



eCoexist Foundation 2017-2023

CAMPAIGNS/ PROJECTS



COVID – 19 RESPONSE

In a quick response to the COVID crisis, eCoexist Foundation took up the issue of cotton reusable masks. To create awareness about the masks we designed posters in 9 Indian languages on how to make your own masks and also translated a video on masks into 4 languages. This was done through volunteer support. We trained the women of Ahwalwadi village to make cotton reusable masks and helped them to get orders for more than 20000 masks. We also created a collective of 5 other NGOs who were doing similar work and helped them to get orders as well. We also donated masks to several needy NGOs including Maher Ashram, BSSK and Bal Kalyan Sanstha.



USEMEAGAIN CAMPAIGN

eCoexist Foundation began the campaign against single use disposable plastic bags, asking that they be banned and replaced by reusable cloth bags. We conducted studies across the world with students of several universities to see how the plastic bag issue was being tackled. We also started to train women to make simple cloth bags at home and to create a market for these. In 2018, when the government of Maharashtra banned plastic bags, we reviewed the ban and sent them our suggestions on how it needs to be implemented. The UseMeAgain campaign has since expanded to study other disposables and develop alternative reusable products.



GAJANANA CAMPAIGN

This campaign intends to connect our love for Sri Ganesha with the protection of wild elephant populations in India. While we continue to hold the tradition of Ganesh worship close to our hearts, we can also include the elephants in our prayers and our efforts to save these elephants can become part of our worship. Every year, this campaign connects with an NGO that is working on the ground to mitigate conflict between humans and elephants, and sends funds to support their work. In this way, we invite Ganesh devotees to make an offering to the living embodiment of Ganesha, the elephant. For 2020, the Gajanana campaign will benefit the work being done by Nandita Hazarika on the Assam Haathi Project.

Revive

REVIVE

The intention of this series is to help people connect – to themselves, to each other and to Nature.

The quality of the connection we aimed to create was deeper than just a list of achievements or a technical transfer of knowledge – rather we wanted to know more about the journey each speaker had been through and the lessons they had distilled from these experiences. The REVIVE series was meant to inspire more than inform, to give people the courage and restore their faith in a new future, to REVIVE their spirits during a time when human society was hitting an all time low.

The foundation on which the REVIVE talks is based and the criteria in the curation of content, is the vision held by eCoexist, that the inner environment within us is deeply connected to the outer environmental situation we find ourselves in and that human health and environmental health is one united issue.



SARVODAYA AND SUSTAINABILITY

The Sarvodaya and Sustainability project is an effort of the eCoexist Foundation, to reflect on whether the principles of Sarvodaya, based in Indian philosophy and wisdom, may help us envision a more culturally appropriate approach to sustainability for Indian society.

This project has been funded by the Trusteeship Foundation, Mumbai.

Mahatma Gandhi and Vinoba Bhave were active proponents of this philosophy and demonstrated in their own personal lifestyle and choices, a way in which our ecological footprints could be minimised and a sustainable society could emerge in the future. The Sarvodaya movement has tremendous relevance to the quest for sustainability, offering solutions, thoughts and ideas that are way ahead of their time.



PUNARĀVARTAN

● पुनरावर्तन ●

PUNARAVARTAN

Natural clay – known as Shaadu Maati – is a non renewable resource that is mined from different parts of India and sent to cities to be converted into religious idols. After the ban on the use of PoP, the traditional use of natural clay is expected to increase.

Currently the clay sludge collected after immersion is either thrown into open mines around the city or some of it gets poured back into the river. Natural clay can be easily reused and recycled by artisans to remake fresh Ganesh idols. To enable this the clay sludge has to be collected in a clean manner stored carefully and returned to the sculptors.

SCOPE OF WORK

ENVIRONMENT

eCoexist has been based in the city, and has mainly addressed the pollution created by urban lifestyle choices. We have looked at materials and products and the manner in which these are consumed to highlight their environmental impact. We have revived and designed alternative products that are non polluting and created markets for them. All this work has been done on a consistent environment education effort.

LIVELIHOODS

Our vision of a sustainable world, includes respect for all life and a diverse inclusive human community. All our products have brought an income to challenged and vulnerable groups – we have worked with women farmers, women prisoners, mentally and physically challenged adults, rag pickers and womens self help groups. For those women in whom we see an entrepreneurial spirit, we have encouraged them to set up their own businesses.

ENVIRONMENTAL ISSUES

TOXICITY

The shift from natural materials into chemically composed man made materials, has drastically increased the levels of toxicity in our lives. With inspiration from the studies done by Toxics Link, Delhi, eCoexist has highlighted the effects of this toxicity in our every day lives and educated people to slowly replace toxics with natural substances.

WASTE MANAGEMENT

The use of materials and products that are non biodegradable and non recyclable, create a volume of waste that has become impossible to manage – through various projects eCoexist has promoted ReUse, Recycling and Upcycling of every day products.

LIVELIHOODS

EMPOWERMENT

To make a woman financially independent, she needs to be empowered in other ways to develop her personality and self confidence. Speaking up at meetings, self care and a review of the womans role in society is required. eCoexist conducts regular discussions and trainings around these issues.

SKILL DEVELOPMENT

The skills we impart to the communities we work with, are directly related to the ecoproducts we train them to make, so that we are able to bring them a right price for the labour they put in. Hand skills that the women already have or that they request are always linked to products we can find a market linkage for.

TRAINING VILLAGE WOMEN TO MAKE MASKS



DIY POSTERS to make your own Masks in nine languages

फेस कव्हर बनवण खूप सोप्या आहे
(सर्दी व कोव्हा झालेव्यासाठी, हे विधानू चाबवत नाही)

बनवण्यासाठी साहित्य

अधिक कल्पना आणि प्रेरणा साठी संपर्क करा: <https://www.e-coexist.com/>

कृती 1 पहिल्यांदा मध्यम जाडीच्या कॉटन च्या कापडाचे ८.५"x९" मापाने ३ मोठे भाग करा.

कृती 2 सरोब ३०"x २" मापाने कापडाचे २ लहान भाग काप्या (रिबॉन बनवण्यासाठी).

कृती 3 कापडाचे मोठे ३ भाग एकमेकांवर ठेऊन चिवात दाखवल्याप्रमाणे शीवा न्याचबरोबर कापडाच्या कडा देखील आतल्या बाजूस दुमडून व्यवस्थित शीवून घ्या.

कृती 4 छोटी बाजू देखील चिवात दाखवल्याप्रमाणे शीवा आणि रिबॉन शिवाव्याआधी कापडाचे सुटे धागे कापून घ्यावेत.

कृती 5 कापडाच्या दोन्ही मोठ्या बाजूने एक एक घडी घालून छोट्या बाजूने पुन्हा शीवा.

कृती 6 रिबॉन बनवण्यासाठी कापडाच्या लहान भागाचे मोठ्या बाजूने दोन वेळा पूर्ण घडी घालून व्यवस्थित शीवा.

कृती 7 चिवात दाखवल्याप्रमाणे रिबॉन शीवा.

वापरण्या आधी गरम पाण्यात व्खच पुन्हा धरीच रहा, सुरक्षित रहा!

प्रश्नांसाठी WhatsApp वर संपर्क करा: ९८५००४३८३ / ९०४९१४३५२२

VERY EASY TO MAKE FACE COVERS
(FOR COLD & COUGH USE ONLY. THESE ARE NOT VIRUS PROOF)

you will need >>>

for more ideas and inspiration reach out to us: <https://www.e-coexist.com/>

step 1 cut 3 pieces of cotton fabric of medium thickness 8.5" x 9"

step 2 cut 2 pieces of fabric (to make the ribbon) 30" x 2"

step 3 stitch the 3 layers together with 3 stitches across length as shown > also fold the hem of the fabric inwards on top and bottom and stitch neatly

step 4 stitch also the short sides > trim the short sides to remove loose threads before stitching the ribbon

step 5 fold the fabric twice and give again a stitch on the short sides

step 6 fold the ribbon double on both long sides and stitch it neatly

step 7 stitch the ribbons as shown on picture

STAY SAFE > STAY AT HOME! QUESTION? WHATSAPP US: 985004381 / 9049143522
Wash the face cover before every use.

எளிய முறையில் முகக் கவசம் தயாரிக்கலாம்
(சளி மற்றும் இருமல் தடுவைக்களுக்கு மட்டும். இவை வைரஸ் தொற்றிவிடுவது காப்பவை அல்ல)

தேவையான பொருட்கள்

மேலும் விபரங்களுக்கு <http://e-coexist.com/>

1 8.5" X 9" தடிமன் உள்ள ஒரு காட்டன் துணியை 3 துண்டுகளாக வெட்டிக் கொள்ளவும்

2 ரிப்பன் செய்வதற்கு ஒரு துணியை 2 துண்டுகளாக வெட்டிக் கொள்ளவும் 30" X 2" (படத்தைப் பார்க்கவும்)

3 3 துண்டு துணிகளையும் ஒன்றாக அடுக்கி தீவரமாக கிளி மூன்று தையல்கள் போடவும் > ஓரங்களை உள்பக்கமாக மடித்து தைக்கவும்

4 குறுகலான பக்கங்களிலும் தையல்கள் போடவும் > தொங்கும் உதிரியான நூல்களை கத்தரிக்கவும்

5 தைத்த துணியை இரண்டு முறை மடித்து குறுகலான பக்கங்களில் மறுபடியும் தைக்கவும்.

6 ரிப்பன் தைக்க - ரிப்பனை நனவாக கிளி இரண்டாக மடித்து அழகாக தைக்கவும்

7 படத்தில் உள்ளவாறு ரிப்பன்களை தைக்கவும்

பாதுகாப்பாக இருக்கவும் > வீட்டிலேயே இருக்கவும் > கேள்விகளுக்கு வாட்ஸ்அப் முகக் கவசத்தை துவைத்த பின் உபயோகிக்கவும். 98500 84381/90491 43522

DONATION OF MASKS to NGOS



The Reusable Cotton Mask Project



As of 18th
May 2020

7760

Masks produced by the women of Ahwalwadi for hospitals industry and residents

5

NGOs come together to work as a collective

25537

Masks sold as a collective

9

DIY POSTERS in Indian languages

Fundraising to donate masks to the needy



4

Youtube videos for mask awareness campaign





SWACHH TSAV

#WomenLedSanitation

A Swachh Bharat Mission Urban Initiative

पुणे महानगरपालिका
घनकचरा व्यवस्थापन विभाग

सन्मान पत्र

श्रीमती मनिषा सेठ, इकोइक्सिस्ट फाऊंडेशन

"स्वच्छोत्सव २०२३" अंतर्गत "Women Icons Leading Swachhata (WINS) Awards 2023" मध्ये आपण केलेल्या उत्कृष्ट कामगिरी साठी आपल्याला या सन्मानपत्राने गौरविण्यात येत आहे.

श्री. विक्रम कुमार

आयुक्त तथा प्रशासक, पुणे महानगरपालिका

C.B. Patil

मा.ना.श्री. चंद्रकांतदादा पाटील

उच्च आणि तांत्रिक शिक्षण, वस्त्रोद्योग, संसदीय कामकाज मंत्री,
महाराष्ट्र राज्य तथा पालकमंत्री, पुणे जिल्हा

Ecoexist Foundation was awarded the Swachata Icon certificate for Women led Swachata in 2023. eCoexist as a group has been working on issues of Waste Management, Reuse and Recycling for several years even before the foundation was formally established. In 2010, we initiated the **Nirmalya Flower Recycling campaign** along with Swachh Coop and after five years handed it over to the Cummins Foundation to scale up. Also in 2010 we launched the **Beauty of Recycling campaign** which promoted upcycled products made of waste. This was also conducted for five years at a large scale with partners such as FabIndia. Post Covid our waste management work focused on the UseMeAgain campaign and the Punaravartan campaign



USEMEAGAIN CAMPAIGN

EDUCATIONAL POSTER ON PLASTIC BAGS / CLOTH BAGS



Posters designed on plastic bag ban



Educating women about the problem of plastic bags using the posters

CITIZENS MEETINGS TO DISCUSS PLASTIC BAGS





SAY **NO!** TO **PLASTICS**

Poster to raise awareness about ban on plastic bags

TRAINING VILLAGE WOMEN OF AHWALWADI TO MAKE CLOTH BAGS



PUNARAVARTAN

The PUNARAVARTAN campaign aims to recycle clay sludge collected after the visarjan of clay idols and offer it back to artisans for reuse. This is the first of its kind in India and was initiated by eCoexist in 2020. In 2023 we successfully collected 23 tons of clay and launched the campaign in Pune, Pimpri Chinchwad, Thane and Nasik. Read more about the campaign at <http://www.punarakavartan.org>



PUNARAVARTAN

www.punarakavartan.org

23000 kg
clay sludge collected !

4

cities

20

schools

250

volunteers

60

collection
points

22

organisations

150

societies

**Thank
you!**



Closing the loop together !



About eCoexist Foundation:

eCoexist was formed in 2006 as a social enterprise and in 2017 we created the eCoexist Foundation as a section 8 company to expand the scope of the environmental and social campaigns we had already been leading under the enterprise.

DIRECTORS:

Manisha Sheth Gutman

Architect by training, Manisha has a degree in Environmental studies from the Ecological Society, has six years of work experience with the Kalpavriksh Environment Action Group and has successfully led a green enterprise. In 2009, she was invited to speak at the United Nations at a conference on Business and Biodiversity.

Lolita Gupta

An educationist at heart, Lolita has helped develop the eCoexist platform for over 10 years and is now focused on children's educational activities.

Vrunda Shete

An IT professional, Vrunda has over a decade of experience in the IT sector, after which she shifted her career to pursue environmental and social goals. Also with a degree from the Ecological Society, Vrunda is currently pursuing a Masters in Sanskrit and has widely travelled the Himalayan region. She has the vision of working the villages along the river Ganges.

COMPLIANCES:

80G Registration : AAECE8424FF2022101 valid from 12-10-2022 to AY 2025-2026

12A Registration : AAECE8424FE2022101 valid from AY 2023-24 to AY 2025-2026

CSR 1 ; CSR00049918

PAN Number: AAECE8424F

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