ROUND 1
SUBMISSION

Let’s Start!

HACK THE CRISIS 5.0

Team: **Bisleri Returns**

Organised by – BVP ISTE

ABSTRACT

Plastic Garbage takes **decades** or even **hundreds** of years to disintegrate, putting water sources and water quality in **danger**.

Even **Kashmir**, what we call closest to real-world heaven is not safe. A new study has confirmed the presence of **microplastic** contaminants in the **Jhelum** River, locally known as **Vyeth**, in Jammu and Kashmir.

Microplastics detected in these streams make their way into our drinking water and the seafood. To tackle this, we researched and identified key factors due to which plastic is ending up in oceans and proposed the solution “CleanUp Connect”, user-driven mobile app tackling plastic waste by enabling users to report Informal Dumping Sites and pollution incidents with geotagged photos for Clean Up teams to take action.

PROBLEM SOLVED

Low Recycling Rate:

Currently, India‘s Recycling Rate Is 5% to 25% depending on
the region which is very low compared to nations like China, Europe, and the US which have more than 30%.

Lack of data:

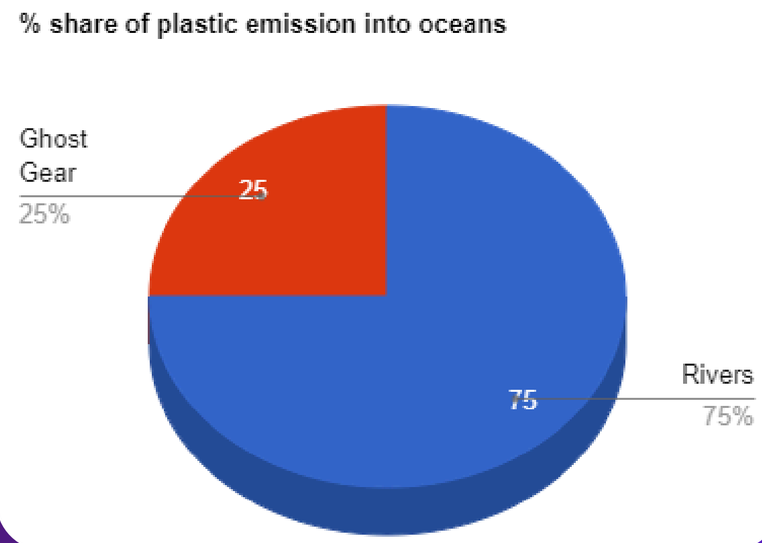
Since there are so many informal dumping, it’s essential to maintain proper data for concerned authorities to take action upon.

Segregation at Source:

The majority of India doesn’t practice waste segregation at source we encourage these initiatives by subsidizing specific plastic products.

Lack of Awareness:

Addresses the lack of awareness regarding the environmental benefits of Informal Dumping and unaccounted plastic usage by integrating an educational component within the app.



Insight	Value
Amount of plastic waste produced per year	9.4 Mt/year
Recycling rate	5% to 25%
Amount of plastic waste not recycled	8.93 Mt/year
Expected growth in plastic waste production by 2030	100%
Government recycling goal for 2030	60%

PROPOSED SOLUTION

“CleanUp Connect" is a user-driven mobile app tackling plastic waste by enabling users to report Informal Dumping Sites and pollution incidents with geotagged photos for Clean Up teams to take action.

CleanUp Connect

Solution

Geotagged Photos

Users capture and submit photos of plastic waste hotspots along with it’s location, enhancing the accuracy of incident reports. Facilitating not only rapid response from cleanup teams but also helps in maintaining a database of waste hotspots.

Awareness/ Feature

Footprint Calculator

By helping users to calculate their plastic footprint based on their plastic consumption and utilizing AR technology, we help them visualize their plastic usage. Creating awareness and enabling users to witness impact of their choice in engaging manner.

Plus Point

Real-Time Tracking

To keep our user engaged, we give them the option to track the progress of their reported site. Enlightening them at every step, from verification to cleanup of the site. This will further motivate the users to keep coming on to the app and reporting.

TARGET AUDIENCE

We could be directed towards various groups of people, depending on its focus and intended users. Here are some potential target groups

- **Public: Making an application available to the general public will help spread knowledge of the problems associated with water contamination and encourage people to take action to save water resources. Mostly old aged people going out to jog in the morning are the target audience.**

- **Environmental NGOs and activists: The program can be used by environmental groups and activists engaged in water conservation and pollution prevention to track pollution levels, plan cleanup operations, and push for legislative reforms.**

- **Government Organizations: Organizations in charge of overseeing water quality may use the program to keep an eye on pollution levels, enforce rules, and react to pollution-related situations.**

PROTOTYPE


CleanUp
Connect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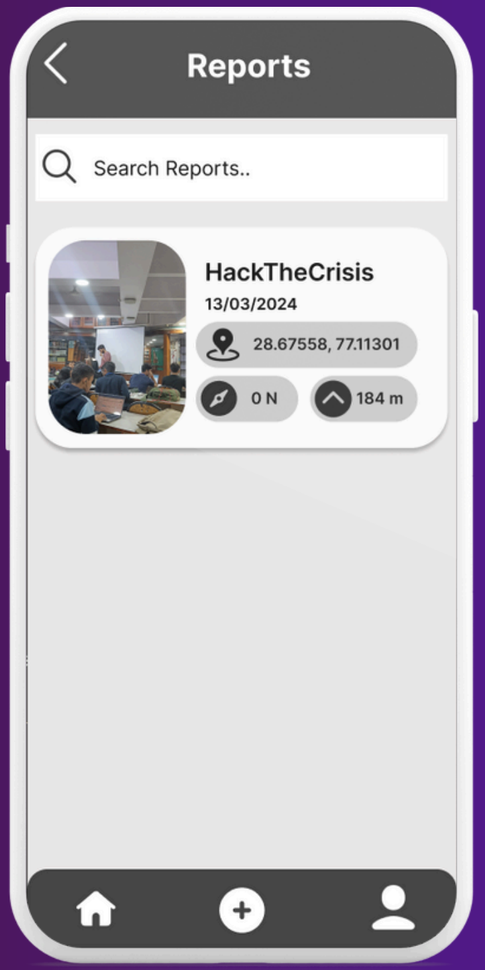
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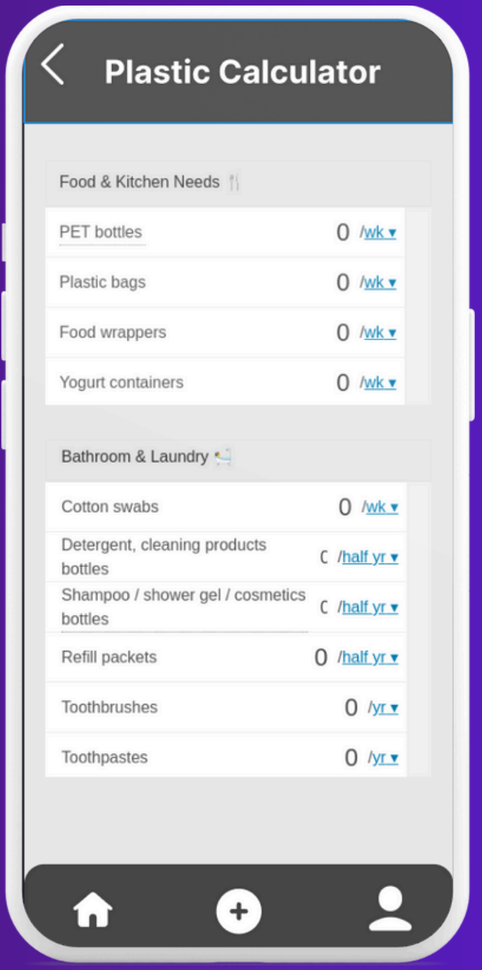
Plastic Calculator
Food & Kitchen Needs
PET bottles 0 /wk
Plastic bags 0 /wk
Food wrappers 0 /wk
Yogurt containers 0 /wk
Bathroom & Laundry
Cotton swabs 0 /wk
Detergent, cleaning products bottles 0 /half yr
Shampoo / shower gel / cosmetics bottles 0 /half yr
Refill packets 0 /half yr
Toothbrushes 0 /yr
Toothpastes 0 /yr

FUTURE SCOPE

The future scope of our vast, with opportunities for innovation and impact in several areas

1. **Real-time Monitoring: Advancements in sensor technology and data analytics can enable the development of applications that provide real-time monitoring of water quality.**

2 . Predictive Analytics: Integrating machine learning algorithms into water pollution applications can help predict pollution events and identify trends based on historical data.

3. Crowdsourced Data Collection: Leveraging crowdsourcing techniques, applications can engage citizens in collecting and reporting data on water quality

4. Augmented Reality (AR) and Virtual Reality (VR): AR and VR technologies can be used to create immersive educational experiences that simulate the effects of water pollution on ecosystems.

Business Scope

Community CleanUp Drives

We are looking to organize Community CleanUp drives allowing local business to advertise their merch and advertize their brand

Personalized ads

We can push eco-friendly products of companies having tie-ups with us. Generating revenue sources from the outside too.

Recycling Centres

Now Having Tie-ups with recycling centres is a no-brainer. They need this gold and we want to get rid of it.