



Launch Ad

I AM THE GREAT INDIAN LITTERBUG AND THIS IS MY PLEDGE.

I give freely to you, the fruits of my labour.
For it is my duty to share. I will share my waste paper,
my banana skins, my plastic bottles, my empty wrappers and fish bones.
And I will throw my waste everywhere. Especially under signs that ask me not to.
I will chuck but never aim: not at a bin, never at a can.
And I will do this freely, without any thought.

I will spit. Anywhere. Everywhere.
Especially at signs that ask me not to.
For I will be remembered as the man who put the red in Red Fort,
the Laal in Lalbaug. I am the machine gun of the Magai,
the Bofors of the Benarasi.

The city walls too shall be anointed by the waters within me.
For a man has to go when a man has to go.
And go I will. Anywhere. Everywhere. Day or night.
And as I spread my unholy water I will say,
"Let us spray. Let us spray."

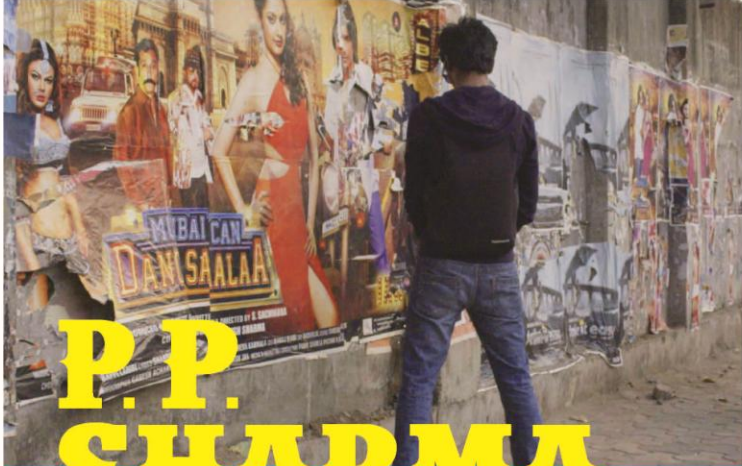


Created by:
www.101india.com

Log on to greatindian.timesofindia.com
See it all unfold at facebook.com/GreatIndianCircus | twitter.com/TheGreat_Indian

THE TIMES OF INDIA

Campaign Ads



P. P. SHARMA

A.K.A. THE PISSTOL OF PUNJAB

PPji as he is affectionately known is world famous in India for his seminal moves: the “Splash and Dash”, the “Let Us Spray” and the iconic move “Wet and See”. He is notorious for his brazenness and utter disregard for public property. PPji spent close to 45 years unleashing his talents on city walls until his own passing last month. Farewell old friend: You have wet our walls, our homes and malls. Now R.I.P. for God’s sake too.



LITTERBUG

Have you seen The Great Indian Litterbug in action? Just look around. You'll find paan-stained art in one corner, an overflowing bin around the next, and Litterbugs spewing garbage everywhere. Send us pictures, cartoons, or anecdotes that help shed light on this great Indian littering problem and you could win exciting merchandise'

Log on to greatindian.timesofindia.com | WhatsApp us on 8006371000
See it all unfold at facebook.com/GreatIndianCircus | twitter.com/TheGreat_Indian

Created by:  www.101india.com

THE TIMES OF INDIA

Campaign Ads



PYAARE LAAL

THE MAN WHO PUT THE RED IN RED FORT

Today we salute a true Olympeak champion. And his comrades in arms: The men and women who put the red in red fort. These Bazookas of the Benarasi have splattered every square inch of our cities with their own versions of living art. Look around you at the red stained walls on any staircase and marvel at the men and their mouths. It may not actually say "Pyaare Laal was here" in words, but his art is absolutely unmistakable. If a book were to be written on him it would be called 'Grime and Paanishment'. Not so much for him but our poor defeated cities.



LITTERBUG

Have you seen The Great Indian Litterbug in action? Just look around. You'll find paan-stained art in one corner, an overflowing bin around the next, and Litterbugs spewing garbage everywhere. Send us pictures, cartoons, or anecdotes that help shed light on this great Indian littering problem and you could win exciting merchandise.

Log on to greatindian.timesofindia.com | WhatsApp us on 8006371000
See it all unfold at facebook.com/GreatIndianCircus | twitter.com/TheGreat_Indian

Created by:  www.tioindia.com

THE TIMES OF INDIA

Campaign Ads



THE CHINESE HAVE A GREAT WALL. THANKS TO THIS MAN WE DON'T.

Meet **LAL BAHADUR MISRA**, A.K.A. "Paanditji", A.K.A. "The Machine Gun of the Magal". He demonstrates an almost magical ability to destroy wall after wall with his paan-stain repertoire. Part of the municipal corporations

least wanted list, he has spent decades simply painting the town red. In years to follow it is said that anthems will be sung to him such as

Mooch Tujhe Salaam. Truly the Peter Paan of India, and a Great Indian Litterbug.



LITTERBUG

Have you seen The Great Indian Litterbug in action? Just look around. You'll find paan-stained art in one corner, an overflowing bin around the next, and Litterbugs spewing garbage everywhere. Send us pictures, cartoons, or anecdotes that help shed light on this great Indian littering problem and you could win exciting merchandise.

Log on to greatindian.timesofindia.com | WhatsApp us on 8006371000
See it all unfold at facebook.com/GreatIndianCircus | twitter.com/TheGreat_Indian



Created by: www.101india.com

THE TIMES OF INDIA

Ads for UGC

Give Your
dustbin
a Make-
Over

if it doesn't look like a dustbin,
they just might use it.

Call it a social experiment, call it our final effort, call us hopeless. We're looking for artists (anyone actually, we don't care) to help beautify our dustbins, and create works of art with them. The logic - well, if The Great Indian Litterbug makes it a point to trash his trash everywhere, except in a dustbin, then maybe these colourful, aesthetically-pleasing, 'non-dust bins' could result in litter actually being thrown into them. Whatever the case, it's your chance to show us your artistic skill.

THE GREAT INDIAN LITTERBUG

Upload a picture of your creative dustbin on greatindian.timesofindia.com

 Created by: www.TOIindia.com Log on to greatindian.timesofindia.com | WhatsApp us on 8006371000 See it all unfold at facebook.com/GreatIndianCircus | twitter.com/TheGreat_Indian

THE TIMES OF INDIA

umbrelladesign.in

Ads for UGC



We're a nation of litterbugs, and there's little one can say or do to help change that. We've tried. It's why we are now turning to you, **THE BLOGGING COMMUNITY**, to lend a helping hand. Our advice - don't teach, don't preach - Shame the litterbugs that make this country the monster dump it's turning out to be. Guilt trip The Great Indian Litterbug into picking up the pieces they have left behind. Get nasty. Take out the trash.



Upload your blog link on greatindian.timesofindia.com and if it's trashy enough, we will publish it in TOI.

umbrelladesign.in



Created by:
www.101india.com

Log on to greatindian.timesofindia.com | WhatsApp us on 8006371000
See it all unfold at facebook.com/GreatIndianCircus | twitter.com/TheGreat_Indian

THE TIMES OF INDIA

Installation Ads



We'll give you **garbage.**
you give us **art.**

We're building an installation - a trashy one - that helps address India's littering habit. Send your design ideas for The Great Indian Litterbug Trash Monster installation to thegreatindian@timesgroup.com. The best designs will win cash prizes. Trash the competition.

THE GREAT INDIAN LITTERBUG

umbrelladesign.in

Created by: www.101india.com

Log on to greatindian.timesofindia.com | WhatsApp us on 8006371000
See it all unfold at facebook.com/GreatIndianCircus | twitter.com/TheGreat_Indian

THE TIMES OF INDIA

Installation Ads



DELHI
trashes
CONNAUGHT
PLACE.

We're building India's first-ever art installation made completely out of garbage - your garbage.

Bring your wet trash, your dry trash, that old magazine stash - bring it all down to Connaught Place on **11th February** to help build The Great Indian Litterbug Art Installation.



LITTERBUG

Partner:  Created by:  www.101india.com

Log on to greatindian.timesofindia.com | WhatsApp us on 8006371000
See it all unfold at facebook.com/GreatIndianCircus | twitter.com/TheGreat_Indian

THE TIMES OF INDIA

Installation Ads



We'll give you garbage,
you give us art.

WE SPENT HOURS WITH
THESE WASTES TO TELL
YOU WHAT THEY ARE REALLY
LIKE TO LIVE WITH

It's time to showcase your creative style by making a trashy installation. Be a part of the 'Junk Juxtaposed' on 30th January at NIFT, Delhi. To register send an e-mail to ruby.sood@nift.ac.in. Trash the competition*.

To know more about The Great Indian Litterbug, log on to greatindian.timesofindia.com

Partner:


Created by:
 www.101india.com

THE GREAT
INDIAN
LITTERBUG

THE TIMES OF INDIA

Awards Ad

**TODAY, WE
CELEBRATE
INDIA'S
FILTHIEST.**



1. THE WINDOW DROPPER



Is she the housewife from hell? Could be. Brazenly throwing garbage out of her home and onto the streets with scant respect for her fellow men.

As we award India's Greatest Litterbugs for their contribution to defacing our cities, surely this category of Litterbugs deserves a special mention if not an award.

Log onto greatindian.timesofindia.com & share pictures of the Window Dropper. The Trashies await. They are what we've bin waiting for.



umbrelladesign.in



Created by:
www.10india.com

Log on to greatindian.timesofindia.com | WhatsApp us on 8006371000
See it all unfold at facebook.com/GreatIndianCircus | twitter.com/TheGreat_Indian

THE TIMES OF INDIA

Awards Ad

**TODAY, WE
CELEBRATE
INDIA'S
FILTHIEST.**



2. THE CAR-KHAANA WALA

You've seen them a hundred times; throwing out garbage from their car windows, whether speeding along a highway or stationary at a signal. Throwing PET bottles, leftover meals and heaven knows what else. When it comes to awarding India's Greatest Litterbugs, they surely deserve a mention, if not an award. Are they the biggest dirtbags we know? Log onto our website greatindian.timesofindia.com and share pictures of the Car-Khaana Wala. The Trashies await. They are what we've bin waiting for.



**LITTERBUG
• AWARDS •**

© 2013 The Times of India

Download the Great Indian app on the App Store or Google Play. Log on to greatindian.timesofindia.com | WhatsApp us on 8888171000. See it @ url.in/1d1 or facebook.com/GreatIndianCircle | twitter.com/TheGreatIndian

THE TIMES OF INDIA

Awards Ad

**TODAY, WE
CELEBRATE
INDIA'S
FILTHIEST.**

3. THE LITTERATI



No amount of education nor wealth can stop the Great Indian Litterbug from defacing our cities. How many times have we seen a fancy car drive past and litter thrown out of the window? Or a nice red paan shot fly out of the bottom of the car door? Since even wealth and education can't stop them, perhaps a Trashie will: an award that recognizes that they may be rich but they are also filthy. Log onto greatindian.timesofindia.com and share pictures of the Litterati. The Trashies await. They are what we've bin waiting for.

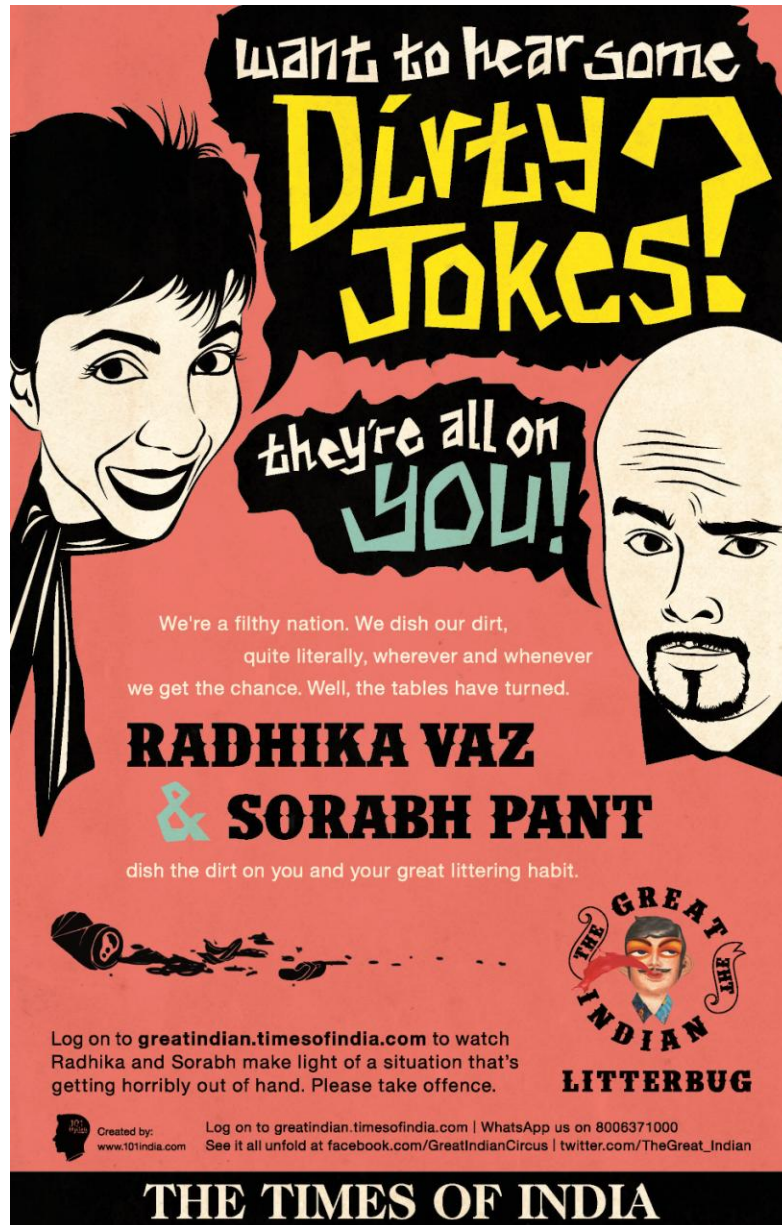


**THE GREAT INDIAN
LITTERBUG
AWARDS**

 Created for: www.TIOnline.com Log on to greatindian.timesofindia.com | WhatsApp us on 8000271000
See it all unfold at [facebook.com/GreatIndianOnline](https://www.facebook.com/GreatIndianOnline) | twitter.com/TheGreatIndian

THE TIMES OF INDIA

Ads for Litterbug videos



Want to hear some
Dirty Jokes?

they're all on
YOU!

We're a filthy nation. We dish our dirt,
quite literally, wherever and whenever
we get the chance. Well, the tables have turned.

**RADHIKA VAZ
& SORABH PANT**

dish the dirt on you and your great littering habit.

Log on to greatindian.timesofindia.com to watch
Radhika and Sorabh make light of a situation that's
getting horribly out of hand. Please take offence.

**THE GREAT
INDIAN
LITTERBUG**

Created by:
www.101india.com

Log on to greatindian.timesofindia.com | WhatsApp us on 8006371000
See it all unfold at facebook.com/GreatIndianCircus | twitter.com/TheGreat_Indian

THE TIMES OF INDIA

Ads for Litterbug videos



WATCH ARVIND KEJRIWAL SWEEP AWAY ALL THE LITTERBUGS

Watch Arvind Kejriwal as he happily gets roasted and counter- roasts in the show 'Barely Speaking with Arnub' on the The Viral Fever Channel.

Log on to greatindian.timesofindia.com
See it all unfold at facebook.com/GreatIndianCircus
twitter.com/TheGreat_Indian



Created by:
www.101india.com

THE TIMES OF INDIA

Ads for Litterbug videos



WATCH ARVIND KEJRIWAL SWEEP AWAY ALL THE LITTERBUGS

Watch Arvind Kejriwal as he happily gets roasted and counter - roasts in the show 'Barely Speaking with Arnub' on the The Viral Fever Channel.

Log on to greatindian.timesofindia.com

See it all unfold at facebook.com/GreatIndianCircus

twitter.com/TheGreat_Indian

Catch the key highlights on Radio Mirchi today.



Radio Partner:



Created by:
www.101india.com

THE TIMES OF INDIA

BETTER SORRY THAN SAAF

TOI takes a close, hard look at the myths that surround the Great Indian Litterbug



Nedra Palta

When it comes to the world of garbage and hygiene, we Indians have always been a misunderstood lot. Let's try and pick our way through all the trash said about us.

THE EDUCATED VS UNEDUCATED: As the great Baba Rahul once said, "Poverty is just a state of mind". Indeed it is. A mind that deludes you into thinking that it's just those 'angadhi gawar' people who are making our country go "chee chee". That educated youth, sunk by Twitter-fed ideology are what will make a difference. Like they do after every student body election. After all, vandalizing signboards with graffiti, dumping thousands of flyers on the streets, sticking posters on walls, buses, and even possibly a sleeping homeless person is not littering if it's done for a cause, is it?

INDIANS ARE BAD AT SPORTS: Oh pee-lease! If there was an Olympic medal for who can write the maximum alphabets on the wall with their manly stream before

they run out of er... hose power, Indian men would bring home the gold. There may even exist even a fine of Rs 100 for any man urinating in public (and men seem fine with it). I think it's a masterpiece. Of course it won't cure our men, but with 60% of our 1.22 billion population being men, think of the amount of money the government stands to make. If oil fuels the middle-east economy, India could well be an economy sustained by urine.

INDIA HAS WORLD'S HIGHEST ILLITERACY: Really? Have you been to our parks and monuments? Every person can write their name. Be it on a hapless tree or the walls of landmark buildings. You'll even find complete, grammatically correct sentences out there. Pappu loves Sweety. Arnab loves the nation. Raju return my money etc.

WE ARE PESSIMISTS: Pogycock! In fact, the word "no" simply doesn't register with us. If you see the warning "no spitting here", the word 'no' would've been splattered into oblivion with betel juice. Garbage will be dumped exactly where the sign

says "No dumping trash here". Surely you don't mean no when you write no, no? Only exceptions to the rule are auto drivers, who mean no when they say no, and also sometimes when they say yes.

INDIANS MAKE HAM ACTORS: Have you ever seen someone trying to get rid of a used napkin at a party? It's the best enactment of 'my face doesn't know what my hand is doing'. Watch as they oh-so-casually drop the offending napkin bearing proof of their gluttony in the form of satay sticks and toothpicks under the table. Arrey that's why they have long table cloths bhai.

WE'RE A FRUGAL PEOPLE: You got me there. Indians practically invented the slogan 'Reduce, Reuse, Recycle'. However the term holds a slightly different meaning for us. Reduce weight. Reuse someone else's idea. And Recycle crappy gifts.

But all of the above notwithstanding, whatever you say about us Indians, at least "hum dil ke baaki saaf hain".

Author is a stand-up comic

WHERE THE STREETS HAVE NO BLAME...



SEA OF PAPER: A view of the street in Delhi (left) and Mysore littered with campaign flyers after student elections in Delhi University & on campus in a Mysore university

The Delhi Lit(ter) Fest

There's needless brouhaha over the Jaipur Literature Festival (JLF), while no one is bothered about the other far older cultural phenomenon of the Delhi Litter Festival, a yearlong carnival held year after year. This litter fest's been around for decades, nurtured by the hot pollut, as opposed to JLF's creamy layer.

Delhi Litter Fest is built around the age-old Indian fetish for cleanliness, where you sweep your garbage into a heap in front of the neighbour's house. The municipalities contribute to the festivity by allowing free market dynamics without hindrance. The result: an omnipresent vibrant derelict. There's Domino's rubbing cardboard shoulders with Aggarwal Sweets, condoms nestled beside toys, beer bottles keep cough syrups company, torn lingerie wrapped around godly calendars, and such like. Added to the Fest's cultural tapestry are the distinct paan stains providing a lively background.

Delhi Litter Fest is a permanent exhibit where all contribute. Such is its potency that most cities have adopted it as their own.

Contributed by MP Singh, New Delhi

IN PURSUIT OF LITTERACY

Time for good riddance to bad rubbish? Not yet, says Atulya Mahajan, tongue firmly in cheek

Dumplings



India has been through many ages. Stone Age. Copper Age. Mughal Age. Golden Age. The current one — Garbage. And I am not talking about Bollywood movies.

It is everywhere. Mountains and mountains of it. On the road. In the park. In the markets. We thought we are record holders as producing babies, but turns out we make garbage even faster. Literally.

Our ability and shamelessness in littering is all in part due to our high Literacy levels. We Indians can get educated as the best IITs, IIMs, Cornell or Oxbridge, but as soon as we can never forget our usual values. No matter our educational qualifications, we don't think twice

before opening the window of the car and throwing the empty cola bottle on the road.

That's our Literacy.

In fact, if there's one thing that unites all of India, crossing all barriers of region or religion, it is our desire to litter. From an uneducated rickshaw driver to a double PhD from Stanford, we feel equal satisfaction in disposing of the empty chips packets in public. Because god forbid, who would wait for a dustbin to deposit it? Don't we all know that chips packets begin emitting deadly radiations as soon as the last water has been removed and the leftover masala licked off?

Needless to say, our sagar ka-



GA RANCE CLASH: (From left) Irony on display — contributed by Shikhar; and Litterbugs in action, sketched by Anshu Dey

rancharis are a disgruntled lot. The last time a sweeper felt truly consens with his job was when Sunny Dutt tragically passed away in Mumbai. Since then it's only gone downhill, and I am not referring to the hills of trash piled up along our roads. These days one can almost use them as landmarks. Take a left from the post office, march the five big piles of trash, continue for hundred metres and make a right at the really stinky heap of garbage. Make sure to cover your nose as you pass it.

It's almost like our desire to litter is even bigger than our desire to chase our taxes, which we know is the primary pursuit of our professional lives.

Gandhi once said that cleanliness is godliness. If that is so, India is clearly full of saints who are happy spray-painting walls with their 'arise, pan, or both' (also at the same time, a line one can be safely proud of and mention with pride on one's CV).

Shakespeare may have wondered to pass or not to pass, but for us Indians, this question is a simple one to answer. We always take our calls, be it on our iPhones or

the call of the nature.

We don't even need the government to do anything about our Literacy. We are all well-educated.

A desk flip of the banana peel here. A flick of the wrist to throw the Biskit bottle into the wind. A press of the button to roll down the window of our Audi so we can throw the empty glass of the just-consumed papad-cha.

Our Literacy unites the nation like none other, a dream second being our driving skills (or the lack

thereof). From Kashmir to Kanyakumari, from Ahmedabad to Amritsar, we should all be proud of our expertise in keeping our public places sparkling dirty.

So litter away, India. We can't let our Literacy levels come down. I hope schools start conducting classes on how to most efficiently litter. After all, it is for the cause of national integration.

The writer is an author and tweets @anshudev

MELODY OUT OF MUCK



TUNING INTO TRASH: 100% Great Indian Litterbug Initiative received a phenomenal response with music enthusiasts jumping in and joining into the campaign and producing some delightful music using instruments made out of junk. The group *Dijamboli United* performed in New Delhi's Select CityWalk Mall. The *Drum Circle* led out some magic at Ahmedabad's AlphaOne Mall, drawing attention from the crowd for their music and creativity.

Everyone just criticizes me, Kejri tells Arnub

The 'phir-banunga-CM' exposes some dry humour as he chats online

If Arvind Kejriwal had a funny bone, it was carefully hidden from the public all these years. The 46-year-old AAP leader is known to be an earnest slayer of cynicism but rib-tickling repartee wasn't exactly his forte. In fact, he had been often at the receiving end of digs over a nagging cough and a muffer that defined anti-style in fashion.

With exit polls predicting a surprise win for him in the Delhi polls, Kejriwal shocked everyone further with his witicism and smarts when he appeared for a candid chat in The Viral Fever's *Barely Speaking with Arnub*, the popular show online. TVF is associated with *The Times of India* for its latest campaign, The Great Indian Litterbug.

"TVF's programming has always been known to be thought-provoking in the past. Who better than the leader whose symbol is the broom to talk about The Great Indian Litterbug?" said Arunabh Kumar of TVF.

The AAP politico was introduced in the show with the line, "Today I have with me the ex-Chief Minister of Delhi, and the national convener of the Aam Aadmi Party, Mr. Arvind Kejriwal. A man who groomed his moustache, hairstyle and his entire political career on the Anti Kapoor film, Nayak. Ex-



Watch this video on 'Barely Speaking with Arnub'

cept Nayak ran on TV for more days than his government. Mr. Kejriwal, welcome to the show. Kejriwal responded sportingly saying, "I'm starting to think that agreeing to do this was a huge mistake."

But the AAP leader displayed a penchant for the funny while responding to the question: "You stand for a new kind of politics. You claim to be a representative of the 'aam admi'. So, when you go out dressed like that are you trying to say that the aam admi has a bad dressing sense?"

Kejriwal quipped, "No. I wear whatever I find comfortable. This is what I used to wear before I became the Chief Minister. And this is what I wear now. Arnub, political parties criticize me for my political statement, you are criticizing me for my fashion statement, at home my wife criticizes me for my bank statement. Everyone just criticizes me."

LITTERBOX: COME, JOIN THE RIGHT

Join the action around The Great Indian Litterbug on www.greatindian.timesofindia.com, [facebook.com/GreatIndianCircus](https://www.facebook.com/GreatIndianCircus). Tweet to @TheGreat_Indian using #TheGreatIndianLitterbug

Share images via WhatsApp on 800637 1000



LITTER BOX: COME JOIN THE FIGHT

Have you seen *The Great Indian Litterbug* in action? Look around. You'll find painted art in one corner, an overflowing bin around the next, and Litterbugs spewing garbage everywhere.

Send us interesting pictures, cartoons or one-liners that help shed light on this and you could win exciting merchandise.

Upload your entries on greatindian.timesofindia.com | Join the conversation on our Facebook page: [facebook.com/greatindiancircus](https://www.facebook.com/greatindiancircus)

Tweet to @TheGreat_Indian using #TheGreatIndianLitterbug

Share pictures and cartoons via WhatsApp on 800637 1000

Readers are also invited to send design ideas for an installation built out of trash. The best ones will win cash prizes. Mail ideas to the.greatindian@timesgroup.com



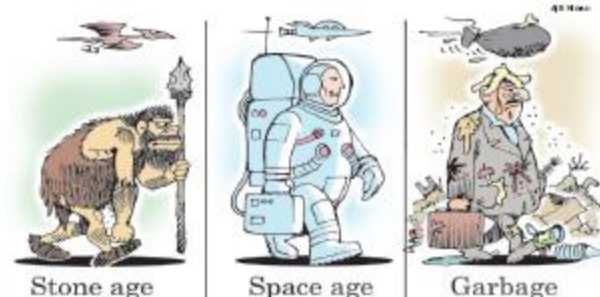
India is dirty because Indians are clean

The Litter Truth: The Indian Litterbug is proud of being filthy; He'll dirty New Delhi but never New York

Indirajit Hazare

Like Nature, India abhors a vacuum. Which is a peculiar way of saying that India and Nature have had a long-standing relationship, one that is as old as the hills. It explains why there is no mention of Ved-era dust-bike technology (also explains why when three members of the Bidding Series visited in public in 1965 making headlines after being fired by the police, Indians wondered what the hell-labour was all about).

Along with the proliferation of beggars, millions of poverty and lack of shelter, we are troubled by public cleanliness by being literally inside the garbage dump. Having our noses and heads being assaulted by garbage and urine and vomit as well as being as noxious to us as it's wonderful for a lady to be repulsive as Las Vegas beach in India. There's been an explanation for this down generations to explain why we're so filthy. India is so dirty because Indians are so clean. For centuries, she sounds un-Indianistic. But what is it supposed to mean is that our homes are moderately clean—if we don't live in a chawl or a home that resembles a chawl with sublights, that is—and the world outside can go to the dogs. This explanation is usually accompanied by a description of how other cultures are so easily apathetic towards personal



hygiene—“How do you think the Arabs and the French invented the perfume? Have you seen British soap?” The Swiss actually smell of cheese. I was once trapped in an elevator in America. Essentially, there's some theory about the worse your personal hygiene the better your public cleanliness. Which makes no sense at all for us who take a dip in the very public-cum-personal Ganga or local (subway) to cleanse our squishy bits including our souls.

This theory of course, is a junky concoction of rubbish. We are a filthy nation because we're quite proud of being filthy. It's a way of declaring we're not nerdy-panty and serious with a little bit for the anesthetic. We're capable of walking past a hill-stead heap piled with cabbage corpses mixed with doormats with mountains of used sanitary napkins and dark fluids that look like ketchup, without gagging. We aren't coy about throwing our kitchen waste straight out of the windows you share. (A lot of us don't even do the chucking, our cooks and maids with little sense of public decorum do the nosed.)

Charmless, so us, bears an elite tag—despite the nice try by yet another Gujarati to sell the country otherwise. Shouts and screams in Indian metropolitan cities—you really don't want to talk about the small swine, true me—are zones that simply connect people from one point to another. These are no fly-zipped zones, where if the passengers have rivulets of spit running down the gutter or hear all demonstrations of love, this is, well, India. Why do you think we like travelling abroad? We can walk about in public spaces that aren't as ‘colourful, full of aromas and life’ (read: visually filthy smelly and chaotic) without having to be harassed as being un-Indian. It's simply more pleasant to see us in Toronto or Sydney than in Delhi or Mumbai—unless you're a very very rich rapscallion.

There's only one way we liberate, garbage chokers, public postboxes and spit-mongers can stop what comes so naturally to us in our happy, filthy surroundings. By having our roads and streets become super clean. Even the dirtiest scumming will find it tough to mess up pavements made of porous slabs (rather than of glued-on air and cement chowder), filthy walls with paint and worn stains that don't grow like fungi, and smelly public loos that don't give us a small peak of namak right here in our Maha Bharata.

Will our literate illiterates clean up their acts?

Dilip Kumar

These commandments are written in stone if only you had the good sense to follow them. ■ Thou shalt not bring soda cans, crumpled packets of fast-food food and other garbage over your car window. Not only does it scare the back of the guy behind you but cause accidents, it's disgusting and thoughtless. Whichever makes you believe the wide world is your garbage bin? ■ Thou shalt read the signage on airport toilets and follow their spirit: Keep the toilet clean for the next passenger. Can't you do that? The same applies for all public toilets. Don't spit chewing gum into urinals. Another human being has to pick it up. Try and be civilized... as knee it. ■ Thou shalt risk being boiled in hot oil if you spit, poop, spray any coloured saliva into a public area for car clean up because of the use of soap. ■ Thou shalt clean thy house but not as the expense of the neighbours dumping your trash into their space. See, see my house is clean so what? See, see my house is dirty, not see corridors and stairwells as convenient mobile waste baskets for all your squishy stuff. Yechhh. ■ Thou shalt respect picnic spots, be they beach or parks or landmarks and clean up after the fun. No leave half-eaten packets of food and drink lying around. Killroy was here, there's no need to leave evidence of your presence. Go away. Take your crap with you. ■ Thou shalt accept without arguments that if cigarette butts are dangerous within thrown from moving vehicles, balconies and stairwells, are you so stupid? Yes, you are. We see it all the time. Flick, flick, no my problem. ■ Thou shalt see municipal garbage bins as receptacles of garbage not as omnipresent around which garbage is strewn. Throw the bag into the bin. Need a PhD to make the comment? ■ Thou shalt use thy brain to figure out the plus side bags, thermos cups, five food boxes and six stains aren't always degradable and shouldn't be thrown on the streets. So why do it? Disposable sweaters are to be disposed, not dropped on the road. ■ Thou shalt not throw refuse out of your window, over the fence, into the street, from your pocket as this public places are ripe for your waiting but the neighbour's verandah or is the dirty waste from draining floors drip onto the floor downstairs. ■ Thou shalt love one's poos but not their poop and if they do it in public it is your bounden duty to scoop it up.

Now, clean up your acts.

Maid in India: Bai-bai cleanliness, hello trashiness

Debt Kulkarni

Rupna was cleaning the balcony. From the adjoining room, I was horrified to see her lean over the rail and spit below. This was a silent misdeed, not the kind announced in advance with such disgusting, threatening sound from the piggy-back. Instead, a practised expert ‘vampire’ delivery. Jack Dawson style. Category-A crisis for dirt-phobic me needing immediate assistance! I choked on my plan...

“Rupna, chair!” I called. Earlier, I would have shrieked: don't spit, are you mad? and probably got a glare saying: She sure has lost it! Telling me not to spit? Like telling me not to pee or cough or breathe. I realise spitting is considered a birth right by



PLANE TIME: Students Garar, Prabhakar and Nikhil of NEFT, Gandhinagar craft a mean machine out of waste material

please disbelieve (do-you-think-I-would-ever-do-such-a-thing). “Yes, you spit. If you were walking and were hit by someone spitting like you just did, would that be okay?” “But Didi, it did not hit on anyone,” she made a futile as-

sump, I screwed my palms. “If it had, would that be okay?” Rupna stared loudly on her seat, thinking deeply “Did I see, have you ever seen me or Sahib spitting from the balcony?” “No Didi.” “Or spitting at all?” “No.” “That's because it is not nice to spit. Spit contains germs. By spitting you spread germs.” “Ah, but you spit in the washbasin.” Rupna glanced, like she was finally one up.

“Yes, that is the only place to spit. This is why the washbasin is cleaned everyday. So next time you want to spit, where will you spit?” “In your washbasin,” a crackly-toned reply so got me livid. “Not in my washbasin, but in your bathroom. Definitely never in the kitchen sink.” I say cool. “Yes Didi.” Chai over, Rupna was ready to escape. But I was not done. “One more thing, Rupna. Next time you see someone spit, what will you do?” “Twenty times out of twenty, I always get the answer: I will tell about this to spit. But this was Rupna.” “I will send them to you!” I smiled. “No, you explain and tell them to tell others on.” Both of us were now smiling. She will learn with a few reminders, and definitely spread the word. Thousands of such instructions across the country everyday may just see a waste in motion that can get India so finally stop spitting, is everyone listening?

The writer is a Gurgaon-based teacher & activist.

Digital Activation



Digital Activation



The Great Indian Litterbug: Activations

Monstrous installation

- Monstrous installation/exhibition
- Venue: Central Park , Connaught Place

Associations

- Junk Juxtaposed with NIFT
- Covered 15 campuses across India

Installations

- Installations at High Street Locations/Malls
- Tie up with design institutes: NIFT, JJ and Pearl

Junk Percussion

- Music with trash by music community group
- Performance at Malls

Raahgiri/Happy/Equal Streets Integration

- Music with trash by music community group
- Performance at Malls

The Great Indian Litterbug: Central Park installation



Activity Details

- Create a monstrous installation cum exhibition made of junk materials at Central Park, Connaught Place
- **Theme:** To show case people effective and innovative use of Garbage.
- **Installation thought:** Develop a garden with no greenery with a peacock and people admiring it. The peacock was made of old clothes and each of the elements around the garden was made with bottle, cans, metal, footwear, IT and various waste materials
- **Readers Integration:** Readers can bring scrap at Central Park where birds, animals, human figures etc were developed under the supervision of art director.
- **Scrap used:** Plastic/Metal and scrap, Old clothes, and whatever readers brought to the venue
- **Volunteer Institute:**
- The Delhi school of Communication
- **Promotion Plan:**
 - Print
 - Digital (Pre event and Post event)
 - Radio (Pre and During event)

Print Ad and Digital



Delhi trashes Connaught Place.

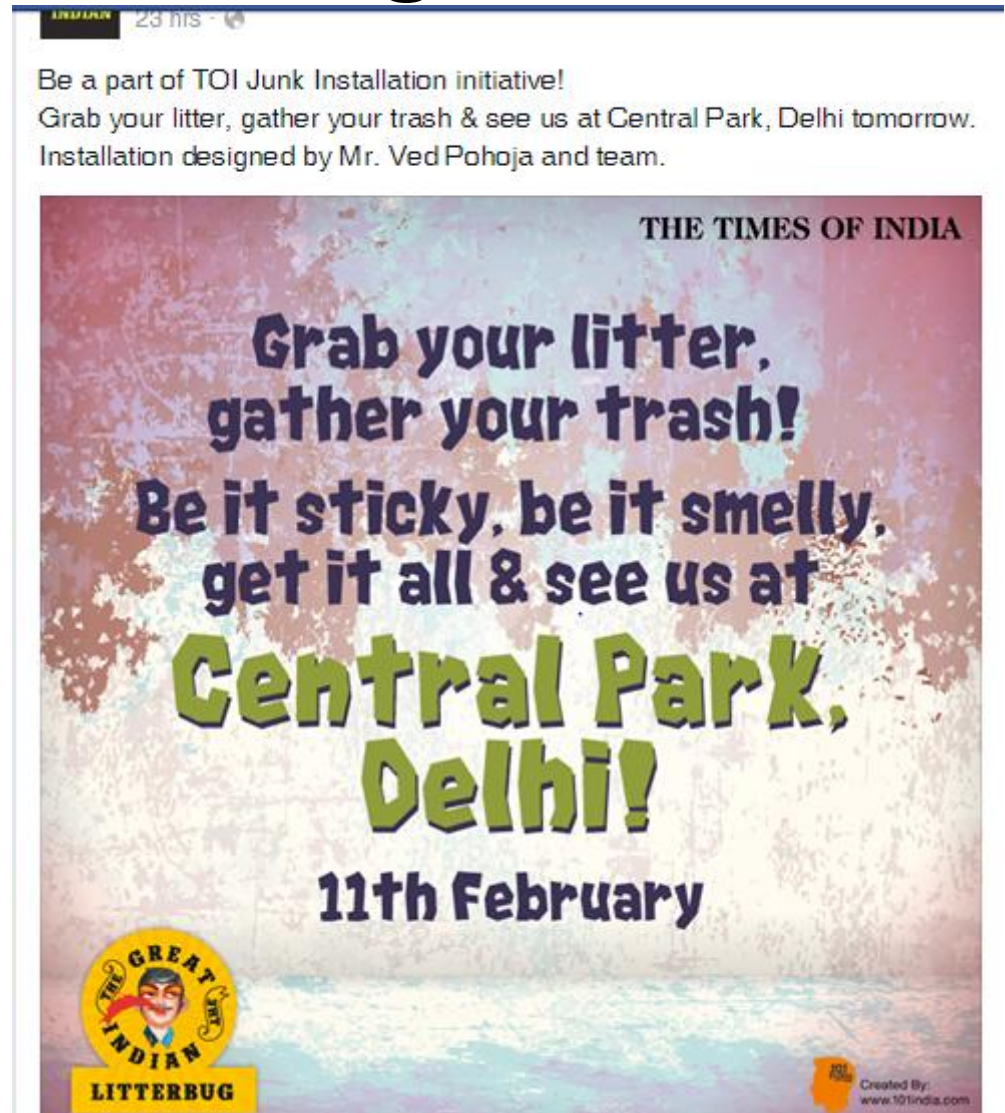
We're building India's first-ever art installation made completely out of garbage - your garbage.

Bring your wet trash, your dry trash, that old magazine stash - bring it all down to Connaught Place on **11th February** to help build The Great Indian Litterbug Art Installation.

THE GREAT INDIAN LITTERBUG

Photo: Pooja / Pooja
Graphic: Pooja / Pooja
Created by: www.thegreatindian.com
Log on to greatindian.timesofindia.com / See it all unfold at [facebook.com/GreatIndianGroup](https://www.facebook.com/GreatIndianGroup) / twitter.com/TheGreat_Indian

THE TIMES OF INDIA



THE TIMES OF INDIA

23 hrs -

Be a part of TOI Junk Installation initiative!
Grab your litter, gather your trash & see us at Central Park, Delhi tomorrow.
Installation designed by Mr. Ved Pohoja and team.

Grab your litter, gather your trash!
Be it sticky, be it smelly, get it all & see us at
Central Park, Delhi!
11th February

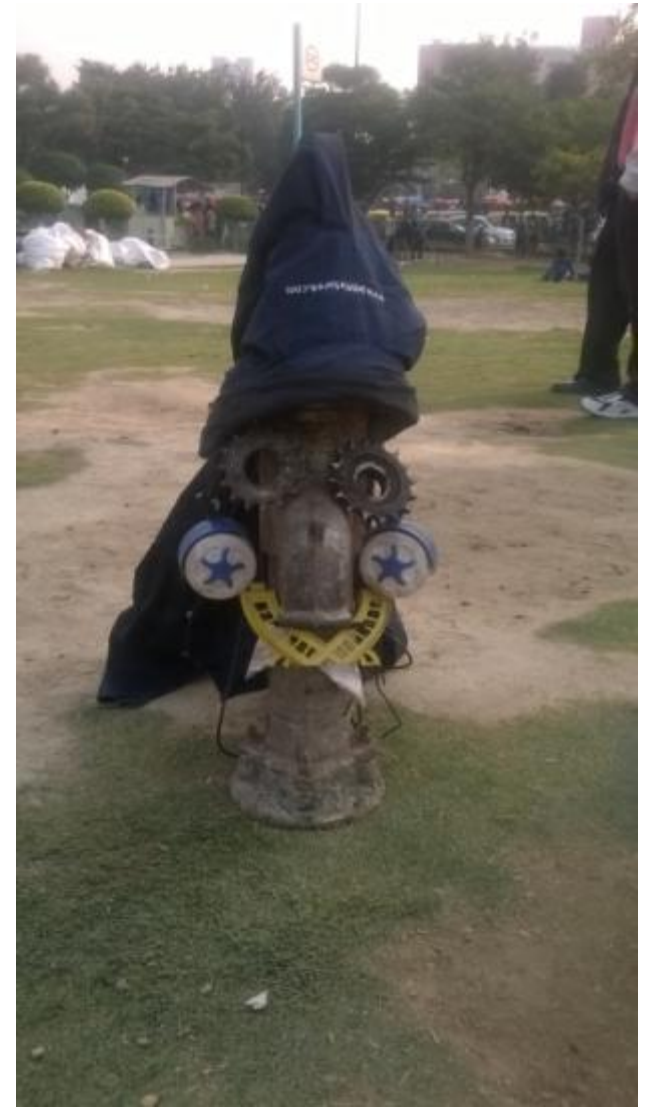
THE GREAT INDIAN LITTERBUG

Created By: www.toiindia.com

People Participation



































Associations

- Associated with NIFT for Junk Juxtaposed
- Involved over 250 teams from various institutes in 15 campuses across India
- Challenge: Rework junk materials and create interesting installations on the theme The Great Indian Litterbug
- Aim: To ensure importance of sustainability through innovation and creativity.
- TOI will award top 3 winners during the finale on 18th Feb
- Buzz:
 - Print: Print Ad, pre and post event coverage
 - Digital: Pre event and Post event post

Coverages

JUNK ART

TOI partners NIFT for their event **Junk Juxtaposed** (part of NIFT Fashion Olympiad) to encourage students to make installations made of junk.

The challenge lies in reworking cartons, drink cans, paper waste, fabric pieces, worn-out rags, plastic waste among other used material beyond their intended purpose.

The idea is to ensure students explore and learn importance of sustainability through innovation and creativity

Event will be held across 15 campuses of NIFT

Pre Event Coverage

Budding fashion designers make best out of waste

George Mendonca

Navl Mumbai: A lampshade made of plastic spoons and mannequins dressed in newspapers, straws and discarded pieces of fabric. These were some of the creative products put up by budding fashion designers at an event, **Junk Juxtaposed**, organized as part of the National Institute of Fashion Technology (NIFT) Fashion Olympiad at the Kharghar-based centre on Thursday.

With the motto being 'Rethink, Reduce, Recycle, Refashion', students from various fashion designing institutes across Mumbai experimented with a variety of trash such as cartons, cans, newspaper, cloth pieces, rags and plastic waste.

As a part of the Great Indian Litterbug Initiative, TOI has partnered with NIFT for **Junk Juxtaposed** (a part of NIFT Fashion Olympiad) to encourage students to make installations out of junk. The aim is to ensure that students are educated in the importance of sustainability through innovation and creativity.

Vidhi Vohra, a participant from NIFT's Churchgate centre, said, "We opted for the theme 'Duality', wherein we are showcasing women's wear with two shades of Indian and Western wear on the mannequin. We have



Students dress a mannequin with jute bags at NIFT Kharghar

used newspapers, straws, plastic bags, computer packaging material and fabric pieces discarded by tailors."

"Our mannequin is wearing a skirt of jute bags that were discarded in the APMC market," said Vikram Pamu, a student of Sasmira Institute in Worli.

Salonee Pathak, a student of NIFT Kharghar, said, "For our design, we collected used plastic spoons from a marriage hall to make a lampshade and toys for children." Another team member Amandeep Kaur said, "The lampshade will resemble an Indigo Macaw, a Brazilian parrot. The aim is to spread awareness about the bird found in the Amazon, as they are being killed for the colourful feathers."

Kharghar NIFT's director Nilima Rani Singh said, "The theme of using trash for fashion designing was meant to prove that even waste material can be used in a creative manner and it is not necessary to use expensive fabric and ornaments."

Dr Reena Aggarwal, assistant professor at NIFT Kharghar, said, "A total of 50 students from six colleges participated in the competition. Two teams from Pearl Fashion Academy and one from NIFT Mumbai were declared winners in three categories of Installation, home décor and fashion apparel in the state-level competition held on Thursday. They have qualified for the national-level round to be held on February 18 and 19."

LITTER BOX: COME JOIN THE FIGHT

Have you seen **The Great Indian Litterbug** in action? Just look around. You'll find paan-stained art in one corner, an overflowing bin around the next, and Litterbugs spewing garbage everywhere.

Send us interesting pictures, cartoons or anecdotes that help shed light on this great Indian litterbug problem and you could win exciting merchandise.

Upload your entries on greatindian.timesofindia.com, join the conversation on our

Facebook page: [facebook.com/GreatIndianCircus](https://www.facebook.com/GreatIndianCircus),

tweet to [@TheGreat_Indian](https://twitter.com/TheGreat_Indian) using [#TheGreatIndianLitterbug](https://twitter.com/TheGreatIndianLitterbug)

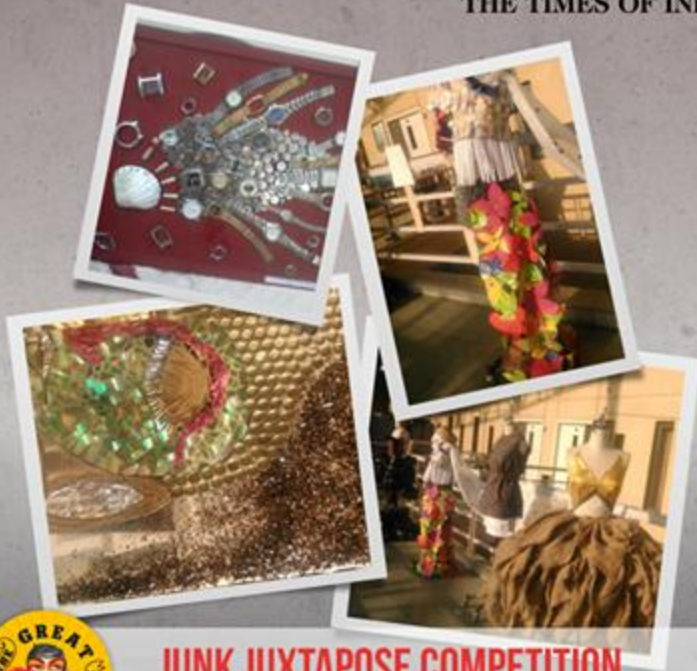
Share pictures and cartoons via **WhatsApp** on **80 063 71 000**



Post Event Coverage

AD and Digital Push

THE TIMES OF INDIA



JUNK JUXTAPOSE COMPETITION
CITY - MUMBAI | VENUE - NIFT

THE GREAT INDIAN LITTERBUG

Created By: www.tiindia.com

We'll give you **garbage**,
you give us **art**.



It's time to showcase your creative style by making a trashy installation. Be a part of the 'Junk Juxtaposed' on 30th January at NIFT, Delhi. To register send an e-mail to ruby.sood@nift.ac.in. Trash the competition*.

To know more about The Great Indian Litterbug, log on to greatindian.timesofindia.com

THE GREAT INDIAN LITTERBUG

THE TIMES OF INDIA



DELHI











MUMBAI





BANGLORE and BHOPAL





HYDERABAD and KOLKATA



BHUBANESHWAR







KANGRA



SHILLONG



Installations

- Installations made of Junk materials were placed at High street locations/Condominiums/Club
- Cities:
 - Delhi
 - Gurgaon
 - Mumbai
 - Ahmedabad
 - Bangalore

Coverages

Artefacts show novel methods to use waste

TIMES NEWS NETWORK

Gurgaon: TOI kicked off 'The Great Indian Litterbug' campaign in the city on Saturday with the display of three beautiful artefacts, made out of waste and junk materials, at The Magnollas, a condominium on the Golf Course Road.

Residents of The Magnollas got an opportunity to view the three-dimensional installations and murals made out of junk materials.

"Discarded plastic bottles go straight into our bin. We never keep any litter in the house. However, such installations change the way people look at waste materials. It is a good initiative as it helps spread awareness through interesting murals," 32-year-old Dhriti, who lives in the condominium, said.

Calling it a "novel" concept, Sudhanshu Bhushan, the executive vice president (operations), The Magnollas, said, "It is a unique idea to put up installations made out of waste materials in a township. It attracts people and makes them aware about the importance of clean surroundings."

"We use different dustbins for kitchen waste, plastic waste and e-waste at home. However, I never knew that discarded water bottles can be used for making interesting artefacts. It seems to be quite an interesting activity. I would definitely like to give it a shot," said 10-year-old Siddharth Arana, a resident.

"The Great Indian Litterbug" campaign, aims at bringing to people's attention the fact that waste and junk are not at all useless, and can be employed imaginatively and creatively, resulting in a visually arresting piece of artwork.

The message, then, is: Don't dispose of trash — use it inventively and you may follow in the footsteps of Sushant Kumar.

The city has four events lined up, and each of them would be featuring a different creation of the artist.

There will be installations in The



DON'T TRASH IT: The artefacts made out of junk on display at The Magnollas

Arallas on February 1, Cyber Hub on February 4 and 5, and DLF Club 5 on February 7 and 8.

LITTER BOX: COME JOIN THE FIGHT

Have you seen **The Great Indian Litterbug** in action? Look around. You'll find paan-stained art in one corner, an overflowing bin around the next, and Litterbugs spewing garbage everywhere.

Send us interesting pictures, cartoons or anecdotes that help shed light on this and you could win exciting merchandise.

Upload your entries on greatindian.timesofindia.com

Join the conversation on our Facebook page: [facebook.com/GreatIndianCircus](https://www.facebook.com/GreatIndianCircus)

Tweet to [@TheGreatIndian](https://twitter.com/TheGreatIndian) using [#TheGreatIndianLitterbug](https://twitter.com/TheGreatIndianLitterbug)

Share pictures, cartoons via **WhatsApp** on **806371000**

Readers are also invited to send design ideas for an installation built out of trash. The best ones will win cash prizes.

Mail ideas to thegreatindian@timesgroup.com



LITTERBUG

Pre Event Coverage

TIMES NEWS NETWORK

Gurgaon: On a lazy Sunday afternoon, residents of DLF Arallas might have been a little perplexed to come upon a trio of installations inside their condominium complex. But in case they weren't aware of their relevance, they quickly came to know that The Times of India's 'The Great Indian Litterbug' campaign had arrived at their doorstep.

The installations have been made using scrap and waste material. There's one of India's national bird (the peacock), alongside those of an Ashok Stambh (pillar) and Ma Durga.

"This is a really good campaign. I feel it will make a difference," said Puneet Gill, a resident. Gill believed youngsters could be inspired by the ecological message behind the installations. "It's something kids need to see and pick up on," he added.

Sean Fernandes was all praise for the cam-

paign. "I think it's a great idea, and we should be doing this more," Fernandes called the artworks "very creative", something he thought kids could relate to. "It's quite remarkable what you can make out of garbage and plastic," he said.

Fernandes was of the view that habitual litterers should be made an example out of. "If motivation doesn't work, fear will," he said.

Ajay Kaul had similar views. "It's high time all of us put in the effort to keep our cities clean."



LITTERBUG

Kaul said his children were born and brought up outside India, and are consequently more environmentally conscious. "So they do get frustrated when they see people litter on the roads. While the government needs to



CREATIVE SOLUTIONS: An installation at the Arallas

get strict, people need to become conscious. And they have to feel the pain, otherwise they'll think they can get away with it," he said.

Vaishali Nigam Sinha has decried the lack of civic responsibility in India and stressed that Indians need to get their acts together. "We have a long way to go. There's a lot of attention on India but it's sad and shocking to see how dirty our surroundings are, and this is the first impression that outsiders get of the country."

Sinha felt the problem could best be addressed in schools. "We need a bottom-up approach, not a top-down one." The last word should go to Fernandes. "If you don't want the same environment for yourself, don't create it for others."

So clearly there's a lot to do to make India a litterbug-free nation. And TOI's campaign to rid India of her litter bugs is certainly a step in that direction.

Post Event Coverage

Clean break from some old habits

Digital Push



Installations: DLF Aralias



Installations: DLF Magnolias



Installations: DLF Cyberhub



Installations: DLF Club V



Installations: Select Citywalk



Installations: Infinity Mall, Mumbai



Installation: Orion Mall, Banaglore



Installation: Ahmedabad



Junk Percussion

- Junk Percussion: Music with Trash at malls/Corporate hub/clubs
- Music enthusiasts played music with trash involving people
- Cities: Delhi NCR, Mumbai, Ahmedabad, Bangalore
- Buzz:
 - Digital: Pre event and Post event post
 - Video: Teaser video created and pushed
 - Activity Video: Consolidated video created and pushed online

JUNK UP THE MUSIC

TOI is organizing music sessions with junk in various cities with music communities supporting the campaign

Performers are mostly professionals with passion for music who want to take forward TOI's Litterbug initiative

ACTIVITIES FOR THIS WEEKEND – COME JOIN US

Market	Location	Group	Date	Time
Delhi/NCR	Select CITYWALK, Delhi	Djmebefola United	31st Jan	6pm onwards
	Raahgiri Day Connaught Place		1st Feb	7am onwards
Ahmedabad	AlphaOne Mall	The Drum Circle	1st Feb	6pm onwards



As part of the Great Indian Litterbug initiative, The Times of India is organizing music sessions with junk materials across different cities. Come and experience how waste material can be used to create music at the **music with trash** activity at **AlphaOne Mall, Ahmedabad**. **The Drum Circle** will be performing at the mall **today, 31st Jan from 6 pm onwards**.

Pre event coverages

As part of The Great Indian Litterbug initiative, The Times of India is organizing



music sessions with junk materials across different cities. We have roped in music communities from various cities who will come together to support the campaign

Feb 7, From 6pm at Infiniti Mall, Malad | Music With Trash & Mumbai Drum Circle

Feb 8, 6am-9am at Equal Streets (Bandra Linking Rd)

➤ Music With Trash, Mumbai Drum Circle

➤ Chalk Walk, Street Play on The Great Indian Litterbug and a performance by NIFT students

Digital Push

Facebook.com/GreatIndianCircus/photos/pb.1556179154596333.-2207520000.1423733837/1585864351627813/?type=3&theater



The Great Indian
Page Liked · February 5 ·

It's time for Junk Percussion!
Groove to the tunes of trash in Gurgaon!
Join us at CyberHub on 5-Feb at 5pm and Club 5,
DLF5 on 8-Feb at 1pm.
See you today!

Like · Comment · Share

12 people like this.

2 shares

Aryan Club wow! Just awesome, hacked my friends account in 2-3 minutes using this awesome site www.hacker4u.com

Like · Reply · February 6 at 2:03pm

Facebook.com/GreatIndianCircus/photos/pb.1556179154596333.-2207520000.1423733837/1585640684983513/?type=3&theater



The Great Indian
Page Liked · February 4 · Edited ·

Gurgaon is ready to make you groove on the tunes of some interesting beats of Trash! You can also be a part of it -
Visit CyberHub on 5-Feb at 5pm and Club 5, DLF5 on 8-Feb at 1 p.m..
See you around.

Like · Comment · Share

13 people like this.

1 share

Write a comment...

Junk Percussion: Delhi Select Citywalk



Junk Percussion: Cyberhub



Junk Percussion: DLF Phase V



Junk Percussion: Infinity Mall, Mumbai



Junk Percussion: AlphaOne mall, Ahmedabad



Junk Percussion: Orion Mall, Bangalore



Post event: Coverage

ENTERTAINMENT
Shakira puts up picture of her newborn
Page 23

GurgaonTimes

SATURDAY, FEBRUARY 7, 2015 ADVERTORIAL, ENTERTAINMENT PROMOTIONAL FEATURE OF INDIA

**WHAT WE PROMISE,
WE DELIVER.**
Experience the Croma Promise of **3**

Croma.com |
CROMA
A TA
TU

Gurgaon makes music out of garbage

Photo: Ajay Kumar Gauran



Using junk to make unconventional musical instruments, a musical group taught Gurgaon the importance of recycling

THE GREAT INDIAN LITTERBUG

(L) The 'burtanica' in action and (above) the audience also participated in this slightly unusual musical performance

Post event: Coverage

MELODY FLOWS FROM BUCKETS, BOTTLES

Chethan Shiva Kumar



JUNK JAM SESSION: Music out of broken buckets, barrels and bottles? That's what Indo-African band Drum Events India showcased at Orion Mall in Rajajinagar on Wednesday. The event was part of The Times of India's Great Indian Litterbug initiative where music sessions are organized in different cities using junk material as instruments. The band came up with an energetic performance, inspiring the audience to join in. Students of NIFT Bengaluru also created an installation from waste items

FINDING BEATS IN TRASH



JUNK FUNK: Mumbai Drum Circle performs junk percussion at Infiniti Mall in Malad. The performance was part of The Great Indian Litterbug Campaign, a TOI initiative

MELODY OUT OF MUCK



TUNING INTO TRASH: TOI's Great Indian Litterbug initiative received a phenomenal response with music communities jumping headlong into the campaign and producing some delightful music using instruments made out of junk. The group **DjembeFola United** performed in New Delhi's Select CityWalk Mall, **The Drum Circle** belted out some magic at Ahmedabad's AlphaOne Mall, drawing applause from the crowds for their music and creativity

Raahgiri/Equal and Happy streets Event integration

- NIFT Day Out: Students of NIFT participated in Street event in following activities:
 - Chalk Walk/Street Art
 - Street Play
 - Installation (Best out of waste)
- Junk Percussion: Music with trash at:
 - Raahgiri Day at Delhi and Gurgaon
 - Happy Streets at Ahmedabad
- Buzz:
 - Edit: Pre Event and Post Event coverage
 - Digital: Pre event and Post event post
 - Video: Teaser video created and pushed

Pre Event Buzz: Raahgiri Day/Happy and Equal Streets



THE GREAT INDIAN LITTERBUG

Programme

Feb 8 | 6-9 am | Happy Streets, CG Road

- Street Play & Chalk Walk by NIFT
- Junk Percussion by The Drum Circle

Sports fest at MICA: The sports committee at MICA is set to organize a 3-day SAMAR — the annual inter-collegiate sports fest — from Saturday. The participating colleges include IIM-A, Narsee Monjee, SPM, EDI and IRMA. TNN

Ahmedabad



As part of The Great Indian Litterbug initiative, The Times of India is organizing music sessions with junk materials across different cities. We have roped in music communities from various cities who will come together to support the campaign

Feb 7, From 6pm at Infiniti Mall, Malad | Music With Trash & Mumbai Drum Circle

Feb 8, 6am-9am at Equal Streets (Bandra Linking Rd)

- Music With Trash, Mumbai Drum Circle
- Chalk Walk, Street Play on The Great Indian Litterbug and a performance by NIFT students

Mumbai



Get your fitness freak on with Raahgiri

Valentine's Day is just around the corner and whether you want to look good for that special date or will simply be indulging in all the chocolate goodies that hit the shops this time of the year, you're probably a bit concerned about shedding that extra weight. And what better way to do that than heading to Con-

naught Place on February 8 and giving your Sunday a vigorous and healthy start? Ditch your usual workout routine for Fitness Fun by A Square Dance Academy or dance off those calories with Djembefola United's Jam Session. Want something that make your heartbeat race a little less? Go for a peaceful ride with a rent-free cycle from TOI's Cycle Corner.



Participants rocking to the Raahgiri rhythm

February 8, 2015: Activities on TOI Stage, Inner Circle, CP

Time slot	Activity	Group/Performers
7am-8am	Fitness Fun	A Square Dance Academy
8am-8.45am	Band performance	Rotten Guitars

Other activities

- Djembefola United: Jam Session
- TOI Cycle Corner: Rent-free cycles
- NIFT Day Out: Chalk walk on the theme of Great Indian Litterbug

Delhi

Post Event Coverage

No litter! Let city glitter

Times News Network

Ahmedabad: Most of you, at least once, must have seen the apocalyptic trash-filled smouldering mound created on the outskirts of Ahmedabad - the Pirana dump site. This Sunday at the TOI-NGS Happy Streets on CG Road, students from National Institute of Fashion Technology (NIFT) in Gandhinagar, plan to share a unique vision for our city.

They will not only make music using trash as percussion instruments but also, through a series of street plays, spread the message about showing respect for our streets and the city by not littering. This exercise has been planned as part of TOI's 'The Great Indian Litterbug' campaign to highlight the fact that what people consider as 'waste' can also be used to create music



Pirana dump site is a trash-filled smouldering mound created on the outskirts of Ahmedabad

through Innovation and creativity

At Happy Streets every Sunday, thousands of Amdavadis gather to demand a fu-

ture that promotes sustainable lifestyles. They want to send out the message that being a pedestrian, bicyclist, or a commuter using public transport is a reliable way not only to save the environment but also help strengthen community bonds. CG road is an example of how streets can serve as public forums where neighbours and friends can connect with one another. Happy Streets suggests that streets be used to fulfill the critical 'town square' function that is missing in most communities today.



Kids throng Equal Streets for Sunday morning fun

Times News Network

The success of the Equal Streets initiative can be largely put down to the kids in the city. "My eight-year-old daughter loves to come here every Sunday," said Dewang Ashir (40), who was sporting a yellow bandana and listening to a series of music's rendition of Tati's 'Hey Soul Sister'. "From Saturday evening she starts asking if I will bring her."

Ashir is one of the approximately 50,000 Mumbaiers who come every week to cycle along a 1.5 km car-free stretch. From 7 am to 11 am every Sunday, a busy Mumbai road is opened up to pedestrians, cyclists, yoga enthusiasts, street artists and Pagan Dads (Chinese spiritual discipline practitioners). The Equal Streets initiative is brought to Mumbai by NGOs, think tanks, citizens' associations and cycling groups. The movement is supported by the BMC, Mumbai police and the Times of India. The route starts from Bandra's HP junction down Linking Road before looping back to the junction via SV Road.

Though kids may be the reason why parents wake up early on a Sunday morning, once there, adults find loads of things to keep themselves occupied. Thanks to the initiative's tie-up with the National School for Performing Arts, musicians, artists and even budding poets can often be spotted entertaining visitors. "Kids come here and are divided on a whim to join a series of street musicians singing 'Tu Joone-Na' by Kishore Kumar and Lucky Ali's 'Oh Saani'."



Powered by SHOPPERS STOP

he wants to cycle," said Sethi. Besides amateur artists showcasing their work, chalk drawings on the car roads have also become ubiquitous as Equal Streets. As part of TOI's 'The Great Indian Litterbug' campaign, students from the National Institute of Fashion Technology created a chalk outline of India filled with all kinds of waste along with

Though kids are the reason why parents wake up early on a Sunday morning, once there, adults find loads of things to keep themselves occupied

an image of a person sweeping up. The outline is filled with illustrations of waste and junk as well as fast consumerism. Thus, plastic bottles, chocolate wrappers and cigarette butts are not used as pieces of garbage but as a source of inspiration for an eye-catching work of art. Hopefully, taking a new spin on an old idea will drive home the message of keeping streets and surroundings clean.

We also bumped into three couples, who were celebrating their friendship by posing for a chalk sign saying, 'Golden Friends'. "They explained that their husbands had been friends in college and over the years, the wives had become close too. They had all come to Equal Streets with their kids. Before drawing the sign, we were already decided to play hopscotch on the road," said 36-year-old Hetal Shah.



MELLIFLUOUS TUNES OF TRASH



Digital Push

M Inbox (84) - aishwaryagup X M Fwd: Sushant lok photo X The Great Indian X W
w.facebook.com/GreatIndianCircus/photos/pb.1556179154596333.-2207520000.14237

THE TIMES OF INDIA

Activities at Delhi, Mumbai and Ahmedabad



Created by
www.50miles.com

M Inbox (84) - aishwaryagup X M Fwd: Sushant lok photo X The Great Indian X W
w.facebook.com/GreatIndianCircus/photos/pb.1556179154596333.-2207520000.14237

THE TIMES OF INDIA

NIFT Day Out at Equal Streets, Mumbai



Created by
www.50miles.com

The Great Indian's Photos
in Timeline Photos

Options Share Send Like

Chalk Walk: Raahgiri Day, Delhi



Chalk Walk: Happy Streets, Ahmedabad



Street Play: Happy Streets, Ahmedabad



Chalk Walk: Equal Streets, Mumbai



Chalk Walk: Equal Streets, Mumbai



Street Play: Equal Streets, Mumbai



Installation: Equal Streets, Mumbai



Junk Percussion: Raahgiri Day



Junk Percussion: Happy Streets, Ahmedabad

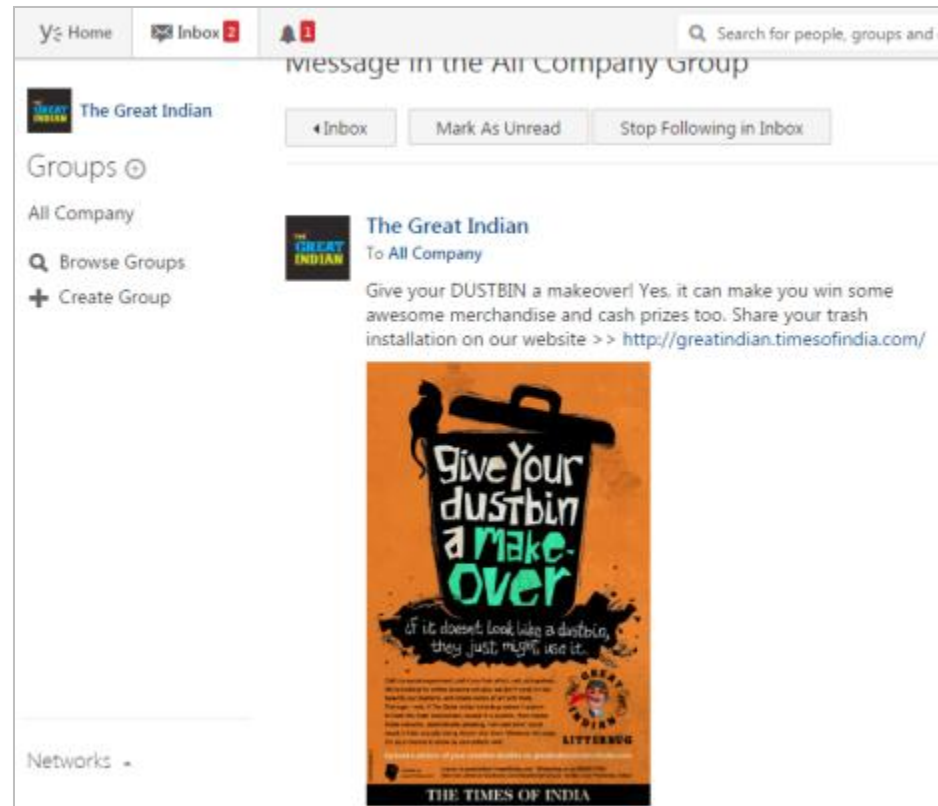


UGC analytics

	Whatsapp	Email
No. of pictures	1033	65
Blog entries	150	10
Installation ideas	345	18
Total	1528	93

Internal communication

- Yammer account created for The Great Indian
- Contests run through Yammer for employees



Thank you