

Better Public Health...!

**ANTI
POLLUTION
DRIVE**
APD FOUNDATION



*...working towards mitigating air pollution,
facilitate sanitation of environment & thereby
help improve Public Health & Economic Profile
of Indian cities*

ABOUT US



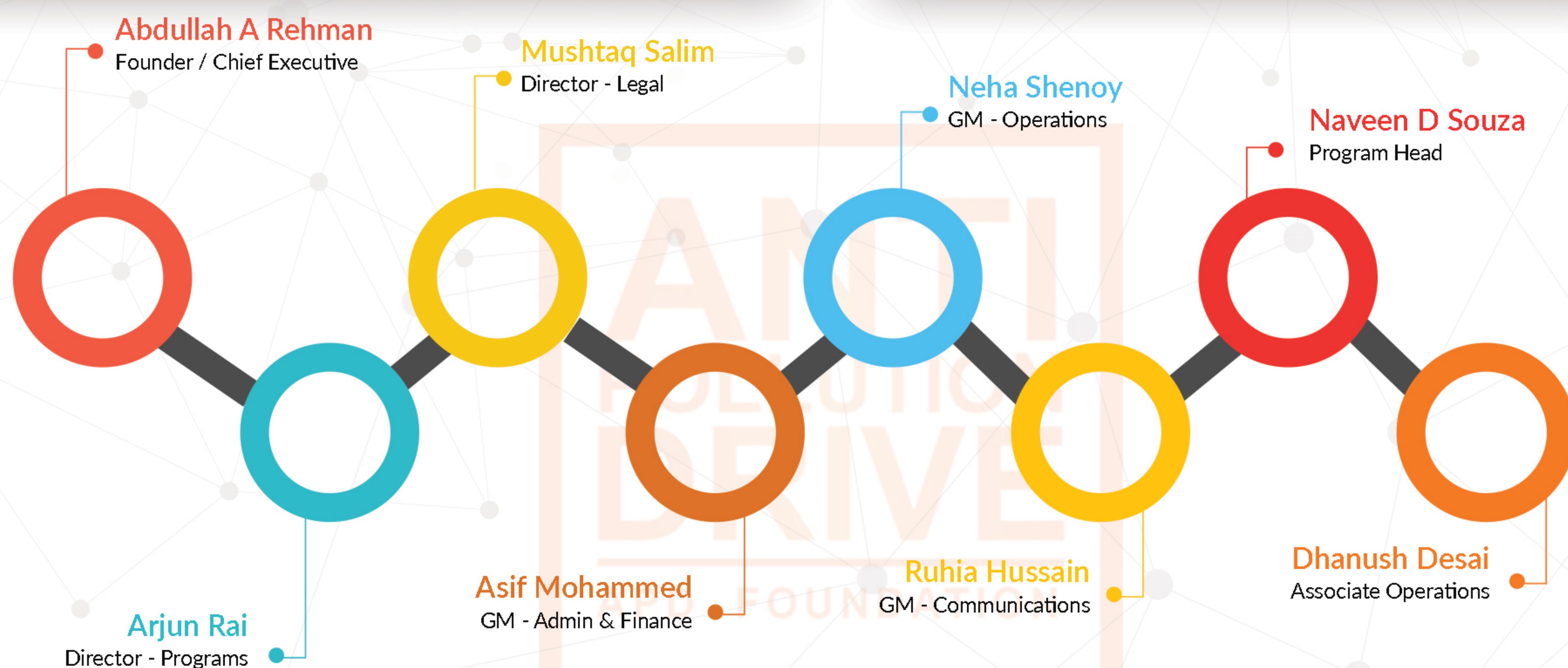
Anti-Pollution Drive (APD) Foundation is a not-for-profit organization which was founded on **2nd October 2014** to coincide with the Swachh Bharath initiative launched by the **Hon'ble Prime Minister** of India. APD is driven to work towards achieving clean sanitized environment and unpolluted air for the citizens and works closely with various Government and Private agencies across the country.

WHAT WE DO

APD Foundation aims to wake the conscience of people both the citizens and officials, by emphasising the problem in hand, connecting and aggregating professionals from different fields to address the crisis, meeting officials to capture and fill the gaps in the system, producing actionable data and proof regarding the health impact and levels of air pollution and additionally working towards innovative solutions.

OBJECTIVES

The **APDF** was set up in view of the fact that there is an apparent awareness, information and data deficit amongst the citizens of our country regarding environmental issues. Our key instruments towards obtaining our objective would be through holistic information, data sharing & advocacy campaign where we sensitise our people about the ill effects of pollution and drive the citizenry towards taking a more involved role in sustainable and responsible living.



TEAM

OUR DEPT.

Awareness & Behavioral Change

Public Health & Research Strategy

Laws & Rights

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OUR FOCUS

AWARDS



Excellence Award 2017
KSPCB- Government of Karnataka.



YOUNG SOCIAL INNOVATOR 2016
INDIA YOUTH FUND Award by
UN-HABITAT & NAROTHAM SEKSARIA FOUNDATION

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OUR INTERVENTIONS



Smart Swaccha Mangaluru

An APDF initiative supported by UN-Habitat & NSF, Mumbai. SSM is an implementation and also operation programme to achieve segregation at source, a keystone in enabling success of Mangaluru's ISWM system. SSM integrates a conversion strategy along with a city-wide IEC campaign to influence behaviour change.



Namma Mangaluru Swachha Mangaluru

An APDF- AWHCPL city wide IEC Programme. This Information, Education and Communication programme is designed to raise public awareness and understanding of Municipal Solid Waste Management. Comprising a set of targeted campaigns, this project is focused to increase awareness of the potential health, safety & environmental impacts associated with poor waste management or the benefits of recycling and resource conservation.

- > Educating the Future
- > Training the Trainer
- > Activating Public Areas
- > Awareness via Music

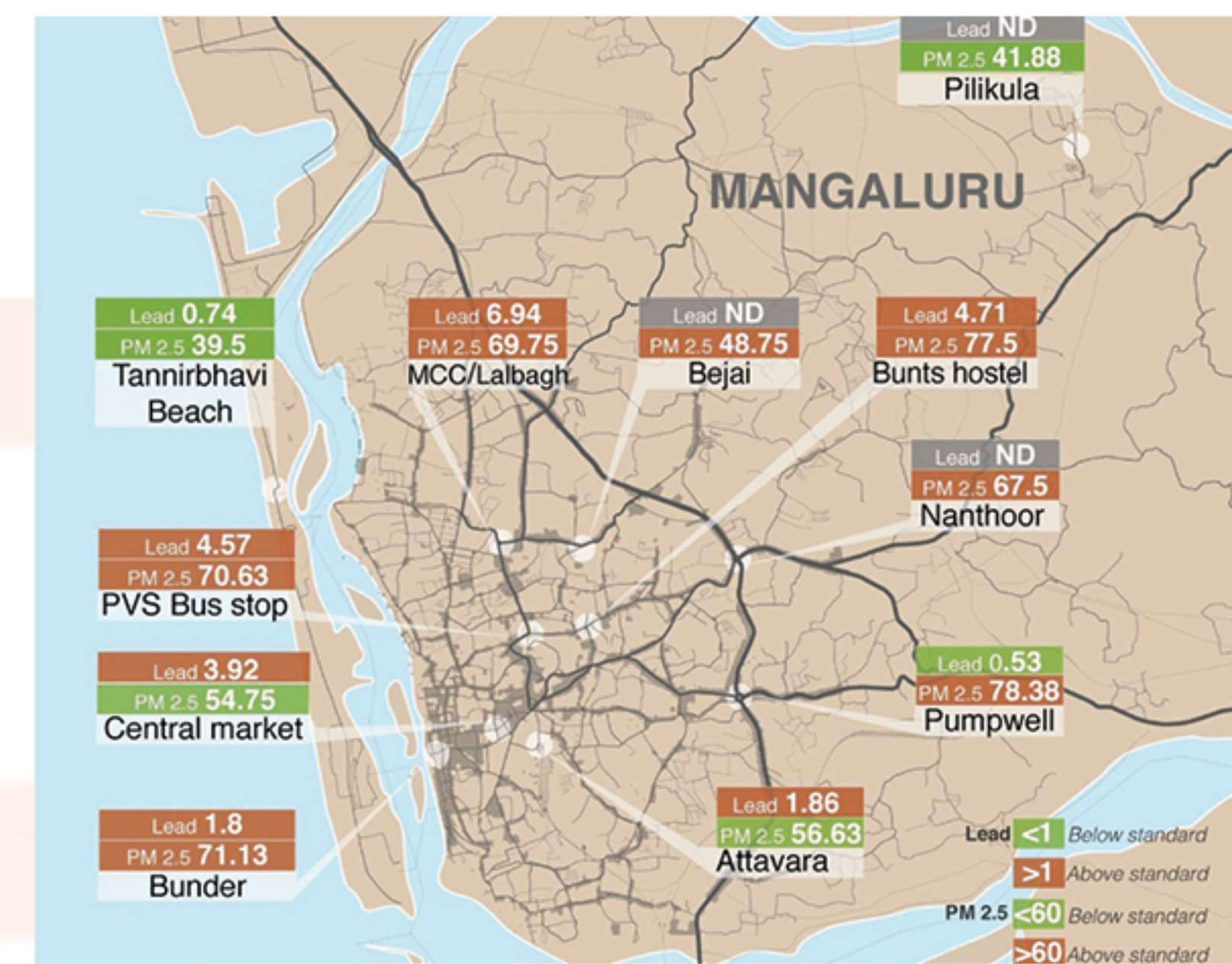
Commemorating Eco Days

World environmental days are observed by the team APDF in the partnership with local or national organisations, educational institutes, Government bodies etc.



APD Foundation Bag Excellence Award

For our contribution to Dakshina Kannada District, the APDF team was given an excellence award by the Karnataka State Pollution Control Board (KSPCB). The award was handed over by the Minister for Environment, Ecology & Forest, Government of Karnataka on account of environmental day held on 08 August 2017.



Shuddha Gaali - Air Quality Assessment

The team conducted an independent air quality monitoring, this project was conceived as a means to start a constructive conversation with the state pollution control board about air quality assessment

Nudidante Nade (Practice what You Preach)

It is a part of APDF's Smart Swaccha Mangaluru programme and is a focussed set of targeted campaigns, workshops and training sessions to help achieve segregation at source (at generator level). In this campaign, a key ingredient is that the various Government departments and the officials involved in framing rules for the citizens are now, also focusing upon themselves to achieve segregation at source, thereby leading by example and showcasing how Government agencies are applying sustainable thinking.



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