



RLG India – Awareness Plan

International E Waste Day 2020

Noida

IEWD Campaign



Phase I- Introduction (8th Oct 2020)

#ConnectNCollect



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

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 10th - 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)



BRINGS YOU

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*



* T&C Apply

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

Creatives (Spot Chota Hathi)

SPOT & CLICK

THE CHOTA HATHI



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

GURUGRAM

9th October IndusInd Metro Sector 41 Sector 53	10th October Sector 42,43 Sector 53,54 Sector 54 Chowk
11th October Sector 12 Shiv Vihar Rajiv Nagar	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	10th October Pulbangash Filmistan Azad Market
11th October Karol Bagh Rajendra Place Patel Nagar	12th October Moti Nagar Kirti Nagar Shadipur
13th October Nehru Place East of Kailash Greater Kailash	

SPOT & CLICK

THE CHOTA HATHI



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

NOIDA

9th October Sector 15 Sector 16 Sector 18	10th October Sector 93 Sector 108 Sector 110
11th October Bhangel Noida Salarpur Noida Sector 106	12th October Sector 37 Sector 58 Sector 72
13th October Dadri, Greater Noida Ecotech 3, Greater Noida Sec 130, Noida	

Creatives (Spot Chota Hathi)

SPOT & CLICK THE CHOTA HATHI



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

HYDERABAD

9th October
B N Reddy Nagar
Vansthaliapuram
Hayath nagar

10th October
L B Nagar
Dilusukhnagar
Kothapet

11th October
Uppal
Ramanthapur
Amberpet

12th October
Hitech city
Madhapur
Gachibowli

13th October
Kukatpally
Miyapur
Sanath Nagar

SPOT & CLICK THE CHOTA HATHI



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

BANGALORE

9th October
Chikpet
SP Road
Avenue road

10th October
Malleshwaram Market
Sampige Road
100ft and CHM Road

11th October
Magadi Main Rd
Dr. Rajkumar road
Dr.Ambedkar Nagar

12th October
Marathahalli Village
Doddakannelli Rd
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

Phase III - Main Event (14th Oct 2020)

Setup



Engagement



Collection



Gratification



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.



Contact Us



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