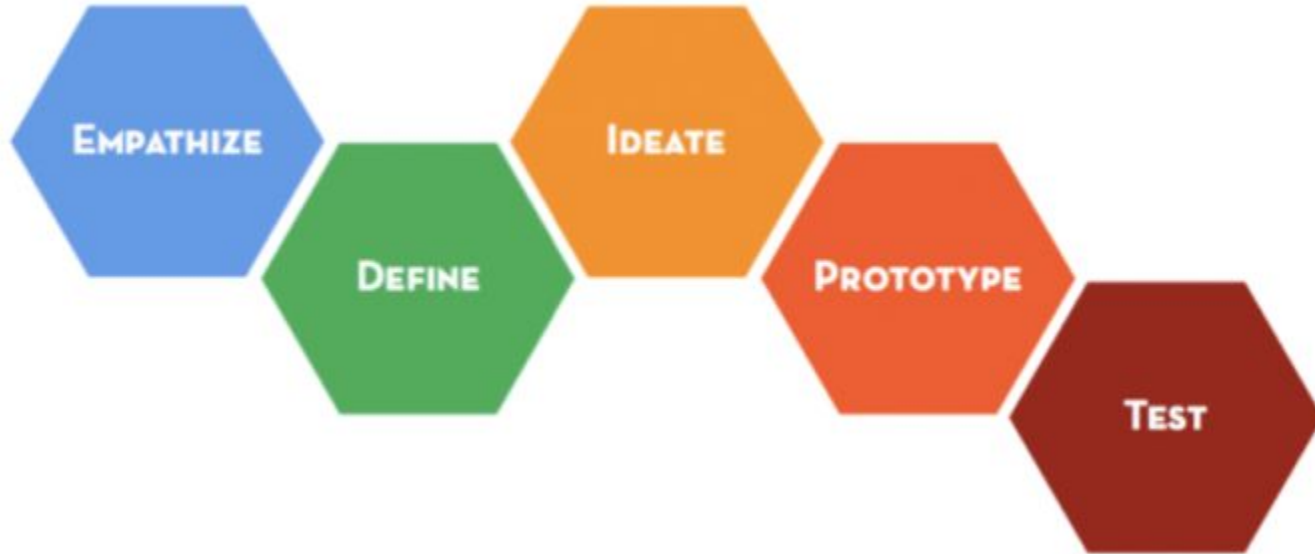

NDN: Design Thinking

Presentation by -
Atul, Sandeep, Abhihek

Empathizing by
interviews was done





1st Interview

With a group interview with **graduate students** residing in **Jia Sarai just outside IIT Campus.**

- Got an insight that People are inclined to share more in a group interview, than probably a one-to-one interview



2nd Interview

With a **Ph.D. student** who had lived and received education in many cities.

- Described his experience/interaction with the environment in Cities spread across the country.

Quotes & Defining Words

Exact Quotes:

- Say "हम intellectual लोग बतियाते बहुत हैं. But when action needs to be taken, we say पेड़! ना भाई पेड़ तो किसान ही लगाएगा." This attitude needs to change.
- The pollution was HORRIBLE around Diwali.
- One of the interviewees himself had developed a skin disease caused by Environment pollution, called ACUTE SIMULTANEOUS ARTICARIA; had to undergo treatment at AIIMS for 1 year.
- Bad fooding, bad lodging, and very very poor management of this area. Corrupt Building owners don't care.

- When asked why don't they complaint, they say, "You tell बच्चा यहाँ आकर पढ़ेगा कि politics करेगा" All laugh.
- Building owner don't let us use Aquafina or any RO for that matter,because 60% water is wasted in purification, and no one would let you do that.
- Equating population to pollution, they say, "तिहाड़ में रहना और JIA SARAI में रहना बराबर ही है"
- Owners do construction as and when they want, causing Dust Pollution. So goverment should have a policy that construction once done, can't be altered for a period of 3/5 years under contract. This will check-and-balance dust pollution.



Fact

The interviewees were responding so fast, we were having tough time noting down all the quotes.

One in the group, was an M.Sc. from IIT Delhi, knew a tad about pollution said

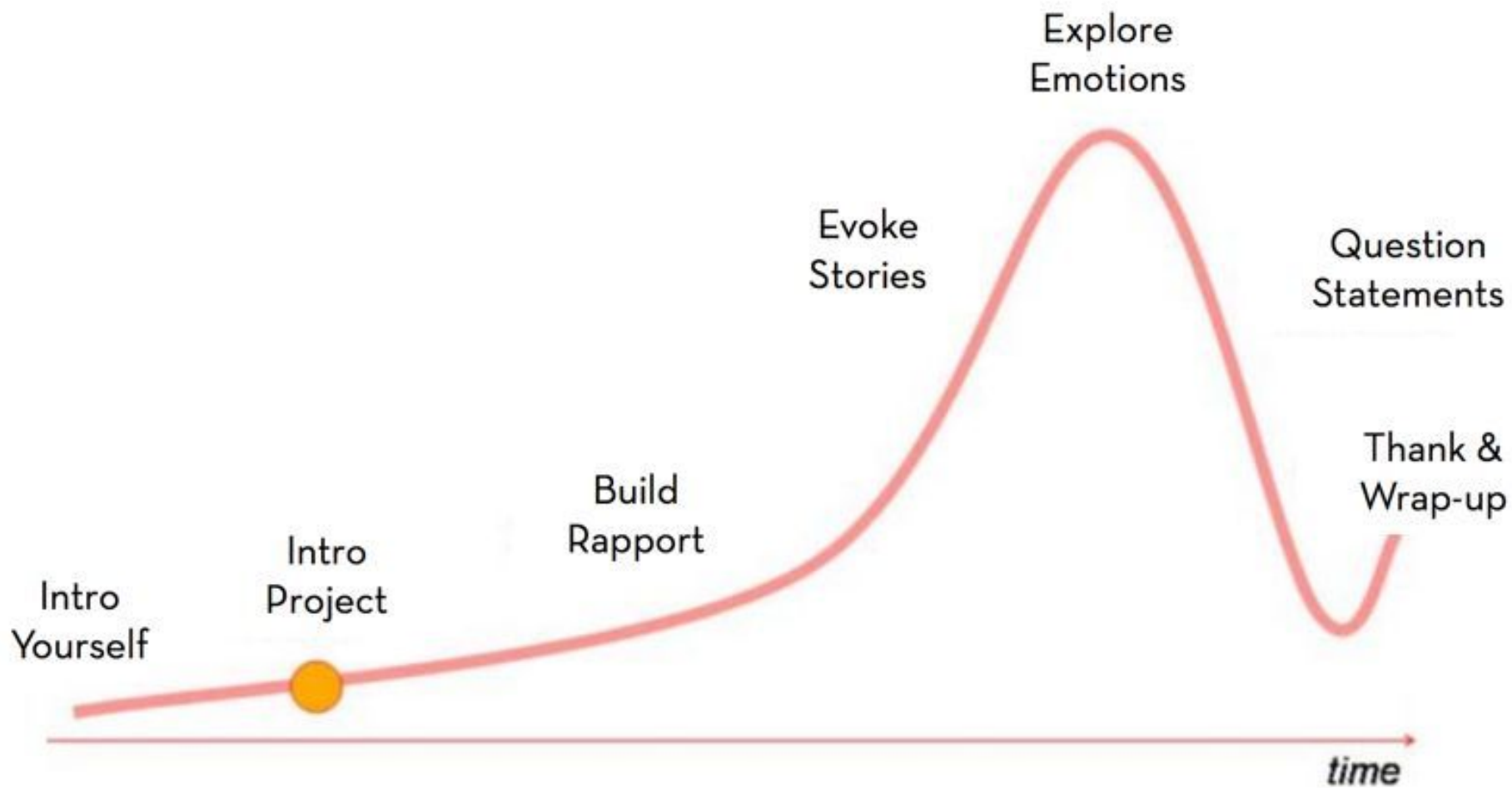
- 22 types के pollution होते हैं और सारे तुम्हे यहाँ मिल जायेंगे. *laughter erupts*
- Also mentions नहाने के पानी का pH if you check its 8-9. Rashes, spots हो रहे हैं skin पे, बाल उड़ रहे हैं बन्दों के.

Another said,

- यही हाल रहा तो मैं आपको बता रहा हूँ कि आने वाले 5 साल में दिल्ली ठप होने वाली है.
- I tell you human by nature is greedy and selfish, and has to be bound by rule and regulations.

On question of government schemes,

- लोग अब plastic cups without thought फेंकते नहीं हैं, it's like कि मेरे father मुझे हड़का दिए हों. You think twice. So लोगों में change तो आया है.



A picture of the Dumpsite at the entrance of JIA SARAI.

This is just aside the Main Ring Road and is a cause of Land, Soil Pollution.





Unnecessary Digging.

Leading to Road Block, Traffic Jam and Nuisance.

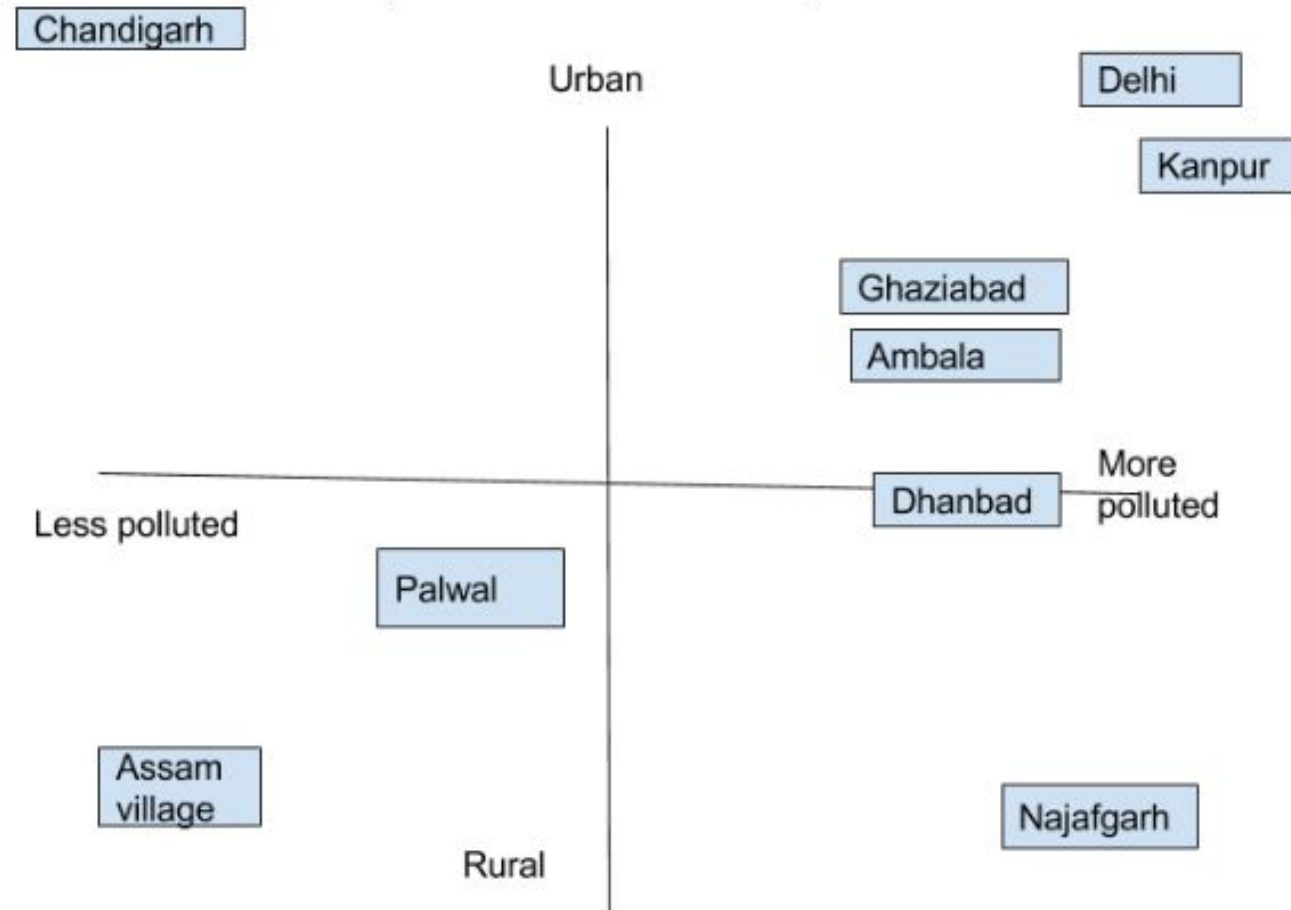
Dirt Pollution, similar to Contructions by building owners.



Based on the cities lived by
interviewees, we constructed
a
Position Map

FRAMEWORK:

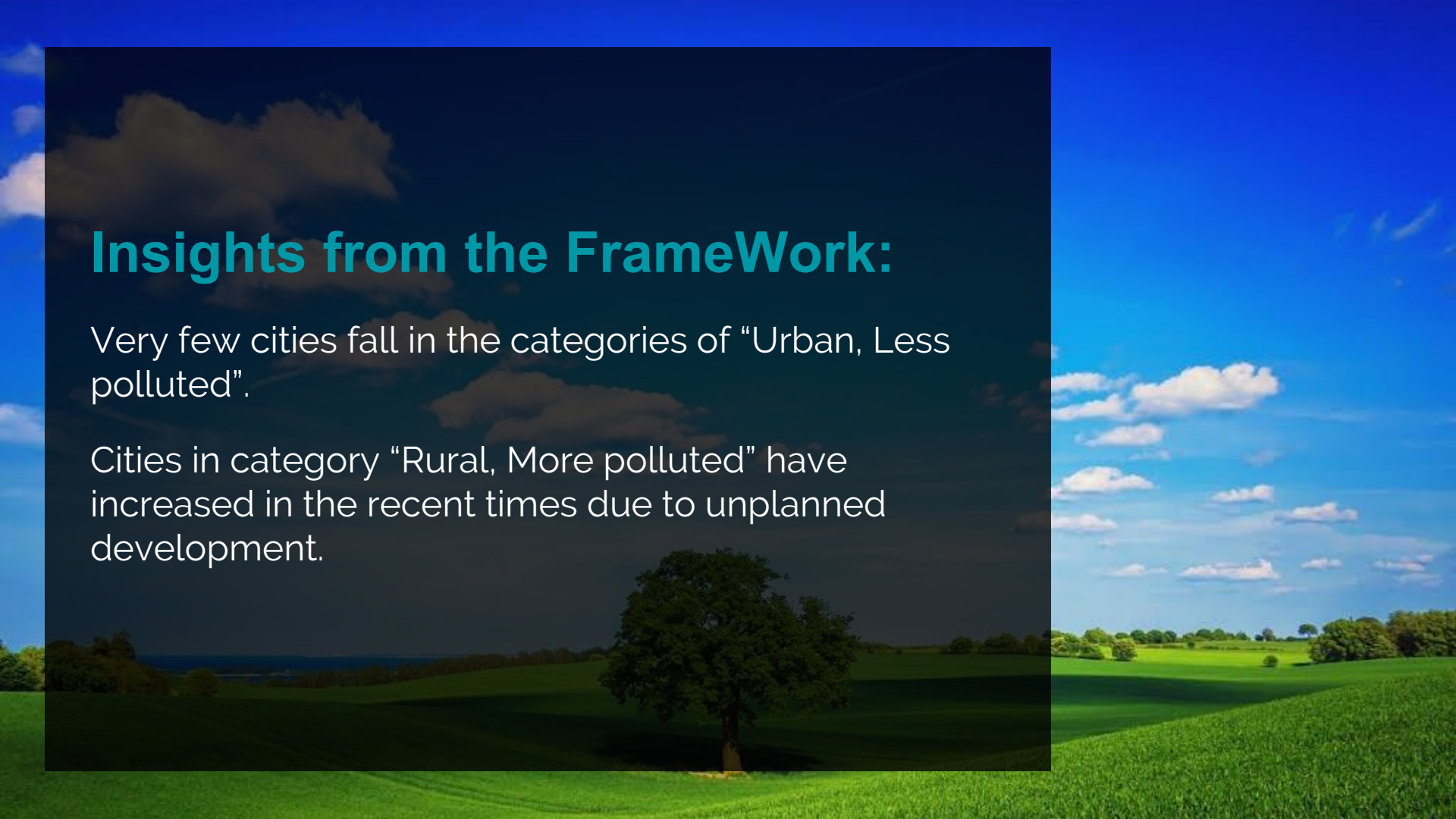
Places and their associated pollution based on cities lived by Interviewees-



Insights from the FrameWork:

Very few cities fall in the categories of “Urban, Less polluted”.

Cities in category “Rural, More polluted” have increased in the recent times due to unplanned development.



THAT'S MORE THAN THE
POPULATION
OF

**PROBLEM
STATEMENT**



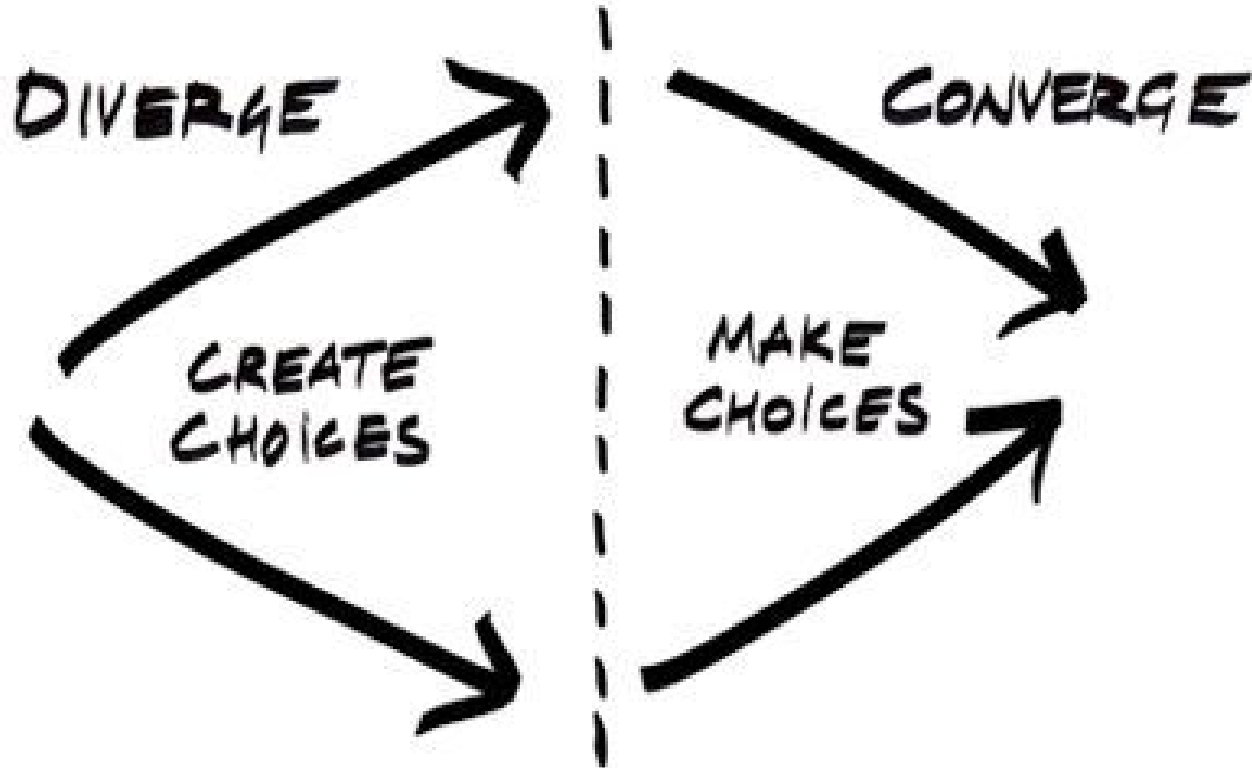
People we interviewed need to find a way

to change the mind-set of people

so that

environment can be cared like Health and education.

Brainstorming



Ideas that we came up during Brain Storming :

- Selfie with plant saplings.
- Awareness camp by NGOs
- Biological Degradation of landfill by bacteria
- Better and efficient purifiers which waste less water during purification.
- Govt. policies to check and balance dust pollution.
- Special programmes for unauthorized colonies.
- Increase the glamour and popularity of public transport.

- Decrease cost of public transport.
- Advertisement by Celebrities.
- Increase use of nuclear energy.
- Introduce more successful schemes like Swaach Bharat Abhiyan- emotional appeal to public.
- Encourage natural ponds (like in villages) for water harvesting and environment conservation.
- Better system for waste dumping.
- Policies for hostelling for outsiders(Students) in cities like Delhi.
- Organize raids at night to caught defaulters.(Surprise checks)
- Include academic youth in policy making.
- Inculcate importance of environment in schools.

3 Best Ideas

- **Selfie with plant saplings**

Initiating such campaigns on national level by eminent politicians and celebrities will appeal to the teenagers and youth who are highly active on social media. We can encourage Selfies with saplings on regular intervals of 3/6 months. This will be highly beneficial for awareness as well as the environment.



- **Biological Degradation of landfill by bacteria**

By biotechnology, such bacteria have been identified and are already in use in many developed countries. They are easy and efficient, and can have other advantages also like producing Biofuel from waste.



- **Encourage natural ponds (like in villages) for water harvesting and environment conservation.**

It has been observed that Natural Ponds are depleting, even in rural areas; whereas they can serve a large number of purposes like water harvesting, better drainage system, flourishing ecosystem, higher ground-water level.



PROTOTYPE:

- Started an initiative Rainbow Revolution 2.0
- Made a website to give an idea what we are and what we will do
- Take feedback from people (**Testing**) about what they think of this initiative

Intiative :Rainbow Revolution



Vision and Features

- Organise events to promote environment protection like **selfie with sapling**
- Organise awareness camp regarding environment related subjects
- Help others to create awareness camps
- Educate people about how their surrounding is going to affect their daily life and how can they help us to protect it.

Upcoming events

15
JAN

Selfie With Sapling

upload your selfie showing your love for environment and win goodies and also get a chance to win Goa trip. Grab one and only chance to get recognition Indian government. Don't forget to use hashtag #rainbowrevolution

2
FEB

Awareness camp at Hodal

Let us spread the love for mother Earth. Spread the word around the world. Get to learn the art of protecting the environment and win some goodies.

See What Humans have Done !



Say No To Deforestation

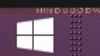


Pollution in India



The critical problem of Climate Change and Global Warming

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Website:

<https://abhimnc.github.io/rainbowrevolution/>



**Thank
You!!!**