



# Clean to Green

International E Waste Day 2020

21st October 2020

# Introduction

# #ConnectNCollect



## Pre-Hype (9<sup>th</sup> to 13<sup>th</sup> Oct 2020)

### Spot Chota Hathi

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

The vehicle moved between 11am-5pm. The participants were asked to spot the vehicle in their city, share a picture, tag us and use the campaign hashtag to be discovered

### 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 were announced on Main Event Day.

(posted between 10<sup>th</sup> - 13<sup>th</sup>)

### Collection Challenge

Donator of highest quantity of E-waste each day Pan India were announced in our stories and were gratified

### Webinars

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

# Creatives on Social Media (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



# 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



Mr. Satish



Mr. Amit



Mr. Satish



Mr. Rahul



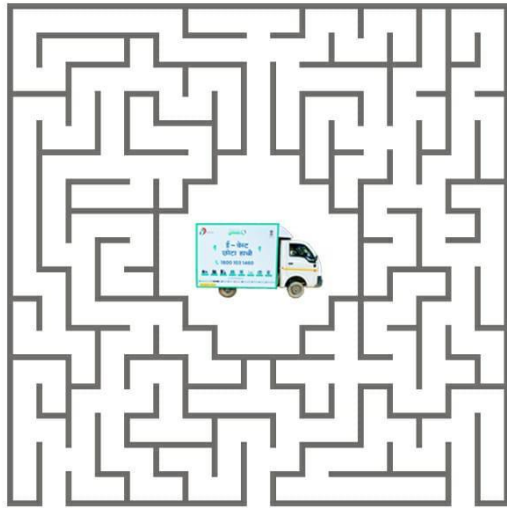
Mr. Danish

During our 5 days of Collection Challenge, we have  
collected **211 Kgs** of e waste.

## Engagement Posts



Find your way to E-waste  
Pick-up Truck



**#ConnectNCollect**

### E-WASTE JUMBLE



1



2



3



4



5

ect Collect N Co nnect

**#ConnectNCollect**





# Webinars



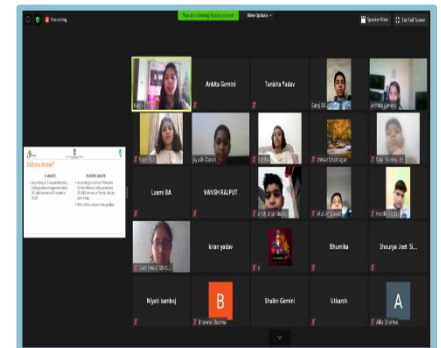
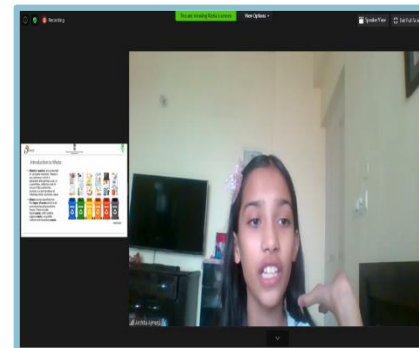
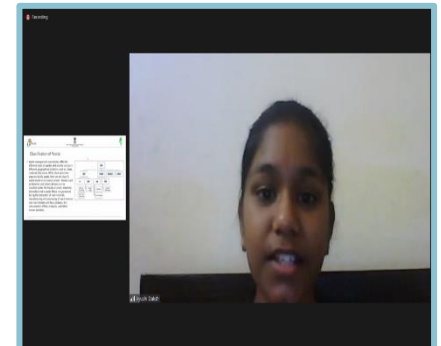
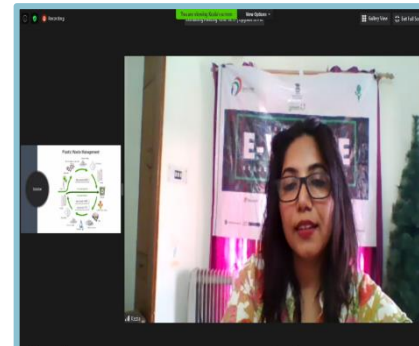
**International E-waste Day**  
**#ConnectNCollect**

**14<sup>th</sup> October**

Webinar with  
GMS Mahabirnagar, Ranchi  
Ryan International School, Gurugram

**Stay Tuned**  
**Pledge #CleanToGreen**

**clean to green**



## Main Event (14<sup>th</sup> Oct 2020)











# Collection Challenge with Collection Centers

A promotional poster for the 'Collection Challenge' by RLG India. The poster has a textured orange and blue background. At the top left is the RLG India logo. The main title 'Collection Challenge' is in bold black text. Below it is a blue rounded rectangle containing the text 'COLLECT 500 Kg E-WASTE'. Underneath this is the text 'till 15th October 2020' followed by a large ampersand symbol. Below the ampersand is the text 'WIN CASH PRIZES!'. At the bottom, it says 'Top 3 Collection Centers will be rewarded on 16th October 2020' and 'for more details contact: +91 999 081 7111 (Prashant Sharma)'.

**RLG** INDIA  
REVERSE LOGISTICS GROUP

## Collection Challenge

**COLLECT**  
**500 Kg**  
**E-WASTE**

till 15th October 2020

**&**

**WIN CASH PRIZES!**

Top 3 Collection Centers will be rewarded on 16th October 2020

for more details contact: +91 999 081 7111 (Prashant Sharma)

We recently launched #ConnectNCollect Program for our 36 Collection Centers with a benchmark to collect 500kgs of e-waste between 1st to 15th October 2020. The winners were rewarded cash prizes.

As of today, We have 9 CC's with more than 500 Kgs of e-waste, and we have collected **11.2 MT** in total.





# Radio



**COVERAGE**  
94.3 Radio One Delhi



**SPOTS**  
180  
sec.



**CAMPAIGN PERIOD**  
02 Days



# Reach





# Contact Us



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