided valuable data and insights that will guide the GEDP's efforts to create an inclusive, supportive, and effective ecosystem for green entrepreneurs. The findings from this phase will help in tailoring the program to meet the specific needs of aspiring green business owners and ensuring the long-term sustainability and impact of their ventures.

8.3 Symbiosis College of Design: Transformative Learning Experience

Enhancing Sustainability: Poornam Ecovision Foundation's Collaboration with Symbiosis College of Design

In 2023, Poornam Ecovision Foundation embarked on an inspiring journey of creativity and innovation through a collaborative Service Learning Internship program with students from Symbiosis College of Design (SID). This initiative aimed to harness the budding talents of young designers, providing them with real-world experience while contributing significantly to Poornam's mission of promoting sustainability and environmental awareness.

Redesigning Poornam's Digital Presence

The UI/UX design team from SID took on the ambitious task of redesigning Poornam's website. With a focus on enhancing user experience and engagement, the students worked diligently to create intuitive and aesthetically pleasing designs. Nehal Nema spearheaded the overhaul of the entire website and shop page, ensuring a seamless shopping experience for users. Prisha Gathani and Shubranil Kundu focused on revitalizing the project pages, making it easier for visitors to understand and engage with Poornam's initiatives. Janhavi Apte, Rutha Borse, and Khushi Verma brought fresh life to the home page and blog section, creating a welcoming and informative space for users. Their collective efforts resulted in a modern, user-friendly website design that effectively communicates Poornam's vision and activities.





Capturing the Journey of Fabric Waste

Another group of creative minds delved into the world of documentary filmmaking to tell the story of fabric waste upcycling. Nayonikaa Shetty and Joshua Kale led the production of a compelling short documentary that traced the journey of fabric waste from discarded material to beautifully upcycled products. Through meticulous scriptwriting, planning, and execution of shots, they crafted a narrative that not only showcased the upcycling process but also highlighted its positive impact on sustainability. Their work serves as a powerful tool to educate and inspire others about the importance of recycling and sustainable practices.

Innovating with Upcycled Product Designs

The product design team embraced the challenge of creating innovative and environmentally friendly designs using upcycled materials. Students like Gitanjali Biju and Ashley Handique explored seven unique themes, including calendars, autumnthemed frames, and minimalistic gifts. They developed practical and aesthetically pleasing prototypes, demonstrating that sustainability can go hand in hand with creativity and functionality. Their designs are a testament to the endless possibilities of upcycling, turning what was once considered waste into valuable products.

Bringing Projects to Life with Thematic Designs

In a bid to visually enhance Poornam's various initiatives, a group of students focused on thematic designing. Soumya Sanghi and her peers created comprehensive design packages that included digital art assets for posters, banners, flyers, infographics, and report layouts. These thematic designs were not only visually consistent but also deeply reflective of the principles and uniqueness of each project. Their work significantly boosted the visual appeal and communication effectiveness of Poornam's promotional materials.

Showcasing Upcycled Products Through Catalogues

Lastly, the catalogue design and photography team, Ashika Arun and Ishita Ranawat, took on the task of designing a catalogue and capturing professional product photographs for Poornam's upcycled products.













Their attention to detail and creative vision resulted in a polished, market-ready catalogue that beautifully showcased Poornam's products. Their work plays a crucial role in the marketing and sales efforts, helping to bring more visibility to the foundation's sustainable products.

A Symbiotic Partnership for a Sustainable Future

The Service Learning Internship with Symbiosis College of Design was a resounding success, reflecting the power of collaboration between educational institutions and non-profit organisations. The students gained invaluable hands-on experience, applying their skills to meaningful projects and enriching their professional portfolios. Meanwhile, Poornam Ecovision Foundation benefited from fresh, innovative ideas that enhanced their projects and digital presence.

This partnership not only furthered Poornam's mission but also empowered the next generation of designers to engage in socially and environmentally responsible practices. It stands as a shining example of how academic institutions and non-profits can work together to create positive change, fostering a culture of sustainability, creativity, and community engagement.

8.4 Social Impact

As the coordinator of the C20 LiFE's "LiFE & Waste" theme, Poornam Ecovision Foundation conducted a series of impactful outreach programs from March 2023 to May 2023. These programs included nine Chaupals held across eight cities, a webinar series titled "Towards Sustainable Future - Insights And Innovations in Waste Management," and two panel discussions on sub-themes related to waste management.

Stakeholder Engagement Through Chaupals

- Number of Chaupals: 9
- Cities Covered: 8
- Civil Society Organizations: 54
- Professionals:50
- Students:94

These sessions facilitated a deep analysis of lived experiences, drawing comparisons with theoretical aspects of the LiFE & Waste theme. This approach highlighted key gaps in existing policy frameworks, shedding light on areas requiring urgent attention and improvement.

Knowledge Dissemination Through Webinars

- Total Webinars: 6
- Total Participants: 330+
- Renowned Speakers: 6
- Topics Covered: Sustainable consumption, waste-to-energy approaches, e-waste management, impact of individual lifestyles and policies on waste management

These webinars garnered significant participation and provided valuable insights into innovative solutions and best practices in the field.

In-Depth Exploration Through Panel Discussions

- Panel Discussions: 2
- Total Reach: 62

These discussions fostered robust conversations, enabling the identification of effective strategies and approaches for sustainable waste management.

Formulating Comprehensive Policy Frameworks

- Policy Frameworks Formulated: 5
- Key Areas for Policy Development: 10
- Actionable Measures: 40

These frameworks serve as a solid foundation for the G20 recommendations, highlighting crucial areas for policy development and reform.



Snapshots of C20 LiFE &Waste Efforts















9. Celebrating Foundation Day

The Poornam Ecovision Foundation celebrated its Foundation Day on 17th December 2023, marking another milestone in our journey towards sustainable development and environmental conservation. The event was held at [Venue], attracting a diverse group of participants, including environmentalists, educators, researchers, students, government officials, and representatives from various non-profit and commercial organisations.

9.1 Part 1: Eco Mela

The Eco Mela was a vibrant and engaging segment of the Foundation Day celebration, designed to showcase and promote eco-friendly products, sustainable practices, and innovative solutions for environmental conservation.

1. Eco-friendly Products

Various stalls featured a range of eco-friendly products, including biodegradable utensils, organic clothing, and natural personal care items. Local



entrepreneurs and businesses had the opportunity to display and sell their products, encouraging sustainable consumer habits. Attendees were able to purchase items directly, supporting eco-friendly businesses and promoting sustainable lifestyles.

2. Sustainable Agricultural Techniques

Demonstrations and displays highlighted innovative agricultural practices such as vertical farming, hydroponics, and organic farming methods. Experts were available to explain these techniques and their benefits for sustainable agriculture. Agricultural businesses showcased their products and offered them for sale, allowing attendees to directly support sustainable agriculture.



3. Product Showcasing, Exhibition, and Selling of Products

The exhibition showcased a variety of products related to renewable energy solutions, waste management, and other eco-friendly technologies. Participants learned about the latest advancements and how they can be implemented in daily life. Companies provided demonstrations and offered products for purchase, enabling attendees to invest in sustainable solutions for their homes and businesses.



9.2 Part 2: Foundation Day Program

The program comprised of speeches, discussions, and cultural performances aimed at reflecting the Poornam Ecovision Foundation's mission and commitment to sustainable practices.

Inauguration

The event began with a welcome address by Dr. Rajesh Manerikar, who set an enthusiastic tone by highlighting the achievements of the past year and outlining the vision for the future. He celebrated the organisation's successes, citing specific projects, awards, and growth metrics that underscored the team's dedication and hard work. He then shifted focus to the future strategic goals and upcoming initiatives aimed at fostering innovation, sustainability, and community impact. His address aimed to inspire and motivate the audience, creating a sense of unity and purpose.

Keynote Speech

Following the welcome address, the keynote speech was delivered by Dr. Gajanan Dange, a prominent environmentalist. His speech was both enlightening and inspiring, focusing on the critical need for innovative approaches to tackle environmental challenges. He addressed pressing issues like climate change, biodiversity loss, pollution, and resource depletion, sharing successful case studies that illustrated effective solutions. His speech culminated in a call to action, urging attendees to actively participate in environmental conservation and sustainability efforts.

Awards Program

The Foundation presented the Paryavaran Hitavardini Award to the Pebbles II society whose innovative work have significantly advanced environmental sustainability over the past year. Similarly, the Paryavaran Mitra Award was bestowed upon to the organisation Go Do Good Studio Pvt. Ltd. who has demonstrated exemplary commitment to promoting environmental awareness and implementing sustainable solutions within their operations and communities. These recognitions not only honour the remarkable achievements of the recipients but also aim to encourage continued efforts and innovation in the field of environmental sustainability.

Closing Ceremony

The program concluded with a closing ceremony where the Poornam member delivered a vote of thanks, expressing gratitude to all participants, volunteers, and sponsors for their support and active involvement.

Conclusion

The Foundation Day program was a resounding success, with positive feedback from attendees who appreciated the opportunity to learn, network, and collaborate. The event reinforced the Foundation's commitment to fostering a community dedicated to sustainable development and environmental conservation.





10. Impact And Outreach





96,552 kg E-Waste collection
22,794 kg Plastic collection
16580 E-goods donations
106 Donation By Poornam

17,578 kg of fabric collected
12,903 kg of fabric donated
44 women get empowered



3,31,560 kg of organic waste composted annually **30,46,467 litres** of potential rainwater conservation

2654 Active volunteer participation6,08,351 Total outreach (Social outreach)

Beneficiary Testimonials



Dear Dr Rajesh and Team Poornam,

Thanks for the collection of e-waste from our office. Really appreciate your services to us and to the society as a whole. You all are doing fabulous work!!!

Best wishes

Shilpa Choudhari



Dear Mr. Komandur & Mr. Manerikar,

Thank you for this 'Certificate of Appreciation' for disposing the E-Waste collected from my home. Wishing your initiative and efforts for a greener environmental success!

Regards,

Kalyan & Jaya Lingham





Namaste,

I am Sneha Rajendra Harne studying at K.B.Joshi Institute of Information Technology, Pune. On behalf of our college, this year with the cooperation of Poornam EcoVision foundation and their Eco friends, I got the opportunity to participate. Every year our eco friends organized many activities, events related to eco-friendly environment, this year I was involved in great campaign like waste collection drive, shadu mati collection, and Pehel, etc. I had many good experiences in all these activities. In all this, the local people we will be able to reach from children to seniors through this medium, they were able to create awareness regarding environmental conservation.

I am happy that I too became a part of all these occasions. I am very grateful to your Poornam Parivar, I would like to participate in all the upcoming activities with the same enthusiasm and motivation.

Sneha Rajendra (Student Volunteer)





Over the past five years, Symbiosis College of Arts and Commerce students have been interning with Poornam Ecovision Foundation. This year, 42 students participated in a collaborative internship, focusing on environmental responsibility and community engagement. They worked in various areas, including textile waste, fabric upcycling, and tackling E-Waste. Their efforts touched over 3000+ individuals and generated revenue of Rs.16200. The students' dedication to waste reduction and community engagement was evident, with over 700 households educated on sustainable disposal methods during the e-waste project. The internship has enriched their academic journey and transformed them into proactive agents of change.

Prof Dr. Sharayu Bhakare





Home compost kit by Poornam EcoVision is a complete kit for home composting. It contains everything one needs at the beginning viz. inoculum (starter microbial culture), coconut shells, pre made compost, reused buckets etc. We only need raw compostable materials easily available at home & nothing else, just mix & maintain as per instructions provided with the kit. That's it & you will get perfectly made compost! Convenient & very nominal cost. Highly recommended.

Virashree Jamdar





I recently purchased your home composting kit, and I couldn't be more pleased! The kit is user-friendly, well-designed, and has made composting at home incredibly easy. The step-by-step instructions were clear and simple to follow, making the whole process a breeze. I've already seen a significant reduction in my kitchen waste, and it's rewarding to see it turning into nutrient-rich compost for my garden. This kit has truly made a positive impact on my daily life and my efforts to live more sustainably. Thank you for creating such a wonderful product and for your commitment to promoting eco-friendly practices.

Ankita Nema





पाणी हे जीवन आहे आणि सध्या पाण्याचा प्रश्न महत्वाचा आहे. पाणी वाहून वाया जाताना आपण आजूबाजूला पाहतो. मी गेल्या ३-४ वर्षांपासून पावसाचे पाणी वाहून जाऊ न देता वाचवता कसे येईल याचा विचार करत होते. त्याच दरम्यान मला पूर्णम इकोव्हिजन संस्थेविषयी समजले. मी संपर्क केला असता संस्थेने अतिशय चांगल्या पद्धतीने रेनवॉटर हार्वेस्टिंगची कन्सेप्ट समजावून सांगून सिस्टीम बसवून दिली. पूर्णमचे खूप आभार! प्रत्येकाने घरोघरी हे करून घ्यावे.

सौ. प्रीती भोसले, संस्थापिका, यश्मिता होस्टेल



66

मी ग्राफिक डिझायनर आहे. पोर्ट्रेट, ड्रॉइंग आणि स्केचिंग हे मला अवगत होते. पूर्णमतर्फे आयोजित केलेल्या प्रशिक्षणामध्ये मला मधुबनी पेंटिंग आणि टायबल आर्ट या कला शिकता आल्या. त्यामुळे ज्ञानामध्ये भर पडली. पुढेही ॲडव्हान्स प्रशिक्षण आयोजित केले तर मी नक्की उपस्थित राहीन.

श्रुतिका गावडे, प्रशिक्षणार्थी

आमच्यासारख्या बऱ्याच जणींना या प्रकारचे प्रशिक्षण हवे होते पण त्यांना ते कुठे घेता येईल याविषयी माहिती नव्हती. पूर्णम इकोव्हिजन फाऊंडेशनने ही संधी उपलब्ध करून दिली. आमच्यापैकी बऱ्याच महिलांना पुढे याचा उपयोग करून स्वतःचा उद्योग सुरु करता येईल. संस्थेचे मनःपूर्वक आभार!

मनिषा येनकर, प्रशिक्षणार्थी





11. Sustainability and Environmental Practices

11.1 Poornam's Contribution to Sustainable Operations

The Poornam Ecovision Foundation prioritises reducing its environmental impact and advocating for sustainable practices. This commitment is particularly notable in our selection of vehicles for project execution. Under our eco-friendly ethos, we exclusively employ vehicles powered by sustainable fuel sources across our diverse projects.

In the Paripoornam Project, which focuses on Fabric waste collection and management, we have implemented a transportation system centred around a Compressed Natural Gas (CNG) fueled vehicle. CNG stands out as a cleaner alternative compared to conventional fuels, boasting lower emissions and playing a pivotal role in curbing air pollution. By opting for CNG, we not only ensure efficient waste management but also demonstrate our commitment to environmentally conscious transportation practices. This strategic choice underscores our dedication to fostering sustainability at every stage of our operations.

Within the scope of the E-Yantran Project, dedicated to electronic waste recycling and advancing sustainable technology practices, our transportation infrastructure in the case of doorto-door E-waste collection service revolves around the use of electric vehicles (EVs). This strategic choice represents a conscious effort to minimise carbon emissions and champion cleaner transportation methods. By harnessing the power of electricity to fuel our vehicles, we actively contribute to the reduction of our carbon footprint while also spearheading the adoption of sustainable practices within both the technology and transportation industries. Our conscientious selection of fuel options for project vehicles underscores our dedication to sustainable operations, reinforcing our holistic approach to environmental responsibility across diverse project domains.

11.2 Eco-friendly Practices & Waste Reduction Initiatives

At the Poornam Ecovision Foundation, our dedication to implementing eco-friendly practices and nurturing waste reduction initiatives within our organisational framework remains unwavering. These endeavours are deeply rooted in our overarching mission to champion sustainability and uphold environmental stewardship at every turn.

A noteworthy initiative we've undertaken entails repurposing one-sided printed papers within our office premises. By advocating for the re-utilisation of paper with printing on only one side, we actively participate in curtailing paper consumption. This not only aids in minimising our ecological footprint on forests but also underscores our commitment to prudent resource management.

Furthermore, our office has a biogas unit, showing how much we care about using energy in a way that's good for the environment. This unit turns organic waste into energy, which helps us manage waste better and makes sure we're using resources wisely. We also take care to separate our waste properly at the office. We sort out plastic, paper, dry, and wet waste carefully. This helps us manage each type of waste correctly, whether it's by recycling or processing it.

When we clean our office, we prefer using natural cleaning products. This helps us avoid strong chemicals, making the indoor air healthier and reducing the release of harmful substances into the environment. These efforts show how seriously we take care of the environment. We are committed to doing these things sustainably every day, setting an example for other organisations wanting to do the same.

We organise clean-up drives in diverse locations, inviting participation from the general public and volunteers of all ages.

Through these drives, we aim to instil an awareness of waste minimization and sustainable living practices within our community. By involving people from different backgrounds and age groups, we foster a sense of collective responsibility towards the environment. As a result, we not only decrease waste accumulation in specific areas but also contribute to the overall beautification of these spots.

We coordinate "river walks with experts" as an engaging activity for volunteers to participate in. During these walks, knowledgeable guides provide insightful information about river pollution and water quality in general. Participants gain valuable insights into the various factors contributing to river pollution, such as industrial runoff, improper waste disposal, and agricultural practices. Additionally, they learn about the importance of clean water for both environmental health and human well-being.



12. Future Roadmap

12.1 Vision for the coming year

Our vision for the coming year is expansive and ambitious, focusing on various key initiatives to drive environmental and social impact. Looking ahead, our organization is committed to expanding its reach and impact. We will focus on scaling our successful programs, fostering innovation in waste management and sustainability, and engaging communities and stakeholders to create a more sustainable future.

E-yantran

Leading E-yantran yearlong program in PMC, PCMC, Sambhajinagar

Expanding E-yantran program in 10 cities.

Green Consultancy

Installing Kits at 500 households

Offering comprehensive composting Operation and maintainance services in Sinhagad Road area.

Installing rainwater harvesting at 100 households in Rural area

Paripoornam

Start training & production center at 3 new locations in Pune for fabric upcycling

Volunteer Engagement

Engaging corporates and students in sustainability volunteer programs

CARE

Starting Help line in Waste management and sustainability

Conducting national level seminar on waste management

Starting Entrepreneurship program in sustainability

Engaging student Interns for research work in WM.

13. Team and Leadership

13.1 Introduction to Leadership



Mr. Sacheen Kulkarni
President & Director



Mr. Atul Kshirsagar
Director



Dr. Rajesh Manerikar CEO & Founding Member

Rutik Sawant, Pravin Tambat,

13.2 Introduction to Our Team Members

Account Admin Operations Manager

Sanjay Mohol Satish Waghdare Snehal Waghole, Jyotsna Bhilegaonkar, Subhash Ambore

→ Paripoornam •

Product Project Coordinator Project Coordinator Marketing Coordinator

Suvarna Dhadve Ravita Kamble, Sneha Joshi Advait Patki

Fabric Stitching Field Support

Gauravi Panchal, Hema Sangale, Manasvi Kanekar, Neelima Kulkarni, Rohini Kharag, Swati Korwan,

Shital Pajane, Kalpana Thakar

a Kulkarni, Rohini Kharag, Swati Korwan, Amol Agnen

→ Green Consultancy ◆

Project Coordinator Coordinator Field Support

Dakshata Parab Balaji Lobhe Ravindra Bhosale, Nilesh Shelar

Volunteering Engagement •

Project Coordinator Coordinator

Abhijeet Dodake Riddhi Wadikar

Poornam's Centre for Applied Research in Environment

Project Coordinator Project Coordinator (Content) Project Coordinator (EDP)

Neehar Barve Namita Khatavkar Dr Anagha Athavale

MIS Coordinator Content Coordinator EDP Coordinator

Puranam Sai Shubham Jadhav Avinash Gumbhare, Poonam Dhoshi

→ E- Yantran ↔

Project Coordinator Project Coordinator (DTDC)

Chandrakala Shinde, Rohit Kusalkar, Sandeep Jagdhane Rushikesh Choudhari

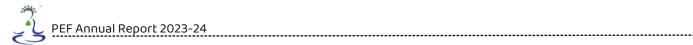
Area Coordinator(DTDC) Refurbishing Department Godown Incharge

Ajinkya Kumbhar, Saurabh Kharate Charusheela Taru Avinash Padwal, Kaushal Padwal

Area Coordinator

Akash Pandav, Akshay Mankar, Sarangdhar Koli, Shantikumar Londe, Santosh Napte, Lalit Desale,

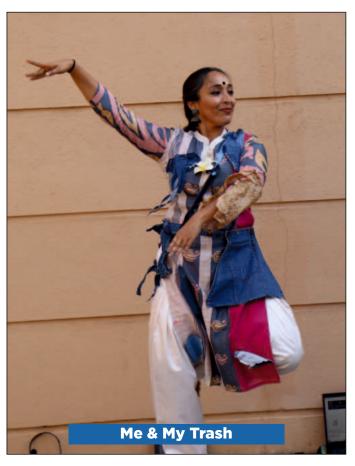
Ranjana Lavhale, Vinita Rout



14. Photo Gallery

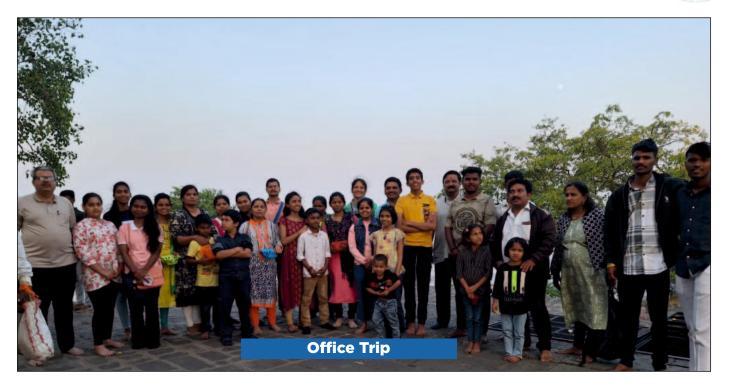




















15. Acknowledgment of Partners and Supporters

Government Organization







Associate Academic Institution







Associate Corporates























Associate NGOs































Along with our associates & supporters this year, Poornam Ecovision Foundation has had the distinct honour of collaborating with esteemed organisations and institutions committed to sustainable initiatives:

Symbiosis Institute of Design | Symbiosis College of Arts & Commerce Metro Global Solution | Icertis | Cybage | Mercedes Benz | Allstate | ARAI | Janseva Nyas Adar Poonawalla Clean City Initiatives | Maa Sharda Foundation | Chinmaya Mission | Earthing

