

Welcome

ZERO WASTE OUTREACH KIT

India faces a significant waste management challenge, **producing a staggering 1.5 lakh tons of waste daily**. To address this urgent issue, we must prioritize **waste segregation and proper management**. By adopting a circular approach and collaborating with waste pickers while composting organic waste, we can effectively tackle air pollution, climate change, and reduce strain on landfills. These sustainable waste management practices align perfectly with the **Swachh Bharat Mission Urban 2.0**. Let's work together for a cleaner and more sustainable future!

What?

ZERO WASTE OUTREACH KIT

Welcome to **Zero Waste Outreach Kit!** This kit has been designed to **raise awareness** and promote positive actions towards **waste segregation, composting, waste reduction, and the reduction of single-use plastics**. By sharing these awareness materials with your community, you can play a crucial role in educating and inspiring residents to make environmentally conscious choices in their daily lives.

Why?

ZERO WASTE OUTREACH KIT

The kit is needed to address pressing concerns of waste management and environmental sustainability at a grassroots level. It educates about waste segregation, composting, waste reduction, and harmful effects of single-use plastics. Improper waste disposal leads to pollution, environmental degradation, and health hazards. The kit empowers individuals and communities to make sustainable choices, reduce landfill waste, conserve natural resources, and minimize carbon footprint. Let's inspire change and spread awareness to create a cleaner, healthier, and more sustainable future.

How to use it?

**ZERO
WASTE
OUTREACH
KIT**

Using this outreach kit is simple! Each awareness material is carefully crafted to be visually appealing and informative, including posters and videos. You can share these materials on various social media platforms such as WhatsApp, Facebook, or Instagram. The aim is to create a ripple effect of awareness and engagement, encouraging individuals to take active steps towards sustainable waste management practices.

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What's Inside?

Steps to use the kit:

1. The link given below will take you to a schedule
2. Copy the caption corresponding to the day you're sharing the poster
3. Download the poster (Hindi version too, if available) from the link given below the caption
4. Go to your WhatsApp (or any other social media platform) and attach the downloaded image, paste the earlier copied caption in the message box
5. Share it on groups, broadcast lists or individually

Points to remember:

- Share the posters twice a week on WhatsApp
- Preferably on Tuesdays between 8-10 am and on Saturdays between 9-11 am
- Share the Hindi version of the same posters within 10-15 mins of sharing the English posters.

Note: You can customize the posting schedule as per your requirements too, but make sure to share the posters at regular intervals.

