

Kuppai Thiruvizha Manual

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A. Introduction:

The aim of a Kuppai Thiruvizha, or 'festival of waste' is to facilitate meaningful public participation and informed engagement on waste management. The aim is to help reach out to a cross section of people residing in each area and understand their relationship with waste and their commitment to solving some of the persistent issues involving waste management. The exercise will help in developing a common understanding of the diversity of factors that affect waste in metropolitan cities and help the city become compliant with the Solid Waste Management Rules, 2016.

The concept of a Kuppai Thiruvizha (KT) was first envisaged by [Kuppai Matters](#), an initiative by [Citizen consumer and civic Action Group \(CAG\)](#) to mobilise various stakeholders and engage in holistic discourse and action in the realm of waste and waste workers. Since its inception in October, 2017, the platform has been engaging with different stakeholders, with an intention to move towards more sustainable solutions for solid waste management in the city of Chennai. Kuppai Matters and CAG have hosted KT's in various public parks in different areas of Chennai including Perambur, Mylapore, and Anna Nagar.

KT's programme format embodies a mix of fun and serious deliberations to elevate an individual's understanding on how he/she could significantly contribute to mending the city's waste problem through the format of a thiruvizha (festival/carnival). This model of awareness shows the public the importance and ease of shifting towards a zero-waste lifestyle through two avenues: first through vendors who provide the opportunity for conscious consumerism and secondly through workshops and talks that inform the public on the importance and ways to achieve a sustainable lifestyle. The thiruvizha format brings together a range of exciting workshops, stalls, and interactive information kiosks, all of which reinforce the waste management hierarchy – Refuse, Reduce, Reuse, Repair and Recycle. Through this exercise, citizens and civil society organisations will develop an understanding of the diversity of factors that affect waste in a metropolitan and help the city move towards a zero waste model.



B. Programme Format:

The event shall consist of the following categories of activities, namely stalls, talks, participatory planning activities and competitions. This section of the manual deals with an enumeration of what the above mentioned categories of activities entails.

B1. Stalls:

Stalls will be set up for vendors, workshops, donation drives, information kiosks and games.

B1.1 Vendors:

Vendors will be invited to the event to present sustainable alternatives to everyday plastics, broadly encompassing package-free groceries, organic food and soaps, cloth bags, reusable cutlery, cloth pads/menstrual cups, bamboo brushes etc. Vendors can be categorised into the following different categories to ensure that all sustainable alternatives are accommodated.

- **Sustainable menstrual products and cloth baby diapers:**

These would include vendors selling menstrual cups, cloth pads and cloth baby diapers.

- **Plastic alternatives to everyday items:**

These include a wide variety of non-plastic everyday items ranging from bamboo brushes, steel/copper straws, coconut coir scrubber, bamboo toilet brushes, khambas, reusable steel/bamboo cutlery, produce bags for vegetables, cloth bags etc.

- **Package free cosmetics and natural household cleaners:**

In the form of package free soaps, shampoos or even lotions, balms, scrubs, soaps, natural cleaners (bio enzymes) in glass bottles.

- **Packaging free groceries:**

The concept is based on the idea of BYOB/BYOC- Bring Your Own Bottles/Bring Your Own Containers. People can be given prior information to get their own reusable containers/bottles from home to purchase package free groceries including rice, pulses, millets, oils, household cleaners etc.



Stalls selling alternatives to plastic

- **Upcycled art, fabric, jewellery and other products:**

Vendors making use of old or discarded materials including glass bottles, metal, cardboard, paper etc to create new products. For instance lanterns or decoupage out of old bottles, paper jewellery, recycled stationery etc. A critical segment of this category is fabric upcycling. These include vendors who repurpose old clothes into new clothes, cloth bags, fabric accessories etc.

B1.2 Donation drive:

Donation drives to collect old clothes, books, toys, e-waste etc can be carried out during the Kuppai Thiruvizha. This can take the form of NGO's such as Goonj, who collect old clothes, setting up stalls or the organisers collecting the material on behalf of the NGO and later delivering it to them. Books and toy exchange drives can also be organised wherein children/youth coming to the Kuppai Thiruvizha can pick up and drop off old books and toys. Swap shops for clothes can also be organised. The concept of a swap shop is simple and can be broken down into the following steps. First, participants in the swap shop bring in old clothes that no longer fit or which one might no longer like. The organisers check the same for quality and give tokens based on the number of clothes dropped off. The participants can exchange these for a similar number of second-hand items. The idea behind these swap shops and exchanges is also to make people more aware of the implications behind the prevalent use and throw practice and the ecological footprint of fast fashion.

B1.3. Workshops:

Informative workshops on alternatives to waste/ ways of managing and reducing waste can be conducted. These workshops go a step beyond educating people to helping people actually take the steps towards managing their own waste and waste materials. Ex: cloth pad making for women, upcycling old sarees, paper crafts, DIY cosmetics and cleaners and home composting.



Workshops on paper bin liners and composting

B1.4. Information kiosks:

Solid Waste Management clinics should be organised by the host partner. These clinics could provide simple solutions on sustainable waste management practices. In addition, the ubiquity of plastics and its ill-effects can be stressed upon through the medium of posters and boards.



Information kiosk by CAG on the different kinds of plastic and ill-impacts of the use of plastic.

B1.5. Games:

Informative games on the concept of solid waste management can be organised to engage with children and younger participants of the Kuppai Thiruvizha. These can take the form of waste segregation games to make children aware of the three bin system - biodegradable waste, non-biodegradable waste and sanitary waste and to understand what kind of waste goes into which bin. Classic games such as snakes and ladders also work with a slight twist. Good practices such as segregation of waste, composting of biodegradable waste, using alternatives to single-use disposable plastics etc comes with a ladder that will allow the players to move upwards and every bad/undesirable practice such as use of disposable plastics, improper disposal of waste, etc. on the other hand, comes with a metaphorical toxic snake that will slide you down to its tail. This is not an exhaustive list and the organisers may come up with any number of games that play on the concept of waste including on themes like segregation, composting, alternatives to plastic etc.



Snake and ladders game based on the concept of waste management

B2. Talks:

This session provides practitioners, researchers, scientists and waste management officials a space to talk about their experience on solid waste management so as to inspire and inform fellow residents in the city. The list can be curated to include a mix of people so that all sections of the audience are catered to. It is also important to include people who are waste warriors (people who have incorporated and advocate for a zero-waste lifestyle) in the local community as participants are more likely to relate to their experiences when it comes to overcoming challenges in the pathway to a zero-waste system at the household level. The speakers can also include people who have transitioned to a zero-waste lifestyle to give inputs on the steps they took for an easy transition as well inputs on conducting zero-waste events such as zero-waste weddings, baby showers etc.



A speaker interacting with the audience in one of the talk sessions

B3. Participatory planning activity:

Participatory planning activities can be conducted around solid waste management infrastructure and gaps in the process. Participants will envision how they want their waste to be handled with the help of experts. This will involve and educate locals about the waste management process.



Children explaining the implementation of decentralised waste management in their community.

B4. Competitions:

Competitions can be held among school and college students to raise awareness on informed and sustainable waste practices. Annexure 2 contains a list of the various types of competitions that can be conducted.

B5. Performances

Performances on the theme of waste management and sustainability can be carried out. This can include classical dance, folk dances, singing, puppet shows, street plays etc to include different mediums to spread awareness which can be engaging, interactive and enjoyable.



Puppet show and dance performance of the negative impacts of plastic use.

C. Planning:

C1. Venue:

The Kuppai Thiruvizha can be held in a public park, auditorium, community hall etc depending on the choice of the organiser.

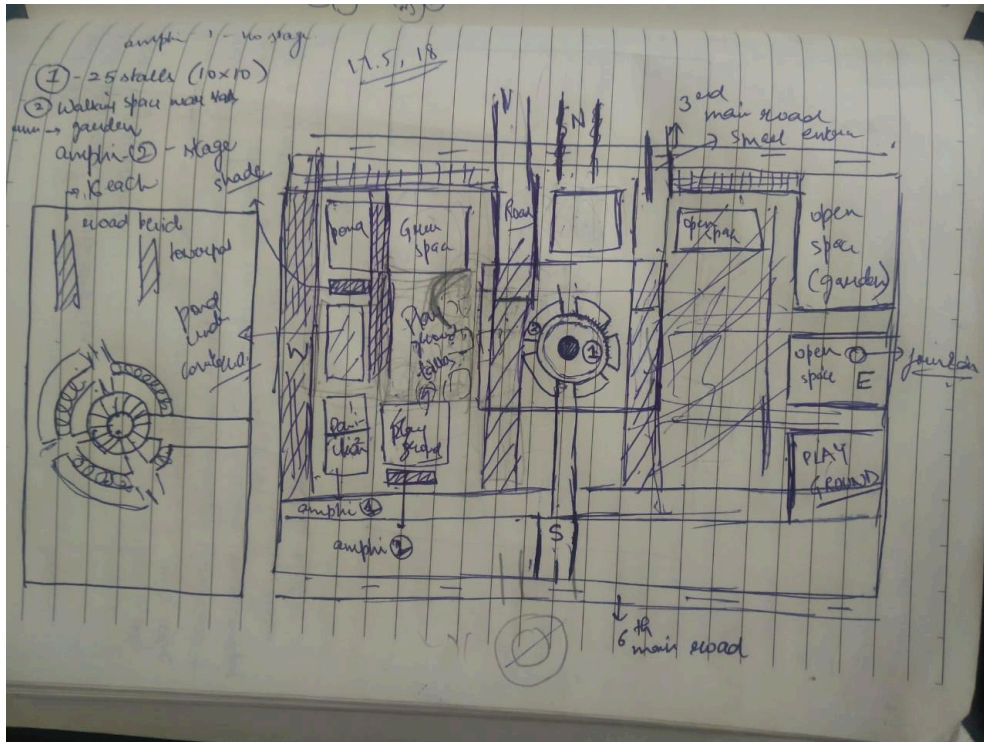
C1.1 Before the event:

- **Recce:**

A recce of the space should be conducted to understand the capacity and layout of the space. This should be used to plan the placement of stalls and other events in the space to ensure maximum penetration as well as easy

access for people. Before zeroing in on the place it is important to keep these aspects in mind:

- Easy access
- Capacity to hold big numbers without causing obstructions (in case it is a public space)
- Ability to attract different sections of people.
- Disability friendly venue and an inclusive space.
- Weather conditions to be kept in mind. For instance, monsoon season might require the KT to be organised in an indoor venue.



A rough image of the park drawn up after the recce to gain better understanding of the venue capacity.

● Obtaining Permissions:

Permissions for using the space where required should be obtained from the respective authorities to ensure that the event runs smoothly. In case of a public park or other government-run premise it is important to ensure that the permission covers the usage of the space for commercial purposes since there will be stalls with vendors.

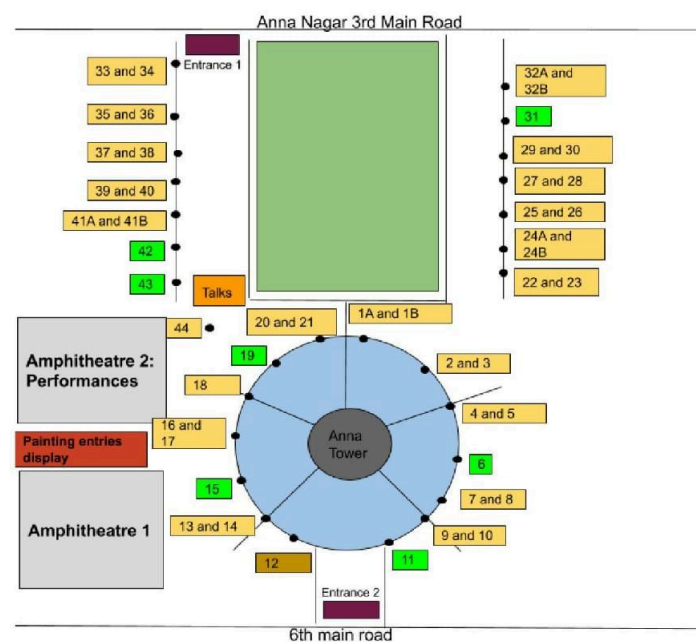
It also helps to keep the Resident Welfare Association (RWA) of the area informed as it enables their cooperation and participation in the event for greater success.

Permissions should be obtained on priority as the majority of the planning and the promotions depend on the same.

- **Setting up the Stalls:**

After the recce and permissions, a chart/map of the place with the stall placements should be prepared and stall numbers allocated to the different vendors. Arrange with the stall infrastructure vendor to set up stalls at appropriate times before the event, preferably by the evening before the event. Obtain all necessary permissions to set up stalls in the venue beforehand. Ensure allocating adequate time for setting up stalls, which is typically a time consuming activity.

Kuppai Thiruvizha Stall Numbers



A map of the venue with the stall placement and the stall numbers.

- **Provision of basic amenities:**

The organisers should ensure that there are toilets and water facilities available for the people coming in for the event. The toilets should be clean and well- maintained. Since, the sale or use of plastic bottles is banned during the KT, the organisers might want to ensure that there is RO water supply available or they might want to provide bubbletops so that people can fill water using their reusable bottles. The organisers should also coordinate with the municipal authorities to ensure that there are garbage bins in place and for the collection and transportation of the three different kinds of waste generated. Also, ensure that electricity and plug points are working at the venue.

C1.2 During the event:

- Ensure that the stall numbers have been tied/attached to the respective stalls.
- Conduct a preliminary check before the event begins to ensure that there is no usage of plastic anywhere in the venue.
- There is no obstruction of space due to the stall arrangements to ensure free flow of people into and around the venue.



An image of one of the stalls.

C1.3 After the event:

- Ensure that the stalls are taken down in time.
- The waste generated during the event needs to be taken to the respective processing facilities, the biodegradable waste to the micro-composting centres and the non-biodegradable waste to the material recovery facilities.
- Do a final check of the venue to ensure that there is nothing left behind by any of the vendors, or organisers.
- The place should be left clean and tidy, without any damage and in the same condition as before.

C2: Outreach:

C2.1: Before the event:

Outreach should begin only after adequate permissions have been obtained (eg: permissions for venue, etc).

Pre-event outreach should be aimed at reaching two audiences:

1. Public:

- Use social media and offline PR to reach out to the public who are interested in the event and topics of zero waste. This can also be done by partnering with coalitions / associations that share similar ideologies. (eg: Fridays for Future / Xtinction Rebellion)
- Reach out to local Resident Welfare Associations and Service Organisations like the Rotary Club.
- Engage with local schools and colleges through presentations and talks. Competitions can also be held at the school / college level to start a buzz.
- Reach out to local newspapers and publications for publicity. Invite them to the event.
- Approach Radio Stations with creative jingles.
- Create a poster for the event that includes all details: venue, date, timings, stalls and partners. This poster should be put up at restaurants, schools, colleges, local stores and other crowded areas. Specific posters can be created for different types of vendors attending the workshop.
- Reach out to city and respective local area newspapers (in English and the local language/languages for carrying out an upcoming event feature).

2. Vendors:

- Tag the vendors/workshop trainers, speakers etc on the posters and posts about the event on Facebook, Instagram and Twitter.
- Ensure that Vendors also do their part in promoting the event. This can take the form of requesting them to share the posters for the event on Facebook, Twitter and Instagram so that it reaches a wider section of the audience.

C2.2: During the event:

- Outreach during the event through social media is also extremely important. If possible, three person(s) in the Organising team should be assigned the following roles: event photographer, event videographer and event streamer. Apart from this, it is important to engage with the public and media persons that attend the event.

C2.3: After the event:

- Follow up with media persons who attended the event. Follow up and track all articles and news that are written about the event.
- Curate pictures and videos of the event on social media. Ensure that the videos and pictures tell a story centred around the need to move towards a zero-waste, sustainable lifestyle.

C3: Organisers

C3.1: Before the event:

- Create an excel sheet. Divide the sheet into tasks, programme, contacts, vendors, stalls, budget and outreach. Assign tasks to each member of the team. Each member should update their task list everyday.

Events	STATUS	PoC	SUPPORT	COMMENTS
Painting and Drawing Competition				
Zero Waste Run				
Workshops - DIY and composting				
Merchandise stalls				
Game stall				
Swap shops				
Display of winner entries				
Zero waste photobooth				
Performances - dance, stand up, villupattu				
Food stalls				
Documentary screening				
Contacting GCC				

Example of the excel sheet with the outline of tasks

- Obtain permissions and confirmations for the event beforehand.
- Create a tasklist for the day of the event
- Create an inventory for the event.
- Create a budget.

Inventory:

Material from Stall Infrastructure Vendors:

- 1.Stalls
- 2.Tables
- 3.Chairs
- 4.Caterer providing food in metal / reusable cutlery

5. Water Dispensers / Bubbletops

Material from the Host Partner:

1. Information Boards
2. Standees/ Stall Numbers
3. Cloth Banners
4. Stationery Kit:
 - Rope
 - Bell Pins
 - Boardpins
 - Binder Clips
 - Wooden Clips
 - Twine
 - Wire
 - Fevicol
 - Sticky Tape(s) [Brown, White and Black Variants]
 - Extra Cardboards
5. Steel tumblers (to reduce/ de-incentivise the need for paper cups)
6. First Aid Kit
7. Information Dissemination Boards

Creating your Own Information Dissemination Boards:

- Information Dissemination Boards are used to inform and educate the public on the different types of waste and the importance of source based segregation.
- Find innovative ways of presenting information on waste. For example, the boards in the figure below highlight the various types of organic, sanitary and plastic waste.



Dissemination boards on waste segregation and different kinds of plastic.

C3.3: After the event:

Day of the event:

- Recount and check all stationery, cutlery and items in the inventory. Make a note of the items that are present and missing.
- Follow up with the vendors to ensure that no item is missing / all items have been taken.
- One team should wait with the stall vendor until all stalls have been packed.
- Do one last recce of the event space to ensure that NO WASTE is left behind.

Post-event:

- Raise invoices and ensure the bills are paid.
- Follow up with the venue and other partners for feedback.

C.4. Inviting Vendors/Workshop trainers/speakers etc:

Vendors and experts in this field should be invited to the event to express their ideas and work on sustainable waste management.

C.4.1: Before the event:

Invitations:

Once the permissions have been obtained, the invitations should be sent out as soon as possible. Confirmation from their end should also be received soon for the purposes of planning and promotions. Refer to B. Programmer format for ideas on the kind of vendors, workshop trainers, speakers etc who can be invited for the event.

Terms and conditions of participation:

Participation in the event is subject to the vendors agreeing to certain mandatory rules, including a strict ban on the usage of **flex banners, plastic packaging or any other form or type of plastic products or its look alike**. Further vendors will have to bring their own water bottles, and refrain from creating any form of plastic waste. There can be no waivers or exemption given on this aspect as this is the core aspect of the Kuppai Thiruvizha. An example of the terms and conditions agreement has been attached in the annexure below.

Stall numbers:

Vendors should ideally be given the chart/map of the venue with the stall placements and numbers before the day of the event. This enables them to locate their stalls with greater ease on the day of the event and reduces over all confusion.

C.4.2: During the event:

Timely start of the event:

Ensure that the vendors arrive at the venue ahead of time to ensure that the stalls are set up and ready to go by the time the event starts.

Check for plastics:

Check with the vendors to see whether anyone is selling plastic products/using plastic packaging for the products. If by any chance, vendors have gotten plastic bottles or plastic packets for water/food consumption, they should be handled strictly.

Provision of food:

Depending on the timings of the event and if food is being provided by the organisers, ensure that vendors are intimidated about lunch / tea / breakfast timings. Ensure that the food stall is set up in an easy to access location for the vendors.

Winding up:

It should be the vendor's responsibility to clean up after their own stalls / products and to ensure that the products are removed well in time for the stalls to be taken down.

C.4.3: After the event:

A message can be sent out to the vendors, thanking them for their participation in the event. The organisers could also ask for feedback/suggestions on ways to improve the event.

D1. Outcomes:

The Kuppai Thiruvizha should ideally result in two key outcomes among others, awareness and a movement towards sustainable solutions.

Awareness: By the end of this event, the public should be sensitised to issues surrounding waste management and the steps they can take to transition to a zero waste lifestyle. In that specifically, the message on the importance and need for citizens to carry out source-segregation and home composting should be imparted. The KT should also convey the urgency of the need for people to be zero-waste and avoid plastics.

People must understand the negative impacts that the current system of centralised waste management and reliance on plastics has on the environment, economy, nature, cities and ultimately themselves. Information and awareness among the public is the first step in transitioning to a zero-waste system. This transition will only occur if people are aware, reflect and internalise the importance of the same for themselves as individuals and the world thereby.

Movement towards sustainable solutions: This step is crucial as it provides a platform for people to come together and discuss the challenges they have faced in this system be it in home composting, segregation or even avoiding plastics. It provides an opportunity for people from the same locality to get together, discuss and collectively decide on solutions that they might want to adopt as a community. Further, it also informs and inspires people new to the system about the ways and means to adopt a zero-waste lifecosystem through the workshops, talks, information kiosks and vendors.

This step is as important as the first if not more, as often people begin to adopt the zero-waste system, face challenges and give up halfway through. It is thereby crucial to provide a space to discuss and overcome obstacles and also convince people about the ease and options available for taking the first step.

Annexure 1: Terms and conditions for vendor participation in Kuppai Thiruvizha

1. Responsibilities

We request that at least one representative be present at their stall at all times during the event. **Use of flex banners, plastic packaging or any other form or type of plastic products or its look alike is strictly prohibited in the venue.** We will request you to remove such displays if we find them. Please do get your own cloth banner to display the name of your stall and other details. We request that vendors be interactive with the visitors by providing information about their products or services, and how it helps in addressing solid waste management issues as well as the problems posed by plastics. All items must be removed from the venue no later than 7 pm on the date of the event. Please note that the responsibility of setting up the items and display in your stall and removing them entirely rests on you. You must leave the stall area clean and free of any waste. No member from the Kuppai Matters team shall be available for this purpose.

2. Consideration

Stalls (with an overhead cover and tables and chairs) should be made available to the vendors at no cost and setting-up the stall on the aforementioned date by a vendor is voluntary. Transport, logistics and other costs shall be borne entirely by the vendors. Vendors will be able to sell their products and services throughout the day and will be responsible for all methods of payment. There is no guarantee or promise of any specific outcomes.

3. Indemnity

No compensation, including, but not limited to loss of profits or loss of business opportunity or any other damage or any other monetary claim shall be made by the vendor against the host Organisation. In no event shall the host organisation or any of the partners be liable to the vendors for any special, exemplary, incidental, consequential, punitive or indirect damages of any kind.

4. Liability

None of the host partners shall be responsible for any damage to the vendor's merchandise or installations. Any costs arising out of damages to the space will be passed onto the vendor assigned to that space.

4. Use of images in publicity material

The Host partner will take photographs and videos on the day of the event, which will be used later for non-commercial purposes on our websites and social media. If you would prefer your image not to appear in such materials please let us know.

5. Cancellation

The Host partner will take all necessary steps for the smooth conduct of the event. However, the Host partner and its partners will not be responsible for the event getting postponed, cancelled or called-off, on account of any reason whatsoever. The vendors shall not be entitled to any claim or compensation for the same.

6. Food and Refreshments

Every vendor shall be given refreshments comprising tea/coffee in the morning, followed by a simple working lunch and tea and a light snack in the evening, Refreshments and lunch will be served in the area assigned for the same. Please avoid displacing the reusable cutlery used for serving food and refreshments, and have food and refreshments in the assigned area only. Water dispensers will be available to be refilled in your own reusable bottles.

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Annexure 2: Types of Competitions:

Competitions would encompass the different themes of “**reduce, reuse, recycle, refuse and repair**”.

Following is an indicative list of activities or competitions that can be conducted:

Adzap (junior and senior levels)

Participants can mock at ads that favour “forced” consumerism. Students can participate in teams of 4-6 to create a script that promotes “responsible consumption.” Spontaneity, humor and creativity in the script and acting would be appreciated.

Digital poster making (senior level)

The idea of digital poster making is to capture the theme of zero waste cities. The winning poster can be used widely for campaigns focusing on zero-waste.

Painting

Students can paint pictures related to zero waste cities and zero waste lifestyles on themes such as waste segregation, home and community composting, zero-waste schools and campuses etc.

Collage making

Students can collate pictures from old magazines, books and newspapers to create stories on zero waste cities and zero waste lifestyle. This could also include themes that cover the ill-effects of plastics and need for alternatives.

Caption writing (junior and senior level)

Students will be given the opportunity to write catchy captions that incorporate the themes from the zero waste cycle. Caption writing could include phrases, idioms, connotations. The captions can be in English or the local language or bilingual.

Blog writing

Discussion or informational pieces can be formulated by students from both junior and senior level classes that illustrate the different aspects of solid waste management and a zero waste city.

Debate (junior and senior level)

Debates can be conducted to cover topics on privatisation, incineration, plastics and public health. The idea of holding such debates is to allow young minds to think about these issues and create a space for healthy conversation on the same. This is to also encourage students to be informed about the solid waste management system that is prevalent.

Wealth from waste (junior and senior level)

For this competition, students are to bring from their homes different discarded materials and transform them into valuable recycled products. Students should keep in mind that this competition is to use existing discards and not purchase new material for making their products.

Quiz (all levels)

Quiz competitions could be held for all levels. The questions asked in the quiz should incorporate the different elements of the Solid Waste Management Rules 2016 to test students' awareness on the current waste management system. Questions framed could include facts that cover topics on plastic, composting etc.

Waste categorisation

This competition could be held for the sub-junior level where lower classes are taught on the ways to do segregation. This activity would be similar to the lime on the spoon game where students would be divided into teams and would have to dispose of the trash in the right bin based on the nature of the trash. The bins would be classified into Organic, recycles, and rejects. The school is free to add more categories such as E-waste, horticultural, sanitary etc.

Trash + treasure hunt = "trashure" hunt

Students can go around the campus identifying and picking up trash at different spots in the campus. The place where the trash is kept can be spotted from clues that depict the nature of the trash. Clues may include quotes or riddles. Eg:- The material is an elixir for life but the packaging is harmful -- plastic bottles

