

Fight Against Pollution

Prabhaav Foundation – The True Earth Saviours!

TAKING ITS name from the Hindi word "Prabhaav", literally meaning "impact" or "effect", the Delhi-based NGO Prabhaav Foundation aims to create a pollution-free environment in Delhi-NCR through two of its ingenious projects, namely PROJECT PRAVAAH and PROJECT SAFAR, whilst creating a positive "impact" on our society as well as on our planet.

The toxic air is back in Delhi NCR. We long to see a clear blue sky but Alas! all we can see is a permanent haze, and when we close our eyes, we taste and smell the pollution. It's like a nasty chemical burning through our senses. Let's stop this. WHO deems air pollution as one of the world's largest health and environmental problems. Daily more than 6000 people in India die due to air pollution and studies revealed more than 80% people suffer health issues due to the increased smog. Annually, cures are also spent on the treatment for ailments caused due to this stubble burning.

Prabhaav Foundation is an NGO registered in 2011, directly benefiting thousands of lives through multiple welfare projects in the realms of Education, Healthcare, Environment and Child Safety across many states of India. With an objective to make a difference and create a positive impact, Prabhaav undertakes and executes projects to promote overall welfare of the communities, addressing various concerns and issues prevailing within the society. We understand that a society will prosper only when people move ahead and adapt themselves to the changing times.

The entire ecosystem makes up our environment and multiple environmental issues are known to be primary causes of diseases, health issues and long-term livelihood crisis for India. Prabhaav in its role as earth sav-



Ms. Parul Kumar & Ms. Vandana Lakhanpal

Benefits of the pots

Society: An initiative to prevent stubble burning, a major cause of the harmful air pollution. The farmers get a fair price for the stubble which discourages them from burning the crop.

Water conservation: These stubble pots require very little watering as the water gets trapped by the stubble thus keeping the plant moist. This saves the excess water that always drains out after watering the pot.

Personal Gains:

Using cow dung provides plants a healthy nutrition.

Maintenance of plants in these pots would require a minimalistic care.

Good health of the plants:-

Cow manure in these pots is packed with high levels of minerals – including the best known fertilizers for organic gardening – nitrogen, phosphorus and potassium. Addition of cow dung increases the porosity of soil by increasing aeration and creating a favourable condition for plant growth. Stubble in the pots gives soil an advantage to fertility and productivity to the soil, decreases soil erosion and increases soil water content. Stubble also improves soil structure and water-holding capacity. It increases the carbon content of the soil which combined with nitrogen in manure increases the vitality of the soil, thus making plants in these pots healthy.

Positive Consumer Impact

Many customers have already benefited from using these pots. We take pride in sharing that one of our customers recently committed to replacing regular pots with stubble pots which enabled her to save time in plant maintenance and supplemented the plant's growth and development and we are sure that many others will join this journey of ours.

ours, has undertaken multiple tasks. The greatest one is to address air pollution as this is killing us. Such initiatives are the need of the hour to make a healthy today or there will be no tomorrow.

PROJECT SAFAR

A collaboration between Prabhaav Foundation and Enactus - Shaheed Bhagat Singh College.

This project was started with the efforts of Team Prabhaav (Ms. Parul Kumar, Ms. Vandana Lakhanpal, Ms. Ritu Senjea, Mr. Manas Swain & Mr. Nitin Dahiya) & Team Enactus (Ms. Ananya Arora Bansal & Mr. Uttarkash Sachdeva)



"Often when you think you're at the end of something, you're at the beginning of something else." – Fred Rogers.

Our role as earth savours becomes bigger when we talk of taking forward the goal of a "Zero waste India". Prabhaav Foundation, a Delhi-based NGO working in multiple welfare projects, joined hands to mutually work on a project with Enactus SBSC, a student-run organization that works with leaders in business to bring about considerable societal change. Our Project "Safar" is aimed at finding sustainable solutions to the problem of chronic pollution as we envision a brighter, cleaner, greener and sustainable future. We believe that even individual actions, such as increasing recycling or learning about greener ways to dispose, can have a big and positive impact on our planet. "Safar" was born seeing the potential in the concept of creating value out of waste. In our country, the Waste Management sector is highly unorganized and there is a presence of an unattended market of scrap, and up-cycling could bring pragmatic solutions.

We decided to reuse old tyres to make furniture and other useful products like planters. The immediate availability of these pots has enabled the environment-conscious population and gardeners to upgrade from conventional garden pots to these special nutrient-rich pots. These pots have multiple benefits for society and the individuals who use them.



markets and utility-based products for the mass markets. Furniture made from recycled tyres are eye-catching, cost-effective and eco-friendly with guaranteed longevity. They are resistant to all kinds of weather changes, and are rust proof, termite proof and can be used both outdoors and indoors. Except for repainting the external portion at regular intervals, other costs to maintain it are very few.

Safar aims at creating livelihood alongside ensuring to make the space around us a cleaner, unique and trash free in the most innovative way possible. We believe combined strength, will and spirit can surmount any challenge. Alone, we can do so less; together, so much more.

This is our community, this is us!



PROJECT PRAVAAH

A collaboration between Prabhaav Foundation and Enactus - Shaheed Sukhdev College of Business Studies

This project was started with the efforts of Team Prabhaav (Ms. Parul Kumar, Ms. Vandana Lakhanpal, Ms. Snigdha Anand & Pravin Rawat) & Team Enactus (Mr. Mohit Bansal, Mr. Ishant Singh).

Stubble burning accounts for 45% of pollution in India and Delhi and its neighbouring states lose nearly 15 million lives annually due to the stubble burning. On December 10, 2015, the National Green Tribunal (NGT) banned crop residue burning in the states of Rajasthan, Uttar Pradesh, Haryana and Punjab.

Understanding the gravitas of the

situation, we at Prabhaav set our goal to help reduce the fatal consequences of stubble burning. Along the existing solutions, of ex-situ and in-situ methods of stubble management a better alternative had to be adopted for the benefit of the farmers and the farmland. We purchase Stubble from the field while providing a fair price to the farmers thus encouraging them to

avoid burning. Our technology is then used to convert this stubble into pots. The immediate availability of these pots has enabled the environment-conscious population and gardeners to upgrade from conventional garden pots to these special nutrient-rich pots. These pots have multiple benefits for society and the individuals who use them.



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