



# Cosmo Foundation

A Philanthropic initiative of

## Cosmo Films Limited

### AWARENESS CAMPAIGN ON **SWACHHATA AND SINGLE USE PLASTIC**

2<sup>nd</sup> October 2019

150<sup>th</sup> Birth Anniversary of  
Mahatma Gandhi



**Cosmo Foundation** – Philanthropic CSR initiative of Cosmo Films operates in 23 neighboring villages of their manufacturing units in Aurangabad and Vadodara District. The organization is engaged to enhance quality of education among rural children and to improve hygiene, cleanliness and green spaces in surrounding areas of manufacturing units of Cosmo Films.



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www.cosmofilms.com/ CSR.

## SWACHHTA a way of life

We believe that building a positive culture with behavior change only makes the most challenging campaign “Swachh Bharat” sustainable. Hence we focused on hardware and software, developed and executed programs with community participation. Cosmo Foundation formulated “Swachh – Harit Club” at Govt. schools comprises of students, Cosmo and school teacher. Personal and environmental hygiene promoted through this club. Apart from this we have constructed underground water tanks in four schools in drought affected villages of Aurangabad, sanitation blocks for girls in 10 schools at Karjan, installed 200 wastebins across schools and gram panchayats, planted 300 trees, developed and maintain gardens at Aurangabad airport and at National Highway no.8 at Karjan. The aim is to create and maintain green spaces, create awareness for appropriate disposal of plastic and non plastic waste.



## Plastic Waste Collection and Awareness on Single Use Plastic

To make above mentioned initiatives more intensive, on the eve of 150th birth anniversary of Mahatma Gandhi (2nd October 2019) Cosmo Foundation organized plastic collection drive in two villages and awareness on single use plastic and its appropriate disposal in 17 villages in Karjan block of Vadodara District and Plastic collection drive in one village of Gangapur block in Aurangabad district.

The programme was organized in coordination with Primary school and Gram Panchayat of Kanabha and Bodka village of Vadodara District, Gujarat. The programme started with “Vaishnav Jan Bhajan”, followed by musical exercises related to personal hygiene, rally across the village and Plastic waste collection.





300 Students along with teachers, villagers, members of Gram Panchayat, talati, employees of Cosmo Films Ltd. as well as members of Cosmo Foundation across the streets of both the villages joined this drive. All of them joined voluntary Shramdan , collected plastic wastes from streets and door to door , team of children talked to villagers displayed Swachhata slogans to spread awareness.



Handbills distributed among the villagers a day before the drive for making them aware on adverse effect of single use plastic on climate and encouraged them to deposit single use plastic waste in the rally.

**As a result, in just 3 hours time, collection of 10 kgs of plastic bottles and 70 kgs of plastic bags and rappers from both the villages in Gujarat done.** All the Plastic waste collection was deposited at Karjan Municipality plastic waste collection center, which sends it to Paver block making company at Savali block. Divybhaskar News Paper has covered the same story in its Danik on 3rd September, 2019.



**दैनिक भास्कर**

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कोस्मो फाउंडेशन के जे व डोटरा जिल्लाना करजल तालुकाना ग्राम्य विस्तारनी सरकारी प्राथमिक शाळाओवां शिक्षण अने स्वच्छतानु कार्य करे छे. तेना द्वारा कल्ला प्राथमिक शाळा अने पंचायत तथा भौडका प्राथमिक शाळा अने ग्राम पंचायतना संयुक्त उपक्रमे सिंगल यूज प्लास्टिक मुक्त बनाववा अने ग्राम स्वच्छता भाटे सहाई तथा प्लास्टिक अक्रीकरणो कार्यक्रम योजायो छती.



The program ended with a pledge to stop single use plastic bags and use alternatives like paper and cloth bags as well as to dispose plastic waste in a responsible manner ,to keep different dustbins for wet waste and dry waste, to keep the natural resources like ponds and public places clean and to plant trees to reduce pollution.

*Similar program was organized in Village Ambelhol of Aurangabad district where 200 students, School and Cosmo teachers and youth from the Swadhyay Pariwar joined. 50 Kg. of plastic was collected and sent to authorised scrapper who sends for recycling.*

An open house on single use plastic was organized. Due to vidhansabha election protocol Gram Panchayat could not join. Gloves, Masks, caps and equipments for cleanliness provided by Cosmo Foundation. Panchayats provided hand rickshaw, buckets and brooms in this drive.

In Kandari village at Karjan Cosmo teachers and interns prepared a street play which was enacted by students. The play was "Kingdom of mosquitoes" – Mosquitoes from different countries get together and share their happiness in their country, most happy mosquitoes are from India as they get lot of stuff to be healthy as there is single plastic everywhere, drainages choked and hence they enjoy to produce various diseases.



*In 14 villages of Karjan block, drawing competition and awareness rallies were organized by Balmitras in partnership with local schools on "No to Single use plastic".*

Shri Mayurdhwaj Sinh, Village Magistrate (Talati) of Kanabha and Bodka village said "this initiative of Cosmo Foundation will play a very important role to create awareness on plastic waste, to reduce use of single use plastic and to build responsibility of every villager to keep public places viz. pond, Bus stop etc. clean. I am very much keen to make my villages single use plastic free village with the help of Cosmo."

Children were so much disciplined, enthusiastic and sincere which was beyond our imagination. Youth from Swadhyay Parivar participated with utmost dedication at Aurangabad and it gives us a hope to bring positive change to preserve environment and save our planet.

Ms. Divya Gupta, WASH Consultant UNICEF, Vadodara flagged of the program in village Bodka and said that "Somewhere inside children there is power to change. Cosmo Foundation is building cadre of children and Balmitras as agents of change who transforms their family and village by advocating Swachta. Most significant part is wholistic development of program from hardware to software, monitoring system and systematic engagement with community and addressing most critical area for swachh village focusing on drive against Single use plastic."



**This is the beginning ..in upcoming weeks this drive will be continued and alternatives will be promoted.**