Zero Waste Event - Kambala

Kambala is an age-old tradition in the southwestern Indian state of Karnataka, a captivating event that takes place on an annual basis. This thrilling buffalo race, deeply rooted in local culture, is traditionally sponsored by affluent Tuluva landlords and households residing in the coastal districts of Dakshina Kannada and Udupi in Karnataka, along with Kasaragod in Kerala. This unique region, collectively known as Tulu Nadu, serves as the backdrop for this exhilarating spectacle.

Kambala is a seasonal event that typically commences in November and extends through to March. These grand festivities are organized and orchestrated by Kambala samithis, also known as Kambala Associations. Currently, there are 18 such associations overseeing the organization of Kambala races. Remarkably, over 45 races are conducted annually throughout the coastal Karnataka region, including in smaller, more remote villages such as Vandaru and Gulvadi.

Etymology:

The term "Kambla" itself has a fascinating etymology. It is believed to be derived from the Dravidian roots "kampa-kala," where "kampa" signifies a slushy, muddy field, and "kala" denotes the field where this captivating event takes place. An alternative interpretation of the modern Kambala is that "Kamba" references the pole used for water spurt during the race by buffalo pairs. Here, we embark on a journey to share our story, a humble step in enlightening people about sustainable alternatives to plastics.

BRIEFLY DESCRIBE THE CONDITIONS IN THE AREA BEFORE THE IMPLEMENTATION OF THE INITIATIVE WITH PHOTOGRAPHS

Earlier, Kambala witnessed an enormous amount of waste generated, primarily attributed to the widespread use of single-use items. Recognizing the pressing need for change, **in 2021**, a series of strategic measures were implemented with the aim of persuading and motivating individuals to adopt more sustainable practices. The event was on **10th December 2021** and a total of approximately 1 lakh people over a p had participated in the event. This endeavor sought to encourage the vendors and the committee members to go for a zero-waste event in the following year.

These commendable initiatives served as a compelling demonstration to the committee members, illustrating that with meticulous planning and efforts, a substantial reduction in waste generated during the event was achievable. Consequently, the committee enthusiastically embraced the idea of organizing the next year's Kambala as a zero-waste event. **Thus, the modest yet determined endeavors of the 2021 Kambala laid a solid foundation for the subsequent year's Zero-Waste Kambala. The efforts can be seen in this video**
A tiny step taken in 2021 kambala

The following steps were undertaken in 2021 for the waste management

STEP 1: Convincing the organizers and planning

STEP 2: Planning for the event

STEP 3: Procuring the leaves

STEP 4: Orientation to volunteers. NSS students of Davala Degree College

STEP 5: Awareness material for the event

STEP 6: Distribution of leaves.

STEP 7: Vendors using the leaves

STEP 8: Visitors relishing it

AWARENESS GIVEN ABOUT THE ALTERNATIVES TO PLASTIC

During the event, a commendable 3,000 paper plates was avoided through the strategic substitution with Thandevu leaves, also known as Beene leaves.

The pivotal promotion of Thandevu leaves, an indigenous variety found abundantly in the Moodubidire region, emerged as a key component of this sustainability drive. This tree variety boasts rapid growth and a widespread presence, making it an environmentally sound choice. The organizers initiated a progressive approach by distributing these leaves to churmuri shops and fervently encouraging their utilization as an eco-friendly alternative to plastic cups and paper plates. This initiative not only reduces waste but also champions the utilization of a local and sustainable resource, further strengthening the bond between the Kambala community and its natural surroundings

Regrettably, as depicted in the image below, enormous amount of waste was generated at the 2021 Kambala event—

To ensure the seamless continuation of our zero-waste event efforts in the coming years, we had compiled a list of contact numbers for the vendors involved. We thought that this contact information will be invaluable for us to engage with them in preparation for the next year's event.

The ecological impact of this transition was notable, prompting the organizers to embark on an ambitious goal for the following year's Kambala event: to transform it into a zero-waste spectacle.

DESCRIBE IN DETAIL THE PROCESSES ADOPTED IN IMPLEMENTATION OF THE INITIATIVE

In the ongoing quest to address the challenges faced in 2021, a series of crucial steps were undertaken in the year 2022 to usher in a more sustainable and responsible approach to the Kambala event held on 24th December 2022.

Zero-Waste Kambala Logo

Zero-waste Kambala poster invitation

STEP 1: A meeting involving Brand ambassadors, Municipality representatives, and Kambala Samiti members

Meeting held on December 8th,2022

An instrumental move was initiated with a meeting that brought together esteemed brand ambassadors, namely Mr. Gopal, Mr. Rahul (from Netaji Brigade), and Mrs. Sandhya. This pivotal meeting was held with the venerable President of Standing Committee and the Secretary of the Kambala association, Mr. Nagaraj Poojary, where innovative solutions to replace single-use plastics were meticulously deliberated. These esteemed ambassadors showcased an array of alternatives, igniting the spark of change and setting the course for a greener future.

STEP 2: Mr. Nagaraj Poojary's video announcement regarding the transition of Kambala into a zero-waste event.

Building upon the momentum generated in Step 1, a compelling video message was crafted, featuring none other than Mr. Nagaraj Poojary himself. In this video announcement, Mr. Nagaraj Poojary made a resounding declaration that the forthcoming Kambala event would be a "zero-waste" extravaganza. He elucidated on the items that would be strictly banned from the event, sending a clear message about the commitment to sustainability. Furthermore, Mr. Nagaraj Poojary took it upon himself to guide the event's management in locating and procuring these eco-friendly alternatives for the vendors, facilitating a seamless transition to greener practices. A crucial facet of this announcement was the declaration that a "zero-waste" event entailed the comprehensive elimination of all single-use items and the responsible composting of wet waste.

The video of this transformative announcement by Mr. Nagaraj Poojary can be viewed below, symbolizing a significant leap forward in the journey towards a more environmentally conscious and responsible Kambala event.

Link: https://www.facebook.com/mdbtmc/videos/1547151455728844

STEP 3: A comprehensive meeting involving Vendors, Brand ambassadors, Municipality officials, and Kambala Samiti members.

The journey towards sustainable change continued with an impactful meeting between the dedicated ambassadors and the event vendors. The vendor contact information gathered during the 2021 Kambala was leveraged to establish a WhatsApp group for the purpose of disseminating information regarding the 2022 meeting for vendors.

During this crucial gathering, the vendors received a comprehensive briefing on the available alternatives for single-use items, including insights into their cost-effectiveness. They were earnestly encouraged to adopt these eco-friendly options.

Remarkably, prominent vendors, such as those offering watermelon, soda sharbat, and sugarcane juice, wholeheartedly committed to using reusable alternatives. In a laudable display of collective responsibility, even smaller vendors, including churmuri and sweet corn sellers, who participated in the meeting, pledged to embrace eco-friendly items like areca plates, banana leaf cups, Thandevu leaf cups, and cleaned coconut shells.

For the remaining smaller vendors who directly attended the event, an ingenious solution was devised. A designated stall was proposed within the event venue, where these alternative plates and cups would be made available for purchase. This arrangement ensured easy access to sustainable options, allowing all vendors to readily acquire and employ these eco-conscious alternatives. This proactive approach laid the foundation for a successful transition towards a more environmentally friendly Kambala event.

STEP 4: The announcement of the zero-waste event conveyed through a theme song

In a remarkable effort to create widespread awareness and ignite a sense of responsibility within the citizens of Moodubidire, a compelling and culturally resonant theme song was carefully composed in the Tulu language. This song not only carried a powerful message but also served as a melodic reminder of the transformation taking place at the Koti Chennaya Kambala event in the present year. In a remarkable effort to create widespread awareness and ignite a sense of responsibility within the citizens of Moodubidire, a compelling and culturally resonant theme song was carefully composed in the Tulu language.

This song not only carried a powerful message but also served as a melodic reminder of the transformation taking place at the Koti Chennaya Kambala event in the present year. The brilliant lyricist, Chethan Kaashipatna, contributed the evocative words to the song, which were brought to life through the melodious vocals of Isaak. The final touch came from the skilled hands of Sumant Nayak, who adeptly edited the song. To ensure the broadest possible reach, the song was strategically incorporated into the audio systems of Municipality waste collection vehicles, allowing its harmonious message to resonate throughout the town.

Link: https://youtu.be/FlH9kxD8Gx8?si=3BNk6WSk8Q095n6S

STEP 5: A short film aimed at raising awareness about the event and promoting selfie challenge within the event

Further strengthening the impact of this endeavor, a thought-provoking short film was produced under the creative direction of Mr. Thejas Das and a dedicated team. This short film served as an additional medium to convey the significance of the "zero-waste" Kambala, expanding the reach of the message and inspiring a collective sense of responsibility towards a more sustainable future.

Link: https://youtu.be/FlH9kxD8Gx8?si=3BNk6WSk8Q095n6S

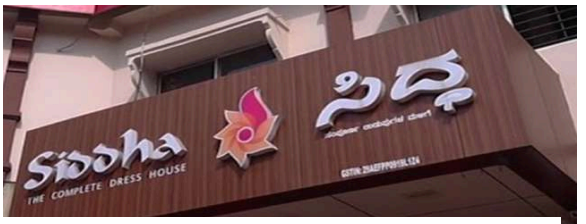
STEP 6: Batte Cheela Abhiyaana

In a heartening demonstration of community engagement and environmental responsibility, a pioneering initiative known as "BATTE CHEELA ABHIYAANA" was launched to address the issue of plastic covers used as carry bags at the Kambala venue. This innovative campaign aimed to eliminate the reliance on plastic packaging and provide an eco-friendly alternative for those seeking to take parcels home from the event.

The success of this initiative was made possible through the generous donations of cloth by a group of compassionate individuals. These contributions were then channeled to the dedicated hands of the Spoorthi Special School, where an inspiring collaboration unfolded. With utmost care and dedication, they diligently stitched approximately 1500 cloth bags for purchases made by people like whole water melon, chappals, toys, kitchen ware, torch light, and many more items.

These meticulously crafted cloth bags, brimming with purpose and eco-consciousness, were subsequently distributed to the event's vendors. By making these reusable cloth bags readily available, the "Batte Cheela

Mr. Ajay Kamath of Sri Laxmi Sarees deserves heartfelt appreciation for contributing approximately 25 meters of printed polyester running cloth to this noble cause.



Mrs. Sukanya Ravindra Pai, representing Siddha Textiles, has made a compassionate contribution of over 100 meters of cloth directly to the Spoorthi Special School.

Mr. Veerendra Jain, from Prasidda Silks, has exhibited his generosity by donating a significant 50 meters of cloth.

The conscientious residents of Ward 9 came together to provide fabric for the creation of cloth bags. Their inspiration and motivation for this sustainable endeavor were derived from the dedicated efforts of Mrs. Shwetha Praveen, Mr. Praveen, esteemed TMC ward Councilor

Mr. Raymond Dikunha, the esteemed Managing Director of the Cloth Bank in Mangalore, made a generous donation of 25 sarees along with a valuable bedsheet.

Mr. Shankaranarayana Borkar, representing Triveni Textiles, has made a gracious donation of 60 meters of cloth.

In response to our appeal, Mr. Jayaprakash, a dedicated member of the Zero Waste Lifestyle WhatsApp group hailing from Kankanaadi, Mangalore, generously contributed 10 sarees.

Mrs. Gayathri Dayanand, the proprietor of Shree Maatha Matching Center, made a substantial contribution by donating a generous 100 meters of cloth.

All the donated cloths were collected for the "Batte Cheela Abhiyaana".

This entire campaign was mobilized by the union of cloth merchants of Moodubidire under the leadership of Mr. Kabeer Ahamad from Karishma Silks and ex president of the association Mr. Sadashiva Rao Nellimar.
All the collected cloths were dispatched to the Spoorthi Special School, where they were utilized for the creation of cloth bags as part of the "Batte Cheela Abhiyaana" initiative.

STEP 7: Instructing the volunteers for the event

As a crucial component of the Kambala event's preparations, an extensive orientation program was conducted for a dedicated team of volunteers drawn from various colleges, including the students from the esteemed Shri Mahaveera college-Moodubidire, Jain High school, Jain PU college and MITE College of Engineering. These volunteers were meticulously instructed and trained to play pivotal roles during the event, focusing on the deployment of selfie and segregation boards throughout the venue. Their responsibilities encompassed strategically positioning these boards at key locations, ensuring clear communication and guidance to event attendees. The selfie boards were designed to encourage individuals to capture memorable moments while raising awareness about the zero-waste initiative. Simultaneously, the segregation boards were instrumental in facilitating the proper disposal of waste, thereby fostering a clean and eco-conscious environment. The involvement of these committed volunteers was essential in promoting the event's ethos, maintaining order, and creating an immersive and informative experience for all participants. Their enthusiastic efforts played a crucial role in shaping the success of the Kambala event as a model of sustainable and responsible celebration.

Selfie board: Capture the essence of sustainability by taking vibrant selfies while savoring your eco-friendly food and beverages. Share your eco-conscious moments with us by sending them to the TMC WhatsApp number, 7606030103, and stand a chance to win exciting prizes from the Kambala Committee

STEP 8: Zero-Waste Shop

On both the 22nd and 23rd of December 2022, vendors were furnished with alternative products.

In a concerted effort to ensure a seamless transition into a zero-waste Kambala event, a meticulously designed stall was erected on the day prior to the event. This establishment was intended to provide a convenient avenue for vendors to procure eco-friendly items such as cloth bags, areca plates....and other alternatives to single use items. The efficient management of this shop was entrusted to Mr. Gopal, a dedicated brand ambassador for Swacchata. This establishment served as an invaluable resource hub for participating vendors, particularly those eager to align themselves with the principles of a zero-waste event. The stall remained operational for two days, on December 22 and 23, 2022, offering vendors the opportunity to acquire eco-friendly products if they had not done so previously.

During the registration process for the vendors, an auction system was implemented, allocating spaces based on their chosen location and the amount of space required. Vendors who were not adequately prepared for the zero-waste event had the opportunity to procure essential eco-friendly products from this shop, fostering a collaborative spirit among all participants. The following products were made available for sale to the vendors.

Areca parcel boxes

Banana leaf bowls

Wooden spoons

Coconut Shell Challenge

Coconut shells in Kalpavruksha stall

Multi-purpose bags

Zero-Waste Shop

Buttermilk being served in coconut shells

On the day of the Kambala event, the "Zero Waste Shop" proudly displayed an array of eco-friendly products crafted by Kalpavruksha, accompanied by vivid images showcasing their merits.

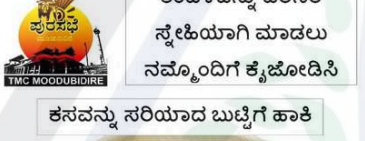
In a heartwarming and inclusive display, eco-friendly products created by the specially-abled children of the Spoorthi Special School were also prominently featured. This recognition not only celebrated their talents but also offered meaningful support to their endeavors.

Spoorthi Special School is an institution that addresses the educational needs of 75 specially-abled students, with a staff of 15 dedicated individuals. These students receive not only education but also complimentary meals. The visionary behind the school's founding is Mr. Prakash J Shettigar.

Video: News coverage on the zero waste stall (https://kannada.news18.com/news/mangaluru/moodbidri-municipality-produces-art-from-plastic-waste-watch-video-lc18-920638.html)

At the 'Zero Waste Stall,' compost produced by local pourakarmikas through the Lane Composting method with an aerated mesh structure was prominently featured. What made it even more impactful was the personal presence of the TMC Moodubidire pourakarmika at the stall, directly engaging with visitors straightforward process of composting. This encapsulated the essence of sustainability, community involvement, and environmental stewardship."

Link: https://youtube.com/shorts/xDelCflpP70?si=6JG8aGg--el5FHqg



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Zero-waste Kambala volunteer badge

Eco-friendly products, skillfully crafted by the specially-abled children of the Spoorthi Special School, proudly showcased at the Zero-Waste stall.

STEP 9: Volunteers diligently inspected all the vendors to ensure that none of them were utilizing single-use non recyclable items.

A vigilant and proactive approach to ensuring the event's sustainability was undertaken, involving the active participation of key individuals such as Mr. Nagaraj Poojary, Mr. Prasad (the President of TMC, Moodubidire), Mr. Thejas Das, and a dedicated team of volunteers. This collective effort entailed meticulous monitoring and enforcement of eco-friendly practices within the event.

These dedicated individuals and volunteers took it upon themselves to traverse the event premises, systematically inspecting vendor stalls to verify compliance with the ban on single-use items. In instances where vendors were found to be using such items, immediate action was taken. The single-use items were confiscated, and the vendors were promptly guided to the nearby "Zero Waste Stall," where they were encouraged to procure eco-friendly alternatives.

STEP 10: The wet waste generated during the event is effectively composted

The wet waste generated during the two-day Kambala event, including items like watermelon coverings, areca plates, leaf bowls, banana leaves, and other biodegradable waste, was thoughtfully collected and deposited in a nearby compost pit for proper composting and eco-friendly disposal.

WHAT WERE THE ACTIVITIES TAKEN UP TO IMPLEMENT THE INITIATIVE?

Activity 1: Selfie Challenge

To promote eco-friendly products, a selfie challenge was launched. Participants were encouraged to take selfies with their eco-friendly items. The best five selfies received prizes, generating excitement and reinforcing the message of sustainability.

watch the video

Activity 2: Theme Song Promotion

A theme song was composed and shared on social media to inform and create awareness about the zero waste Kambala event, using the power of music and online platforms to reach a wider audience.

Activity 3: Volunteer and Pourakarmika Efforts

Student volunteers enthusiastically placed selfie and segregation boards at strategic locations while the pourakarmikas diligently installed dustbins throughout the event venue, ensuring a clean and eco-conscious environment.

Activity 4: Vigilant Monitoring

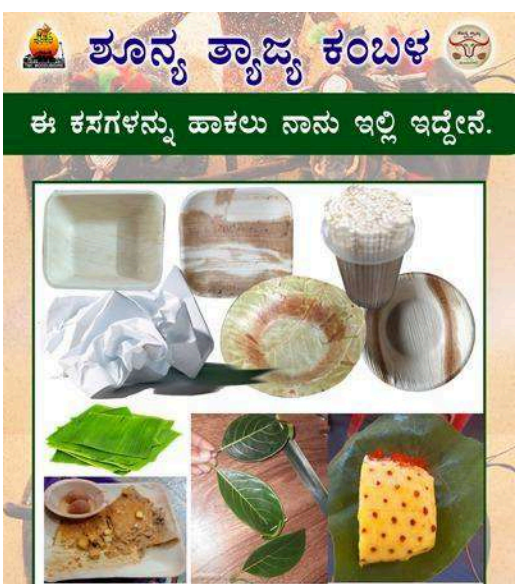
Volunteers and Samiti members actively patrolled the event to ensure vendors' compliance with the ban on single-use items, emphasizing the event's commitment to sustainability and responsible practices.

Activity 5: School Student Volunteers

Student volunteers from local schools actively roamed the event, not only promoting the selfie challenge to encourage more participation but also raising awareness in the vendor stalls about eco-friendly practices and sustainability.

Activity 6: Scouts and Guides' Clean up Efforts

Following the conclusion of the Kambala event, the Scouts and Guides from Alvas Jamboree played a commendable role in maintaining the venue's cleanliness. Despite the presence of numerous dustbins, some waste had been improperly disposed of. These dedicated students took it upon themselves to collect this litter and ensure it was properly segregated and placed in the compost bins, exemplifying their commitment to environmental responsibility and tidiness.



Wet waste bin label

Dry waste bin label

Four bin segregation poster

Scouts and Guides from Alvas Jamboree 2022

ECO-FRIENDLY ALTERNATIVES TO SINGLE-USE ITEMS

Type of Business	Single-Use Items	Environmentally Friendly Alternatives	Items Saved
SODA SHARBAT AND SUGARCANE JUICE	Paper / Plastic Cups	Steel / Glass / Earthenware Cups/coconut shell	₹ 80,000
Churmuri (Snack Stalls)	Paper and Plastic plates/cups	Areca Bowls / Banana Leaves Areca Bowls / Leaf Plates	₹ 40,000
Sweet Corn / Kallangadi	Paper / Plastic Plates		₹ 60,000
Watermelon	Paper / Plastic Plates	Areca Bowls / Leaf Plates	₹ 25,000
PLASTIC BAGS (SAVED IN TOTAL)		Cloth bags	₹ 1,500
PLASTIC SPOONS (SAVED IN TOTAL)		Wooden/Bamboo spoons	₹ 40,000

Over the course of the two-day Kambala event, an estimated 2 lakhs single-use items were conserved, marking a significant reduction in waste.

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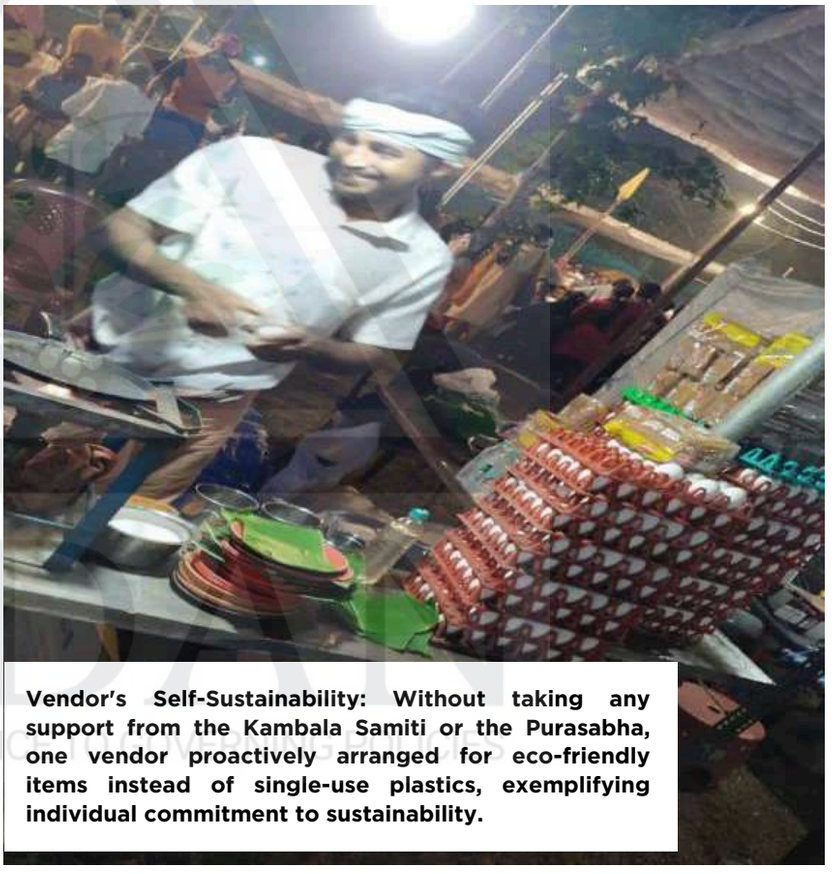
IMPACT OF THE INITIATIVE:

Vendor's Cost-Efficiency: A vendor recognized the financial advantage of using eco-friendly items, such as banana leaf bowls, in addition to the environmental benefits. He noted that while a paper cup costs around 50 paise, a banana leaf bowl costs approximately 35 paise, illustrating how sustainable choices can also be cost-effective.

Customer's Personal Initiative: A customer's personal commitment to the cause was evident as they brought their own container from home to take parcels, showcasing individual responsibility towards reducing waste.



Vendor's Self-Sustainability: Without taking any support from the Kambala Samiti or the Purasabha, one vendor proactively arranged for eco-friendly items instead of single-use plastics, exemplifying individual commitment to sustainability.

The Zero Waste Kambala event effectively raised awareness among over 1 lakh participants over a period of 60 continuous hours for consecutive 2 days through its innovative and impactful methods.

PARTNERS' INFORMATION:

The invaluable support and collaboration of brand ambassadors from **Netaji Brigade** and **Kalpavruksha** have been instrumental in the success of this event. Their dedication and commitment to the cause of sustainability have greatly contributed to the event's achievements.

INNOVATIVE CHARACTERISTIC ABOUT THIS INITIATIVE:

Theme Song:

The creation of a theme song served as an engaging and melodious way to inform the residents of Moodubidire about the zero-waste Kambala event, harnessing the power of music for communication.

watch the video

Short Film:

The production of a short film by Thejas Das and team offered a visual and narrative medium to communicate the principles of the zero-waste Kambala event, featuring the selfie challenge and creating awareness about the initiative.

watch the video

Informative Logo:

An informative logo, skillfully designed by Prajwal Marodi, provided a visual representation of the event's mission, making it instantly recognizable and memorable.

Selfie Challenge:

The introduction of a selfie challenge not only promoted the use of eco-friendly items but also engaged the community by encouraging participants to capture their commitment to sustainability in creative selfies.

watch the video

Informative Logo:

A zero-waste shop was set up for vendors who needed alternatives to single-use items and for those who wanted to adopt eco-friendly products. This shop featured a range of eco-friendly products, including those crafted by Kalpavruksha and specially-abled students from Spoorthi Special School, showcasing innovative items made from waste materials(Best out of Waste). This initiative created a direct avenue for people to access and purchase sustainable products, promoting a zero-waste lifestyle.

News coverage on the zero waste stall

Usage of Coconut Shells:

A unique and environmentally conscious approach was adopted by serving sugarcane juice and buttermilk in cleaned coconut shells. This innovative choice showcased the suitability of these biodegradable alternatives, reinforcing their viability as replacements for single-use items.

DESCRIBE THE PROBLEMS FACED IN IMPLEMENTING THE INITIATIVE & HOW THEY WERE OVERCOME?

1.CONVINCING SAMITI MEMBERS:

Problem:

There was initial resistance from the Kambala Samiti members, who were concerned about potential income loss. They were worried that if they required vendors to use eco-friendly products, some vendors might refuse, resulting in reduced income for the Samiti.

2.CONVINCING VENDORS:

Problem:

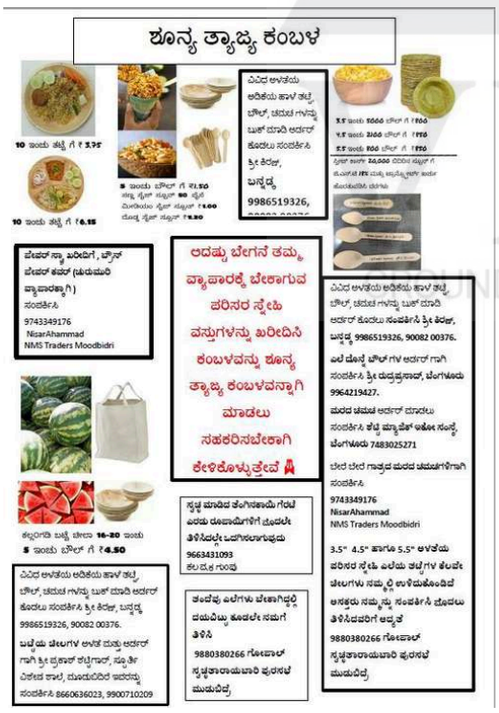
Vendors needed persuasion regarding the advantages of adopting eco-friendly products, as well as understanding the environmental consequences of single-use items and the alarming accumulation of non-biodegradable waste.

Solution:

To overcome this challenge, the initiative leaders organized a meeting with the vendors to explain in detail the harmful effects of single-use items and the benefits of using eco-friendly alternatives. They emphasized that the cost of eco-friendly products would be lower when purchased directly from manufacturers. Additionally, the initiative facilitated the purchasing process by providing vendors with address and contact details for these products, making the transition to eco-friendly options more accessible.

Solution:

The initiative team prepared informative posters highlighting the location and contact details of where eco-friendly products could be acquired. These posters served as a resource for vendors, making it easier for them to find and purchase sustainable alternatives. Furthermore, a zero-waste shop was set up, offering eco-friendly products without additional charges. This made it convenient for vendors who couldn't buy directly from manufacturers and further facilitated the transition to eco-friendly items.



A poster displaying cost, sizes, contact and item procurement location information for purchasing eco-friendly products.

HOW IS THE SUSTAINABILITY ACHIEVED IN THIS INITIATIVE?

Sustainability in this initiative is evidenced by its ripple effect on subsequent events. After the success of the Zero-waste Kambala, approximately 10 more events have followed suit in adopting a zero-waste approach. This positive influence extends to events such as Ganeshotsava and smaller programs in temples. People have been inspired by the success of the Kambala event, motivating them to pursue similar sustainable practices in their own events. The commitment to continue this approach in the current year 2023 further demonstrates the enduring impact and sustainability of the initiative.

Watch the complete event

WHAT CAN OTHERS LEARN FROM YOUR INITIATIVE?

This initiative highlights several valuable lessons for others:

- **SCALE DOESN'T MATTER:** Whether the events are large or small, with proper organization and a well-thought-out system, achieving a zero-waste outcome is possible. The key lies in effective planning and execution.
- **AFFORDABLE ALTERNATIVES:** Providing vendors with affordable eco-friendly alternatives to single-use items is essential for their buy-in. Cost-effective options motivate vendors to embrace sustainability.
- **ACTION OVER WORDS:** Authorities and organizers should go beyond mere awareness campaigns and signage. Practical actions, such as facilitating the transition to eco-friendly practices, are crucial in motivating people to adopt sustainable behaviors.
- **SCALABILITY:** The success of turning a significant event like Kambala into a zero-waste initiative highlights the potential for other events to follow suit. It showcases that sustainability can be achieved in various contexts, underscoring the feasibility of life without reliance on single-use items.

This initiative serves as an inspiring example of how a well-organized, cost-effective, and scalable approach can promote eco-conscious behaviors and lead to a more sustainable future, applicable to events of all sizes.

HAS YOUR INITIATIVE BEEN REPLICATED/ADOPTED ELSEWHERE? WHERE? BY WHOM?

The success of the Zero-waste Kambala inspired approximately ten more events, including the renowned Ganeshotsava festival and smaller temple programs, to adopt a zero-waste approach. One notable example is the "Plastic-free Maranakatte Jathre" event (14th & 15th January 2023), led by the "Clean Trasi - Maravanthe Project." They reduced plastic waste through awareness campaigns, biodegradable bag distribution, dustbin placement, achieving a remarkable 50% reduction in plastic use by festival's 1.5 lakh attendees.

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To further promote eco-consciousness, the team established selfie spots with anti-plastic messages and set up a stall called "Hasiru Vasi," offering eco-friendly products like paper pens, bamboo and coconut shell items, and cotton bags. They even served buttermilk to devotees in coconut shells. This successful replication of the zero-waste concept highlights its potential to inspire positive change in various festival settings.

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TMC MOODUBIDIRE

ಸ್ವಚ್ಛ ಭಾರತ
एक कदम स्वच्छता की ओर

ಸಂಖ್ಯೆ : ಮೂ.ಪು/ಸಿ.ಆರ್.215/2022–23 ದಿನಾಂಕ : 13–12–2022

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ವಿಷಯ : ಮೂಡುಬಿದಿರೆ ಪುರಸಭಾ ವ್ಯಾಪ್ತಿಯ ಕಡಲಕೆರೆಯ ಬಳಿ ಕೋಟಿಚೆನ್ನಯ **ಕಂಬಳ ವೇದಿಕೆಯ ಗುತ್ತುಮನೆಯಲ್ಲಿ ದಿನಾಂಕ: 14–12–2022 ರ ಬುಧವಾರ ಬೆಳಗ್ಗೆ 10.30ಕ್ಕೆ** ಕರೆಯಲಾಗಿರುವ ಸಭೆಗೆ ಆಮಂತ್ರಿಸುತ್ತಿರುವ ಕುರಿತು.

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ಮೂಡುಬಿದಿರೆ ಪುರಸಭಾ ವ್ಯಾಪ್ತಿಯ ಕಡಲಕೆರೆಯ ಬಳಿ ದಿನಾಂಕ: 24–12–2022 ಮತ್ತು 25–12–2022 ರಂದು ನಡೆಯಲಿರುವ ಹೊನಲುಬೆಳಕಿನ ಕೋಟಿಚೆನ್ನಯ ಕಂಬಳವನ್ನು **'ಶೂನ್ಯ ತ್ಯಾಜ್ಯ'** ಕಂಬಳವಾಗಿ ಆಯೋಜಿಸುವ ಕುರಿತು **ಕಂಬಳ ಸಮಿತಿ ಹಾಗೂ ಮೂಡುಬಿದಿರೆ ಪುರಸಭೆ** ತೀರ್ಮಾನಿಸಿರುವುದರಿಂದ; ಕಂಬಳದಲ್ಲಿ ಆಗಮಿಸುವ **ವ್ಯಾಪಾರಸ್ಥರಿಗೆ, ಸ್ವಯಂಸೇವಕರಿಗೆ ಹಾಗೂ ಪರಿಸರ ಪೂರಕ ವಸ್ತುಗಳ ಮಾರಾಟಗಾರರಿಗೆ ಸಭೆಯನ್ನು** ಕೋಟಿಚೆನ್ನಯ ಕಂಬಳ ವೇದಿಕೆಯ ಗುತ್ತುಮನೆಯಲ್ಲಿ ದಿನಾಂಕ: 14–12–2022 ರ ಬುಧವಾರ ಬೆಳಗ್ಗೆ 10.30ಕ್ಕೆ ಕರೆಯಲಾಗಿದ್ದು, ಎಲ್ಲಾ ವ್ಯಾಪಾರಸ್ಥರು, ಸ್ವಯಂಸೇವಕರು ಹಾಗೂ ಪರಿಸರ ಪೂರಕ ವಸ್ತುಗಳ ಮಾರಾಟಗಾರರು ಇದರಲ್ಲಿ ಪೂರ್ಣ ಪ್ರಮಾಣದಲ್ಲಿ ಭಾಗವಹಿಸಿ ಚರ್ಚಿಸಿ ಸ್ಥಳದಲ್ಲಿಯೇ ಪರ್ಯಾಯ ವಸ್ತುಗಳ ಆರ್ಡರ್ ಕೊಟ್ಟು ಕಂಬಳವನ್ನು 'ಶೂನ್ಯ ತ್ಯಾಜ್ಯ' ಕಂಬಳವಾಗಿ ಆಯೋಜಿಸುವ ಕುರಿತು ಸಂಪೂರ್ಣ ಸಹಕಾರ ನೀಡಬೇಕಾಗಿ ಕೋರಲಾಗಿದೆ.

13/12/2022
ಮುಖ್ಯಾಧಿಕಾರಿ
ಪುರಸಭೆ,ಮೂಡುಬಿದಿರೆ

ರಿಗೆ,

ಕಂಬಳ ವ್ಯಾಪಾರಸ್ಥರು, ಸ್ವಯಂಸೇವಕರು ಹಾಗೂ ಪರಿಸರ ಪೂರಕ ವಸ್ತುಗಳ ಮಾರಾಟಗಾರರು