

JEEVITNADI LIVING RIVER FOUNDATION

MEDIA KIT



ABOUT

Jeevitnadi- Living River Foundation is the organization comprising of individuals from diverse professional fields who are passionate about environment conservation. Mission of reviving rivers is our drive for all our actions.

MISSION AND VISION

Garbage-free Mula and Mutha in Pune city by 2020

We believe no river revival is possible without active participation of the citizens. Along with efforts at policy level, we aim at involving people in various river-related initiatives. We focus on what we can do for our river, on individual as well as community-level.

Raising public awareness and participation, eliminating causes of pollution through toxin-free lifestyle, developing scientific and ecological management plan for revival of river and its sustainability are our tools in achieving this vision.



JEEVITNADI TRIVIA

In January 2014, some alumni of Ecological Society, Pune; students of prominent ecologist Prakash Gole came together to “do something” to improve condition of rivers in Pune.

That something eventually resulted in Jeevitnadi. Jeevitnadi continued as a formal group for next 2 years. In September 2016, Jeevitnadi became a section 8 company, registered under the name, Jeevitnadi – Living River Foundation.

Certificate of Incorporation (CIN): U74999PN2016NPL166477

HIGHLIGHTS AND SUCCESSES

Jeevitnadi introduced the concept of “river rejuvenation through community participation” in Pune city. Now, after 6 years, we are proud to say that many citizens are part of this movement. Many organizations have adopted this approach and they routinely organize or participate in cleanup events, awareness drives.

The word Muthai, comprising of 2 words , Mutha and Aai, meaning mother in Marathi, was conceptualized by Jeevitnadi. It is now quite commonly used word for Mutha river.

My River, My Responsibility, the slogan by Jeevitnadi is widely accepted by various groups in Pune. We are glad, the spirit of the slogan is getting imbibed in Pune citizens which is evident from various river-related events, cleanup drives, street plays, that are being organized in the city.

JEEVITNADI VERTICALS

All activities of Jeevitnadi are designed with the focus of bringing people closer to the river. All the 6 verticals of Jeevitnadi help people explore what they can do for their river, “at individual level”, “at community level” and “at policy level “

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We strongly believe that river rejuvenation is not possible without active participation of the citizens

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1: MUTHAI RIVER WALK & NATURE WALK

What might be the age of our rivers? Since when humans are residing on their banks? How was this landscape before arrival of Humans? How these rivers shaped the Pune city as we see it today?

That rock on the river, those temple ghaat ruins, those wetlands in the riverbed; everything has a story to tell. Let's explore together this unexplored part of the city landscape.

We ask for one and half hour of your morning, and in return we promise you will walk away with memories of an interesting journey with river through time.

Both are paid walks.

For Details: <https://www.jeevitnadi.org/muthai-river-walk/>

<https://www.jeevitnadi.org/nature-walk-at-mula-ram-confluence/>

Walk to restore, conserve Mutha ri

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TO RAISE AWARENESS: Aditi Deodhar and Manish Ghorpade showing the difference between clear drinking water and polluted water from samples collected at Siddheshwar Ghat on Saturday

Information about the origin and history of Mutha river and Pune. They also spoke about various landmarks along the river bank and the many events associated with these locations. Aditi added that River Walk is an ini-

tiative that has been taken to restore and conserve Mutha river and spread awareness regarding the same.

Ghorpade also explained about the river's ecology to the participants. "Rivers are an integral part of our environment."

provide water but also absorb floods. Rivers act as a habitat for flora and fauna which support lives of numerous people. It must be taken to conserve the river," he explained.

ples of polluted water collected from Ghat. Of these, to explain the importance of ultimately. "The pollution sorbed by the water then used for various purposes. The water is affected, leading to a severe impact on people. Citizens must promote a healthy free life to saving the river." A participant, Shrinivasa, said that the tour along the river was an enlightening experience. "Virasat and Jeevitnadi are a great initiative."



2: ADOPT A RIVER STRETCH

First action program of Jeevitnadi, it was introduced in May 2017. Concept is to bring together all the “good intentions” in the society, back them up with solid ecological knowledge and convert those good intentions into meaningful action towards river conservation

All 3 projects under this program are almost 3 years old. 1 day of every week, respective citizen teams work at these stretches.

In 2019, the then Pune Municipal Corporation (PMC) commissioner, Mr. Saurabh Rao visited all the 3 stretches, admired hard work and persistence of the teams

For Details: <https://www.jeevitnadi.org/adopt-river-stretch-program/>



3: TOXIN-FREE LIFESTYLE AWARENESS SESSIONS

With advances in medical sciences, why are we not healthy?

In spite of technological progress, why our rivers continue to be polluted?

Ever wondered if there is any connection between river health and our health?

If river is polluted up to 70% because of us,
then we can keep it clean up to 70%
through out actions.

Adopt a toxin free lifestyle for healthy rivers,
healthy us.

We will teach you how.

For Details:

<https://www.jeevitnadi.org/toxin-free-living/>



4: MUTHAI RIVER FESTIVAL

We believe no river restoration project would be successful without participation of the citizens. Muthai River Festival is our humble attempt to connect people to their rivers.

Muthai River Festival is celebrated on the occasion of India River Day on 28th November. It is a week-long festival with various activities with focus on rivers.

First celebrated in 2015, it has continued with the same spirit. We are proud to say, it no longer is limited to Mutha and Jeevitnadi. Many individuals and organisations have joined to celebrate their rivers.

For Details: <https://www.jeevitnadi.org/muthai-river-festival/>

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*Why not celebrate our
rivers, make them the
centre of cultural
interaction, once again.
That is the central premise
of Muthai River Festival*

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5: EVENTS BY THE RIVER

Along with various interventions for conservation, it is vital to change the perception towards the river and riverbed.

Currently, riverbed is perceived as something very dirty and unhealthy. It is a neglected landscape, convenient place to dump garbage, debris.

Kids sitting in the riverbed, listening to stories is a heart-warming site. It helps change the way people look at the river. Starting with “Storytelling by the river”,

Jeevitnadi organized various events, and continues to do so. More people coming to river with creative pursuit, more is vigilance and it automatically discourages unwanted activities

For Details: <https://www.jeevitnadi.org/events-by-the-river/>



6: WETLAND DEVELOPMENT

Many small streams and springs exist in the riverbed. Water from them used to continuously feed the river. In the decade of 2000-2010, various interventions happened in the riverbed that altered topology of the riverbed.

The streams that would have reached the river, end up in a series of stagnant pools in the riverbed.

These pools create a perception of riverbed as something dirty and unhealthy. People turn their back to the river. These stagnant pools eventually become convenient garbage dumping places.

Basic idea is to join these stagnant pools, let water flow from one pool to the next. We treated this water using soil and various wetland plants as well as aquatic plants. We implemented a pilot project for a small but perennial stream in Mutha riverbed, at Vitthalwadi. Same concept can be replicated at many places.

For Details: <https://www.jeevitnadi.org/wp-content/uploads/2019/08/Wetland-Development-Project-Vitthalwadi-Booklet.pdf>



JEEVITNADI FOUNDERS



SHAILAJA DEHSPANDE



MANISH GHORPADE



ADITI DEODHAR



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VITTHALWADI
STRETCH



MRINAL VAIDYA
COORDINATOR
MULA, AUNDH
STRETCH



ANURADHA KODILKAR



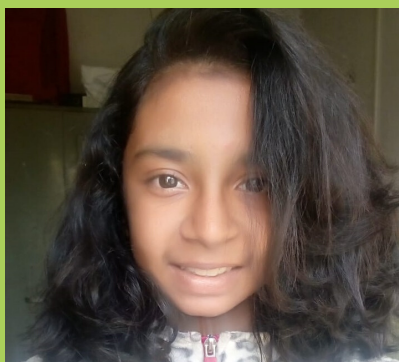
UMA KHARE

COORDINATOR
MUTHAI RIVER WALK

MEET OUR CORE TEAM



MEET OUR YOUNG RIVER WARRIORS



OUR SUBJECT EXPERTS, GUIDES AND ADVISERS



**LATE PRAKASH
GOLE**



**DR. S.N.
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**DR. PRAMOD
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OUR ASSOCIATIONS



निसर्गसेवक



OUR SOCIAL MEDIA PRESENCE



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