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RLG India – Awareness Plan

International E Waste Day 2020

Noida





International E-Waste Day

IEWD Campaign

Phase I 8th October

- Announcement of International E-waste Day Campaign
- Educate, Engage, Collect

Phase II 9th – 13th October

- ConnectNCollect Campaign
- 1. Spot Chota Haathi
- 2. Social Media Connect
- 3. Collection Challenge
- 4. Webinars

Phase IV 15th – 16th October

- Winner Announcement
- Short Videos from Campaign activities

Phase III 14th October | Main Event

- 10x10 setup at a prominent location in New Delhi
- Engagement with on-ground audience (Quiz, Contests, Emcee, Debate Competition
- E-waste Bin setup for collection
- E-waste Hero Certificates
- Photobooth





Phase I- Introduction (8th Oct 2020)



Announcement Creative for Introducing the audience to **ConnectNCollect** campaign

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Phase II - Pre-Hype (9th to 13th Oct 2020)

Spot Chota Hathi

Target Cities – Delhi, Noida, Gurugram, Hyderabad & Bangalore.

The vehicle will be moving between 11am-5pm.The participants will have to spot the vehicle in their city, share a picture, tag us and use the campaign hashtag to be discovered 1 winner per city per day. Thus, 25 winners in 5 days.

Engagement Posts

1 post per day on Insta & FB for engagement. Quiz, Puzzle, Slogan Contests, Jumbled Words posts all related to educating audience about E waste. 5 winners will be announced on Main Event Day. (will be posted on 10^{th -} 13th)

Collection Challenge

Donator of highest quantity of E-waste each day Pan India will be announced in our stories. 5 winners in total.

Webinars

We will ask the students to take pledge for #CleantoGreen. Encourage students to make a call at toll-free number and schedule a pickup.

This will showcase that students are not just learning theoretically but are also driven to act





Creatives (Spot Chota Hathi)



SPOT THE CHOTA HATHI CONTEST

Our E-waste Collection Program's Chota Hathi will be on the mission of collecting e-waste from **Delhi, Noida, Gurugram, Hyderabad, and Bangalore** from 9th October - 13th October, 11:00 am - 4:30 pm.

Spot the Chota Hathi, *click an image, and share it with us via your stories. Tag @cleantogreenindia & use* #ConnectNCollect. The winners will get a chance to become advocates of green living, featured on our social media pages, and *win exciting prizes*



SPOT & CLICK THE CHOTA HATHI – E-WASTE PICK UP TRUCK –



From 9th October - 13th October in Delhi | Noida | Gurugram | Hyderabad | Bangalore

SHARE THE PICTURE WITH US AND GET A CHANCE TO WIN EXCITING PRIZES #ConnectNCollect

T&C Apply

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Creatives (Spot Chota Hathi)



E-waste pick up Truck Schedule 11:00 am - 4:00 PM

GURUGRAM

9th October IndusInd Metro Sector 41 Sector 53 11th October Sector 12 Shiv Vihar

Rajiv Nagar

10th October Sector 42.43 Sector 53.54 Sector 54 Chowk

12th October Sadar Bazar

CTC Arjun Nagar

13th October

DLF Phase II DLF Phase III **DLF Phase IV**

SPOT & CLICK **THE CHOTA HATHI**



E-waste pick up Truck Schedule 11:00 am - 4:30 PM

DELHI

9th October Laxmi Nagar

Preet Vihar Geeta Colony

11th October Karol Bagh Raiendra Place Patel Nagar

13th October

Nehru Place East of Kailash Greater Kailash

10th October Pulbangash Filmistan Azad Market

12th October Moti Nagar Kirti Nagar Shadipur

THE CHOTA HATHI

SPOT & CLICK



E-waste pick up Truck Schedule 11:00 am - 4:30 PM

NOIDA

10th October Sector 93 Sector 108 Sector 110

11th October **Bhangel Noida** Salarpur Noida Sector 106

9th October

Sector 15

Sector 16

Sector 18

12th October Sector 37

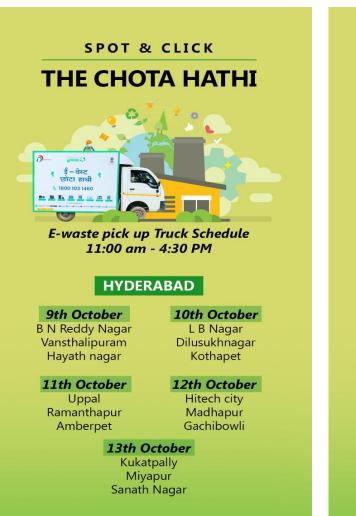
Sector 58 Sector 72

13th October Dadri, Greater Noida Ecotech 3, Greater Noida Sec 130, Noida

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Creatives (Spot Chota Hathi)



SPOT & CLICK THE CHOTA HATHI ई – वेस्ट छोटा हाथी 1800 103 146 E-waste pick up Truck Schedule 11:00 am - 4:30 PM BANGALORE **10th October** 9th October Chikpet Malleshwaram Market SP Road Sampige Road 100ft and CHM Road Avenue road **11th October** 12th October Magadi Main Rd Marathahalli Village Dr. Rajkumar road Doddakannelli Rd Dr.Ambedkar Nagar Silk board, HSR Layout 13th October MG road Brigade Road Church street





Collection Challenge



Clean to green Brings you Call for Clean India

9th October - 13th October

Call your nearest Collection Centre from our 36 Collection Centres across India to schedule your pickup **Toll-free No. 1800 103 1460 Prashant Sharma +91 9990817111**

5 People with the maximum donations between 9th October and 13th October will be the winners.

They will get a chance to become advocates of green living, featured on our social media pages, and *win exciting prizes*.

*T&C Apply



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Phase III - Main Event (14th Oct 2020)



Offline - 10X10 set up at DLF Select City Walk mall in Delhi.

Engagement activities for on ground audience like quiz contests, Emcee, debate competition. E waste bins will be placed and each person donating will get an E waste hero certificate + instant pics with C2G cardboard frames. Also they will be asked upload their pics and tag us, which will be shared as highlights post event.

Online - Announcement Post about Event details + Going live at 7pm. Winner Felicitation Post.

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Contact Us



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