

## MEDIA COVERAGE : PLASTIC HEIST

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Plastic Heist inspired from famous web series Money heist which was in trend at Netflix is a project instituted by HCL Foundation and Noida Authority through its initiative Clean Noida under the purview of Chakachak Market having Those in Need as its implementing partner. Intends to carry out works and services to implement effective solid waste management in Noida city. This initiative aims to transform the city into a litter and waste-free region, covering all RWAs and urban villages.

Major focus areas of the project are as follows  
Capacity building of relevant stakeholders,  
Intensive behaviour change campaigns,  
Awareness drives  
Technological solutions.

In order to be more convincing, engaging and conversing the project named Plastic Heist came up, where volunteers dressed in money-heist outfits conducted various activities including raising awareness, organising plastic collection drives, and doing social experiments in the markets regularly regarding single use plastic waste. Ambassadors dressed in the same theme went to the shops to steal the single use plastic and give shopkeepers and buyers a lesson to avoid using the same. Awareness was spread through different means including the theme song as well, “Bella Ciao” replaced with ‘Plastic Hatao’ video on the effects of plastic usage, plays, unique dressing concept and many other engaging methods. For the good efforts, businesses and communities would be recognized that are leading the way to

Zero Waste. By means of responsible production, consumption, reuse, and recovery of products, packaging, and materials without burning and with no discharges to land, water, or air that ultimately threaten the environment or human health. In order to formally recognize these initiatives, the Clean Noida project will be rewarded under the Sustainable Business Recognition initiative. All businesses recognized under this initiative will be certified by NOIDA Authority and Clean Noida being Sustainable Businesses in Noida.

The project instituted Nukkad Natak (street play), Video showcasing through LED van, Batter system (exchanging plastic bottles and get one cloth bag etc.) Plastic waste Art installation at premium markets, plastic human models depicting world with plastic theme at world environment day and the one of the most key noticing and amazing thing during the entire campaign was a sculpture of Mahatma Gandhi with 1000 kg of plastic waste was made by an award winning artist Mr. Sandeep Panwar in order to convey the theme of Swacch Bharat - 'Ek kadam Swacchta ki aur'. This was instituted and inaugurated by Dr. Mahesh sharma , MP Gautambuddha Nagar and Ms. Ritu Maheshwari (Sr. IAS and CEO of Noida Authority) This 20 feet statue is called as Marching Bapu and is located at sector 137, Noida to be witnessed by all.







