CleanConnect – Your community, your responsibility, your rewards!

REPORT

LIORA Innovation Conclave 2026

Idea Pitching Competition

Project Proposal – Public Littering & Waste Management

1. Introduction

- Problem

Public littering is a major challenge in Kerala. Streets, markets, and public spaces often remain dirty.

- **Cause**

The main issue is not lack of services, but low awareness and limited community participation.

- **Solution**

CleanConnect combines technology, community engagement, and rewards to reduce littering, promote proper segregation, and support Harithakarmasena.

2. Problem Statement

- Many public areas remain littered despite regular waste collection services.

- Waste segregation is not consistently practiced by citizens.

- Harithakarmasena's efforts often lack sufficient public support.

3. Objectives

1. Reduce littering in public areas.

2. Encourage proper waste segregation at homes and in public spaces.

3. Strengthen the role and visibility of Harithakarmasena.

4. Proposed Solution

CleanConnect is a combination of technology and community action:

Mobile/Web Reporting

- Citizens can report littered areas using a mobile app or QR codes placed in public spaces.
- Reports include photos and location details sent directly to Harithakarmasena.
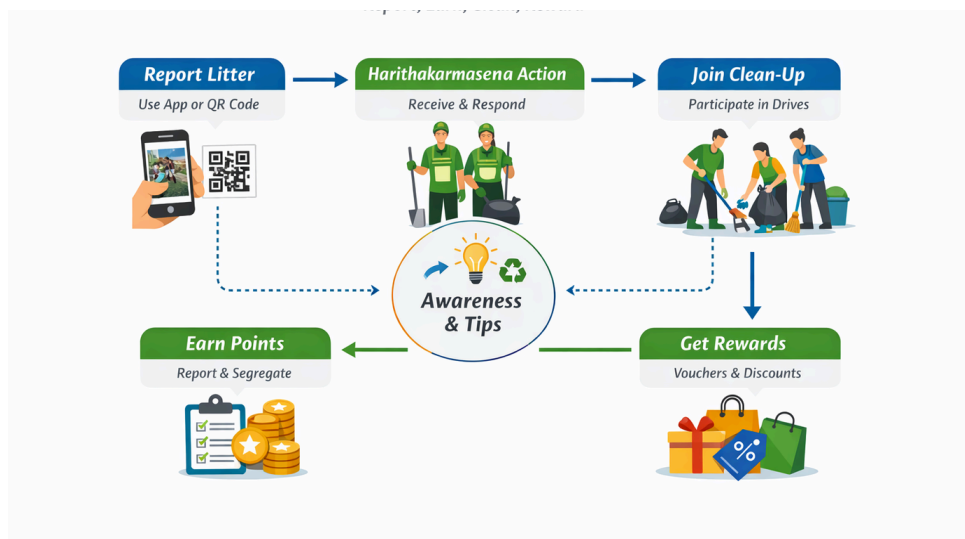
Rewards and Incentives

- Users earn points for reporting litter, joining clean-up drives, or practicing waste segregation.
- Points can be redeemed for discounts at local stores, Kudumbashree products, or recognition in the community.

Awareness Tools

- QR codes link to simple videos and tips on proper segregation and recycling.
- Notifications remind users to follow correct practices.

Community Participation

- Residents' groups, youth clubs, and volunteers join monthly clean-up challenges.
- Recognition given to "Cleanest Ward/Street" to motivate local pride.

5. App Implementation Plan

To make CleanConnect actionable, we propose a mobile application that enables reporting, rewards, and awareness campaigns.

Key Features

Report Litter

- Take a photo and tag location of littered areas.
- QR codes in public areas allow instant reporting.
- Reports automatically go to local Harithakarmasena teams.

Rewards System

- Users earn points for reporting litter, cleaning, or segregating waste correctly.

- Points can be redeemed for:

- Discounts at local stores

- Kudumbashree product vouchers

- Community recognition (badges and certificates)

Awareness & Education

- Quick tips for proper waste segregation.
- Short videos demonstrating clean-up activities.
- Push notifications reminding users about recycling and cleanliness.

Community Challenges

- Monthly "Clean Street / Clean Ward" competitions.
- Leaderboard of top participants to encourage engagement.

Data Dashboard (for Admins)

- Harithakarmasena can track litter reports in real-time.
- Evaluate participation and impact metrics.
- Plan targeted awareness campaigns for high-litter zones.

6. Innovation

- Focuses on positive reinforcement, not punishment.
- Integrates Kudumbashree products into reward programs.
- Low-cost QR code and mobile technology make it easy to implement.
- Encourages citizens to take ownership of public cleanliness.

7. Feasibility

- Technical: Can be implemented with a simple app/website and QR codes.
- Financial: Minimal costs; rewards can come from local partnerships.
- Operational: Can start as a pilot in one ward or municipality.

8. Implementation Plan

1. Phase 1 – Planning (1 month): Design app, QR codes, and awareness content.
2. Phase 2 – Pilot (2 months): Launch in selected area, place QR codes, train volunteers.
3. Phase 3 – Monitoring (1 month): Track reports, participation, and litter reduction.

9. Expected Impact

- Fewer littered areas in public spaces.
- More people practicing waste segregation.
- Stronger community engagement.

- Increased visibility and respect for Harithakarmasena.
- Scalable to other wards and municipalities.

10. Alignment with Kudumbashree

- Supports women-led Harithakarmasena units.
- Promotes sustainable community action.
- Encourages active citizen participation.
- Enhances micro-level governance and local pride.

11. Conclusion

CleanConnect – Your community, your responsibility, your rewards! tackles littering as a behavioral and community challenge, not just an environmental one. By combining technology, incentives, and community action, it provides a practical, innovative, and scalable solution aligned perfectly with Kudumbashree's mission.

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