



**Samprabhav**  
Foundation

# REVIVE KODAGU-CLEANATHON CAMPAIGN

## PROJECT INFORMATION

[www.samprabhav.com](http://www.samprabhav.com)



# PROJECT BACKGROUND

Kodagu forests, vital for biodiversity and climate regulation, face severe threats from deforestation, land degradation, and **plastic pollution**, worsened by unregulated tourism. In Kodagu, plastic waste disrupts wildlife, contaminates groundwater, and depletes soil fertility, **demanding urgent action**.

**Samprabhav Foundation** is leading a District-Wide **Kodagu Revive-Cleanathon Campaign** to restore Kodagu's pristine beauty, aiming for a **Guinness World Record** through large-scale plastic removal. This initiative will drive lasting environmental change by partnering with government bodies, corporates, and communities. Post-Cleanathon, we will work with regulators to enforce strict pollution controls and sustainable waste management. Join us in protecting Kodagu—because a cleaner future starts today.



# PROJECT HIGHLIGHTS

Under **Revive Kodagu**, the **Cleanathon Campaign** will unite **20,000+ Volunteers** across **104 Grama Panchayats** for a **historic one-day plastic clean-up**, setting a **new benchmark** in environmental action. This massive movement-bringing together communities, corporates, and government bodies-aims to **control plastic waste** and ignite a **lasting culture of sustainability** in Kodagu.

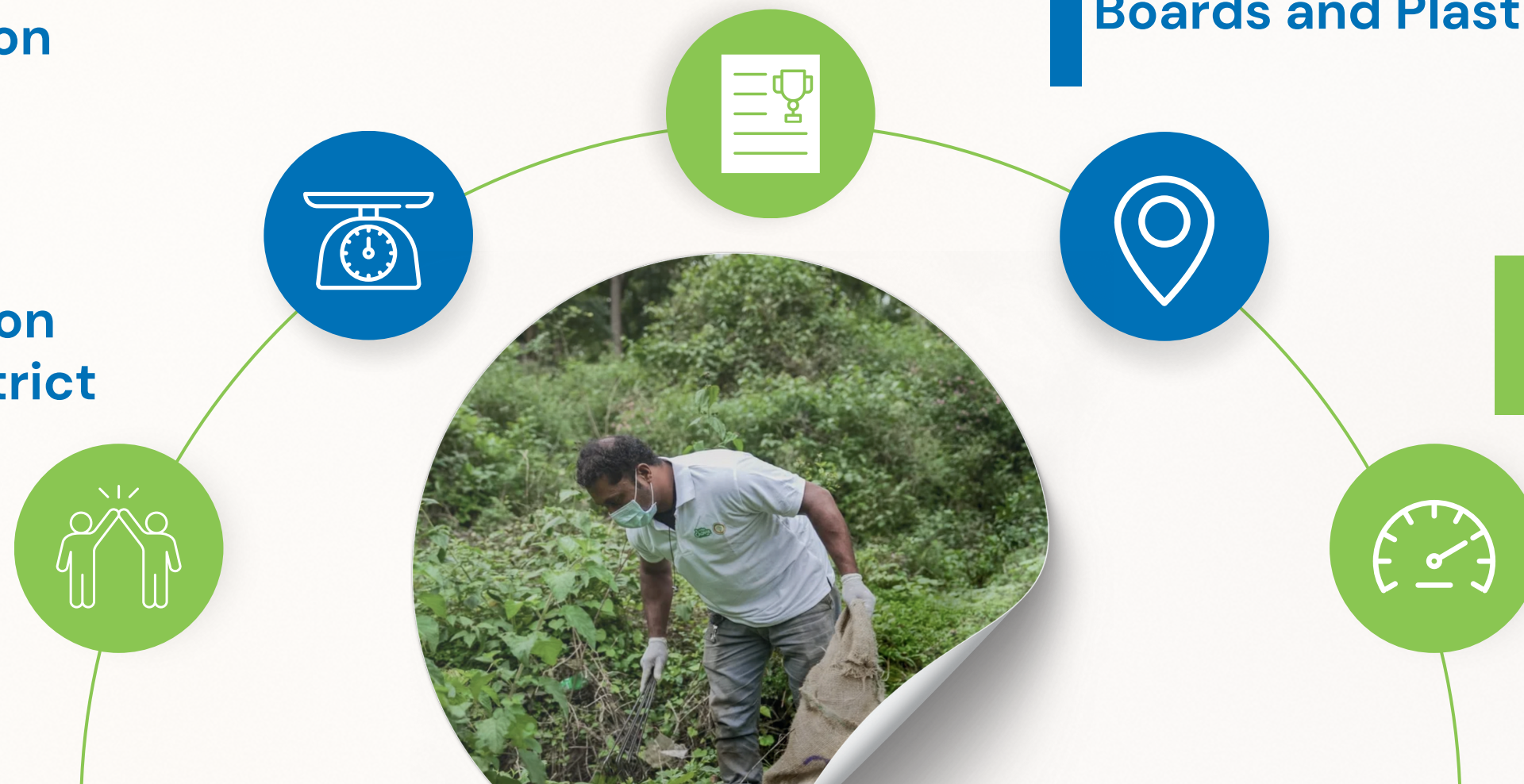
Setting a Guinness World Record for the  
Largest One-Day Plastic Clean-Up Campaign

2,00,000+ kgs of Plastic  
Waste Collection

30 Hotspots will be identified for Awareness  
Boards and Plastic Collection Bins

20,000+ Volunteers on  
Single Day in one District

Covering 500+ KM  
within Kodagu District



# PROJECT OBJECTIVES



## Control Plastic Waste

To systematically remove plastic waste from public spaces, forests, rivers, and other sensitive ecosystems in Kodagu.

OBJECTIVE 1



## Strengthening Local Regulations

To advocate for stronger local regulations on the use of single-use plastics and implement comprehensive disposal measures for all types of non-biodegradable waste to ensure integrated waste management, recycling and environmental protection.

OBJECTIVE 2



## Promote Sustainable Alternatives

To educate and encourage the adoption of eco-friendly alternatives to single-use plastics among all the stakeholders, local population and tourists.

OBJECTIVE 3



## Raise Environmental Awareness

To create lasting awareness about the harmful impacts of plastic pollution on the environment, wildlife, and human health.

OBJECTIVE 4



## Foster Multi-Stakeholder & Community Involvement

To engage and sustain local communities, youths, students, public servants, businesses, and visitors in collective action towards a plastic-free Kodagu.

OBJECTIVE 5

# PROJECT ALIGNMENT

## Global ESG Framework



- Pollution Control and Waste Management
- Natural Resource Management Stewardship
- Climate Change

## Corporate Social Responsibility Act



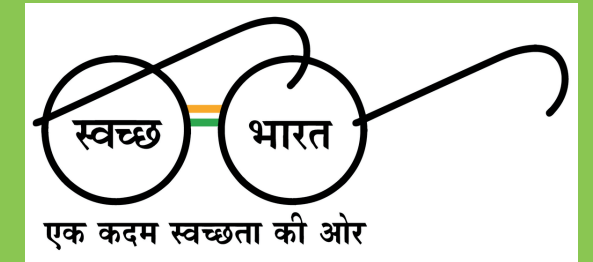
Under Section 135, Schedule VII of the Corporate Social Responsibility Act, 2014, this initiative aligns with Activity (iv), which emphasizes: *“Ensuring environmental sustainability, ecological balance, protection of flora and fauna, animal welfare, agroforestry, conservation of natural resources, and maintaining the quality of soil, air, and water.”*

## Sustainable Development Goals



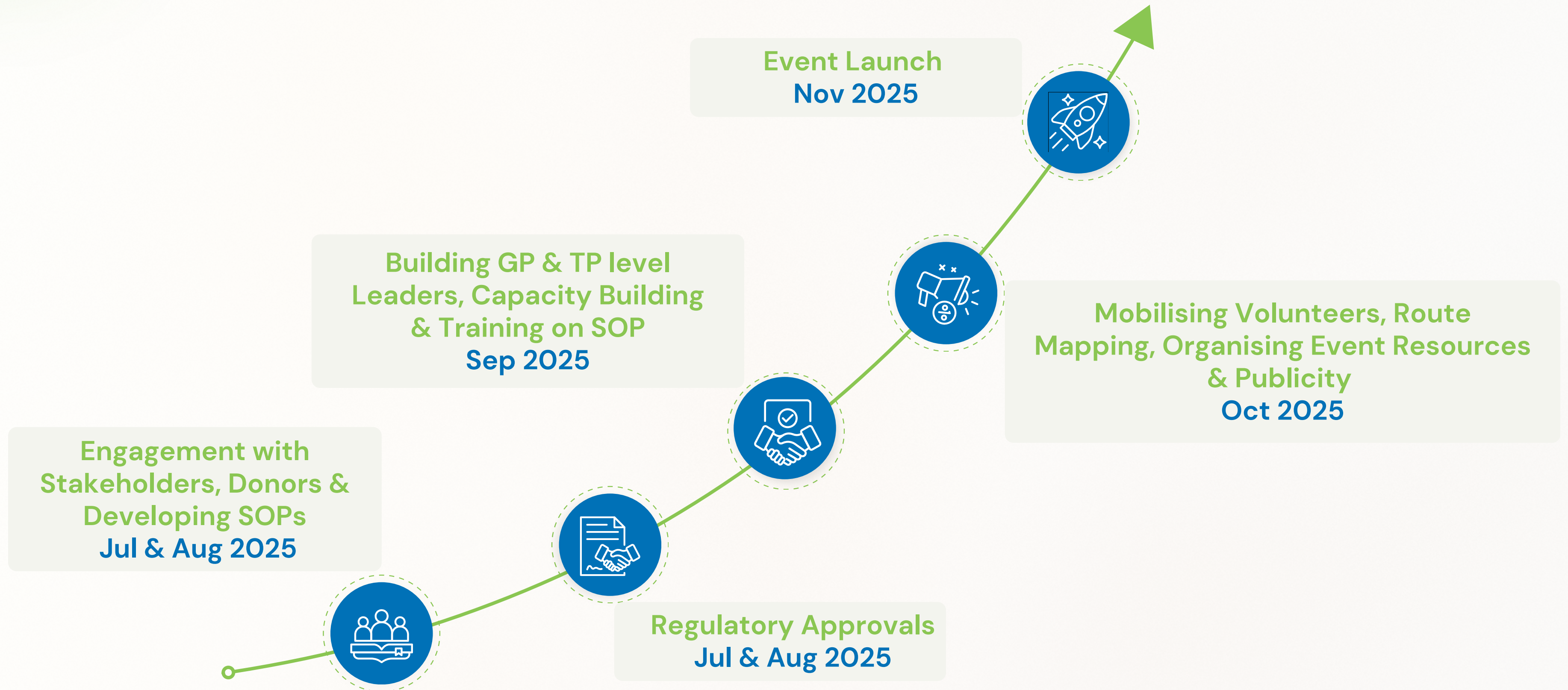
- Indicator 11.6.1: Percentage of municipal solid waste collected and managed in controlled facilities out of total municipal waste generated.
- Indicator 12.5.1: Measuring the amount of plastic waste recovered through Cleanathon and broader Revive Kodagu efforts.
- Indicator 12.8.1: The extent to which education on sustainable development and lifestyles is mainstreamed into policies and programs.
- Indicator 13.3.1: Revive Kodagu contributes to local climate action policies.
- Indicator 15.1.1: Reducing plastic pollution helps protect Kodagu’s biodiversity and natural ecosystems.
- Indicator 15.5.1: Mitigating threats to wildlife by reducing plastic hazards in forests and rivers.
- Indicator 17.16.1: The Revive Kodagu Cleanathon Campaign fosters partnerships among local communities, businesses, and policymakers to promote environmental sustainability.

## Swachh Bharat Abhiyan



Cleanathon Coorg supports Swachh Bharat Abhiyan by mobilizing 20,000+ volunteers to remove 200+ MT of plastic waste from 104 grama panchayats. It promotes plastic-free tourism, behavioural change, and community-driven waste management.

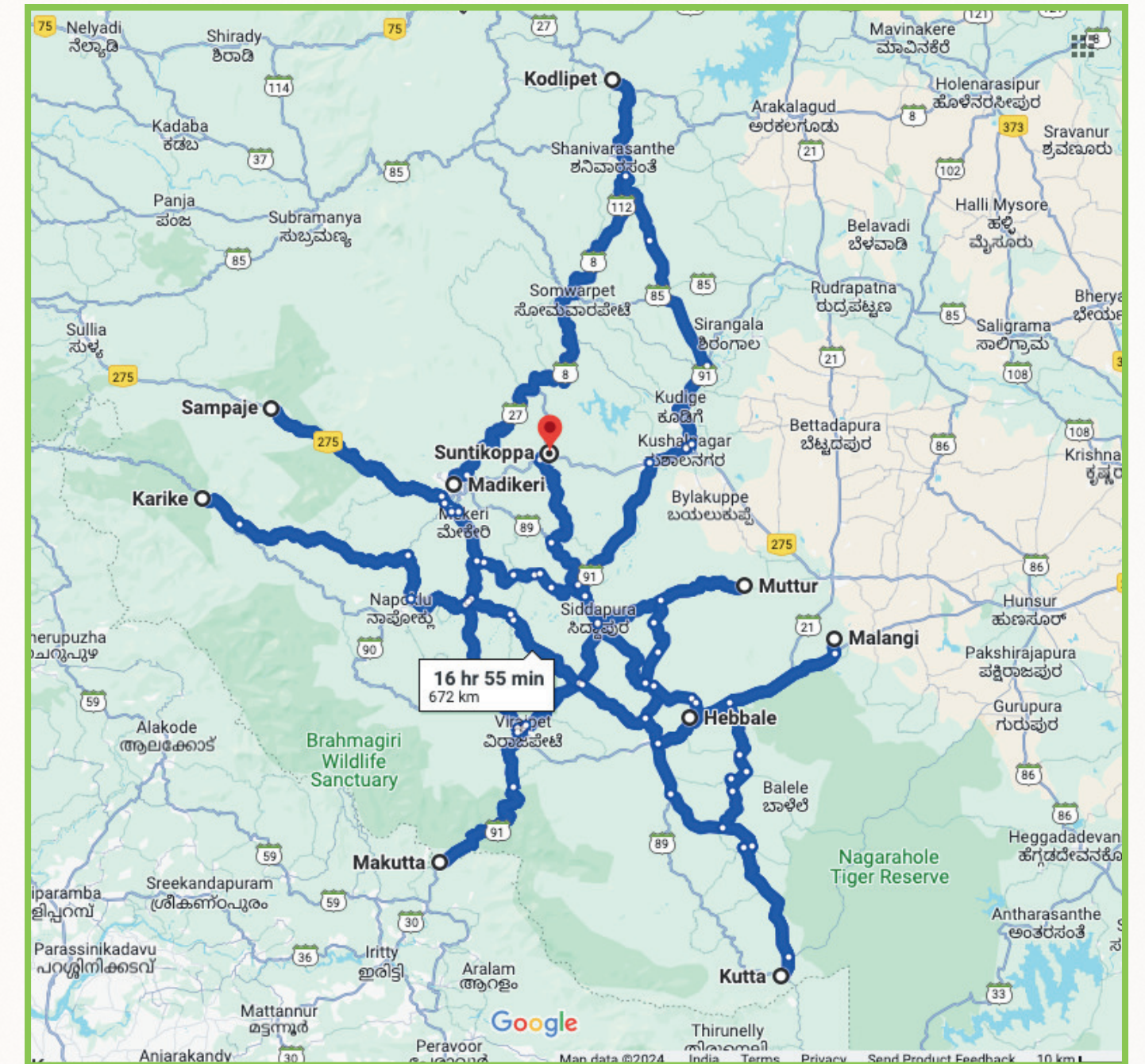
# PROJECT TIMELINE & IMPLEMENTATION PLAN



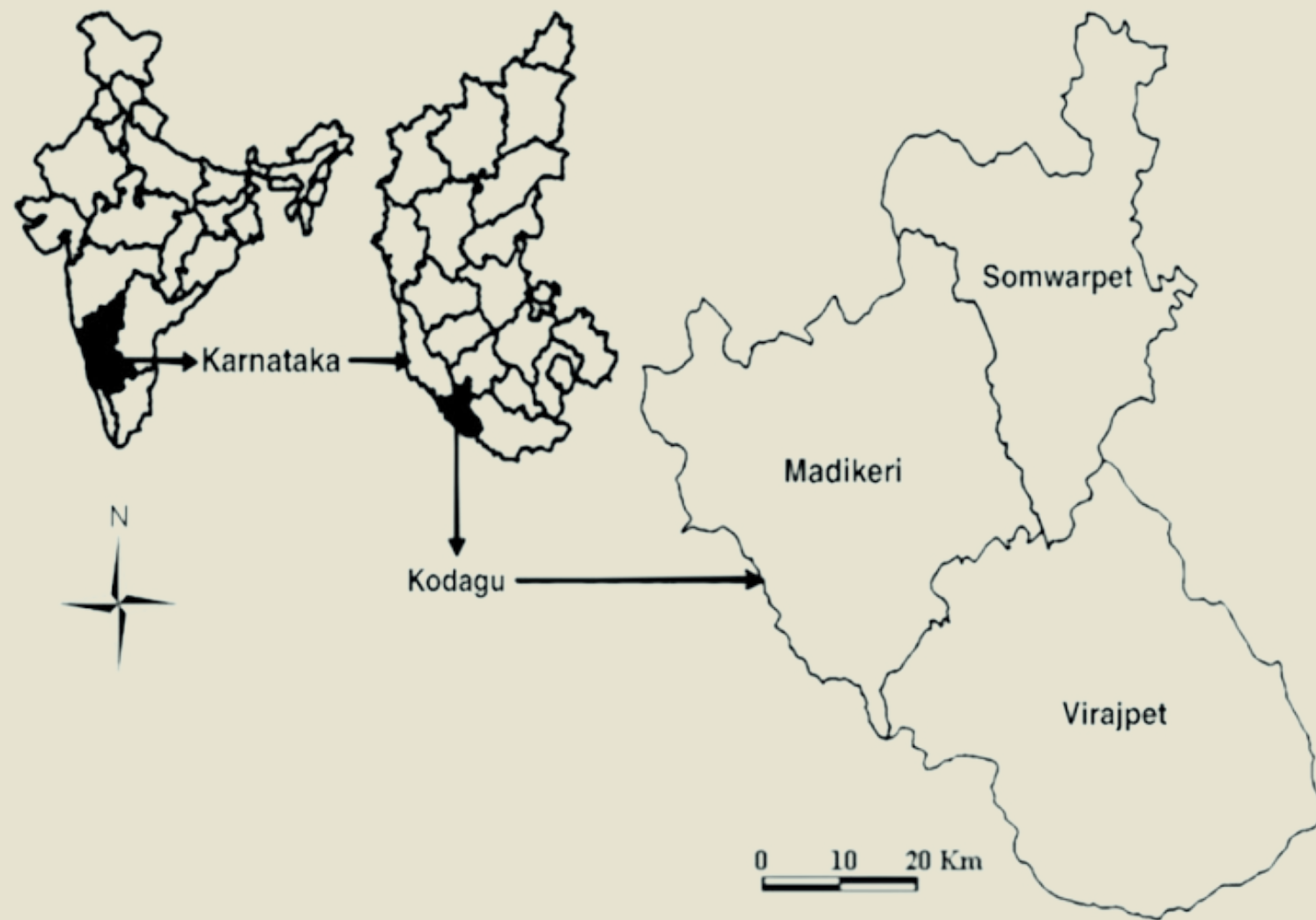
# PROJECT COVERAGE AREA



500+ KM



# EXPECTED OUTPUT & WAY FORWARD



**Plastic Waste Management:** Quantifiable data on the volume of plastic waste collected and successfully recycled.



**Community Committees:** Formation of local-level monitoring committees to oversee ongoing plastic waste management efforts.



**Sustainable Infrastructure:** Establishment of awareness boards and plastic collection bins at key locations to support long-term waste management and awareness efforts.



**Sustenance:** Continuous follow-up with the district administration to push for behaviour change through punitive measures.