

eCoexist Foundation 2017-2023

CAMPAIGNS/ PROJECTS





COVID - 19 RESPONSE

In a guick 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 mitiaate conflict between humans 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

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.



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 Upycling 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

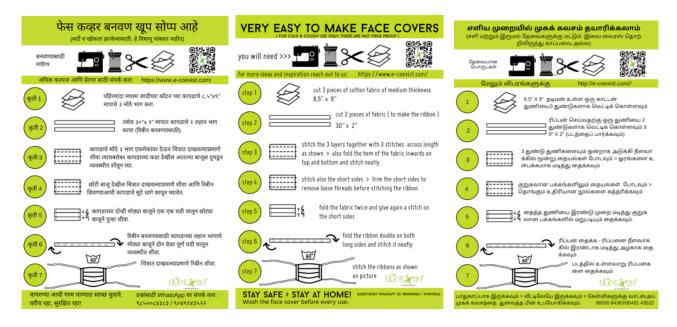
The skills we impart to the communities we work with, are directly related to the ecoproducts we train them to make, so that we are able to bring them a right price for the labour they put in. Hand skills that the women already have or that they request are always linked to products we can find a market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

COVID 19 RESPONSE

TRAINING VILLAGE WOMEN TO MAKE MASKS



DIY POSTERS to make your own Masks in nine languages



DONATION OF MASKS to NGOS



The Reusable Cotton Mask Project

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



Youtube videos for mask awareness campaign

















पुणे महानगरपालिका घनकचरा व्यवस्थापन विभाग



श्रीमती सनिषा सेठ, इको अक्झिस्ट 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 ८. ८. ८ ५० 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 Swach 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 Fablndia.

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

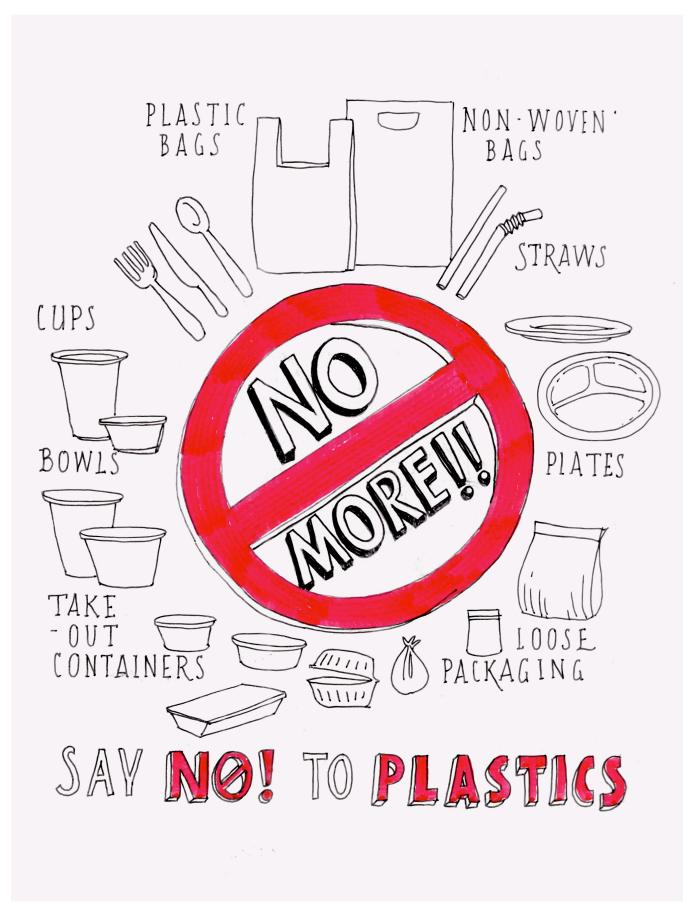


Educating women about the problem of plastic bags using the posters

CITIZENS MEETINGS TO DISCUSS PLASTIC BAGS







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.punaravartan.org



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 successful led a green enterprise. In 2009, she was invited to speak at the United Nations at a conference on Business and Biodiversity.

Lolita Gupta

And educationist at heart, Lolita has helped develop the eCoexist platform for over 10 years and is now focused on childrens 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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