



Red FM
कहता है

Banith जायें



superhits
RED
FM 93.5

Bajaate Raho!

THE RED BENCH PROJECT

AN INITIATIVE BY RED FM
TO REDUCE **NON-RECYCLABLE**
PLASTIC WASTE

Give your plastic waste to us and we'll convert them into benches, urging people to give up their plastic usage. So, tune into **RED FM** today to join the drive.



INDIA IS FACING A NEAR DISTANT PLASTIC EPIDEMIC

Overview

- 1 15,000 tonnes of plastic is produced everyday in India.
- 2 25,940 tonnes of plastic waste is produced daily in India.
- 3 40% of this waste is uncollected and thus end up polluting land and water bodies.
- 4 There is more microplastic in the oceans than there are stars in the Milky Way
- 5 Annual plastic consumption is expected to increase to 20 million tonnes by 2020



Land



Water



Air



Animals

Do these images shock you!!

Objective

We need to **act** now!!

- Recollect
- Reuse
- Recycle
- Revive

Presenting
The **Red** Bench Project



R⁴

The Idea

15,000 tonnes of plastic is produced every day in India. 25,940 tonnes of plastic waste is produced daily in India. There is more micro plastic in the oceans than there are stars in the Milky Way. India is responsible to emit around 3.5 billion tonnes of Carbon Emission and it is set to increase by 6.3% in 2019 if immediate measures are not taken. The most Crucial one being Single Use Plastic.

Red FM Bhopal came up with an idea of The Red Bench Project to make sustainable reusable and long lasting public utility benches out waste plastic and aimed at motivating people to break this habit. We collected Single Use Plastic from across the City and turned them into Red Benches and installed them in the various public places of the city like lake view road, parks, schools, societies, market places etc.



The Mechanism



1

Recollect

We will be collecting plastic waste from Bhopal and Indore Citizens via collection drives in schools and colonies.

2

Recycle

Plastic collected will be recycled with the help of Sarthak NGO, who have an expertise in this domain.

3

Reuse

After the segregation, the plastic which cannot degrade ever will be used again.

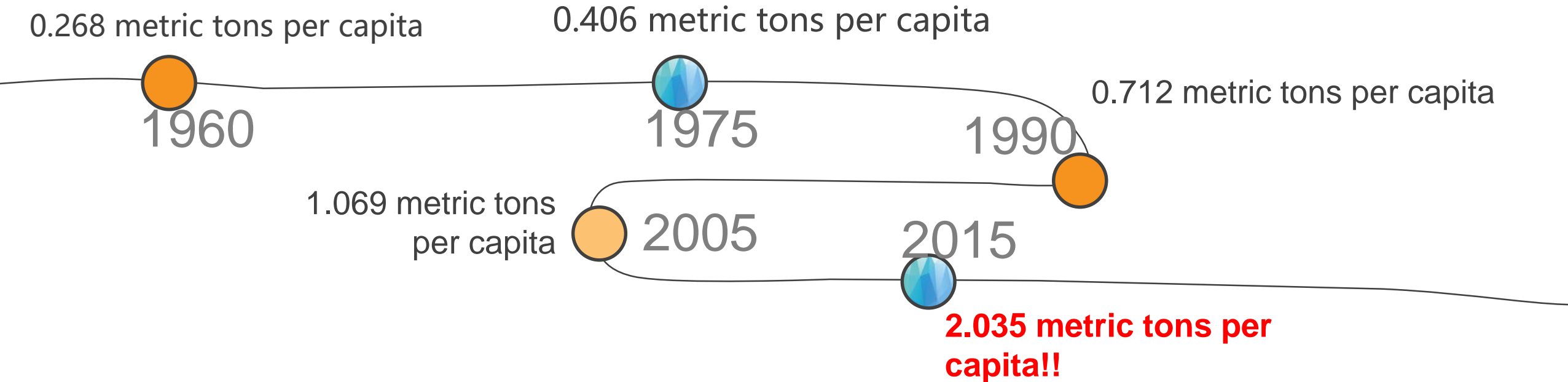
4

Revive

This plastic will then be used to manufacture The Red Bench.



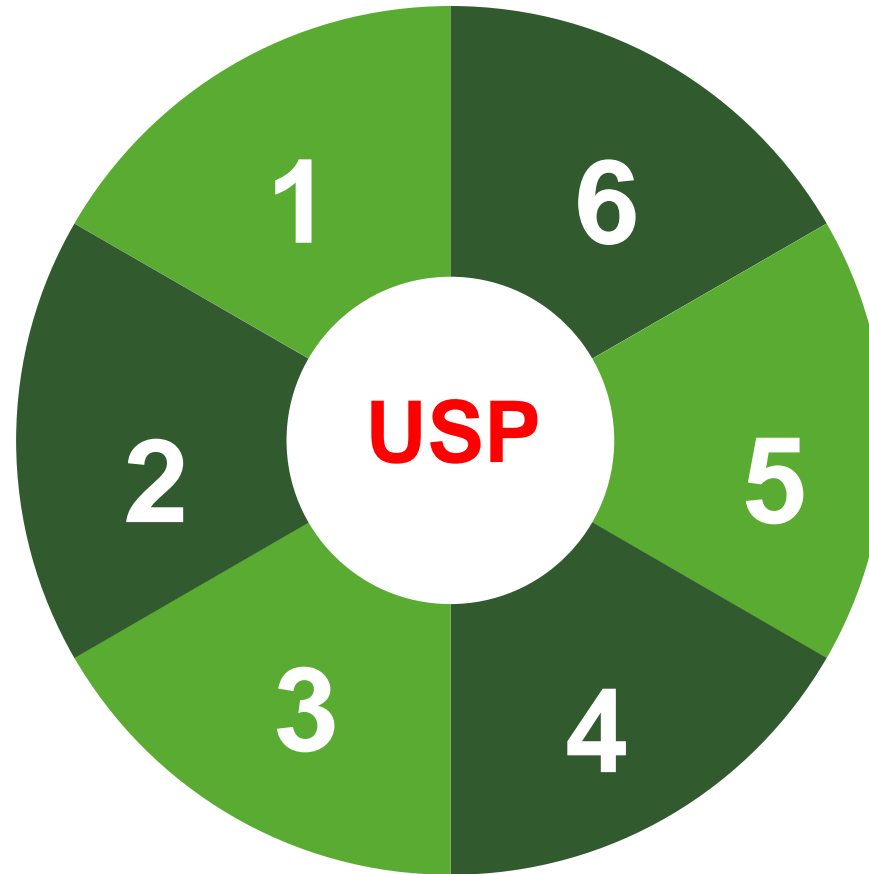
Carbon footprint, India



This figure is set to double by 2025!!!



The USP



1. Made from Nondegradable Plastic

Made from plastic which will not degraded even after Millions of years!!

2. Heat Resistant

No amount of heat can hamper it.

3. Water Resistant

Will not be affected by rains.

6. Long Shell Life

Will remain unaffected for more Than a 20 years!!

5. Cold Resistant

No amount of temperature Drop will affect it.

4. Super Strength

It will easily bear a weight of more Than 800 kgs at a time!!



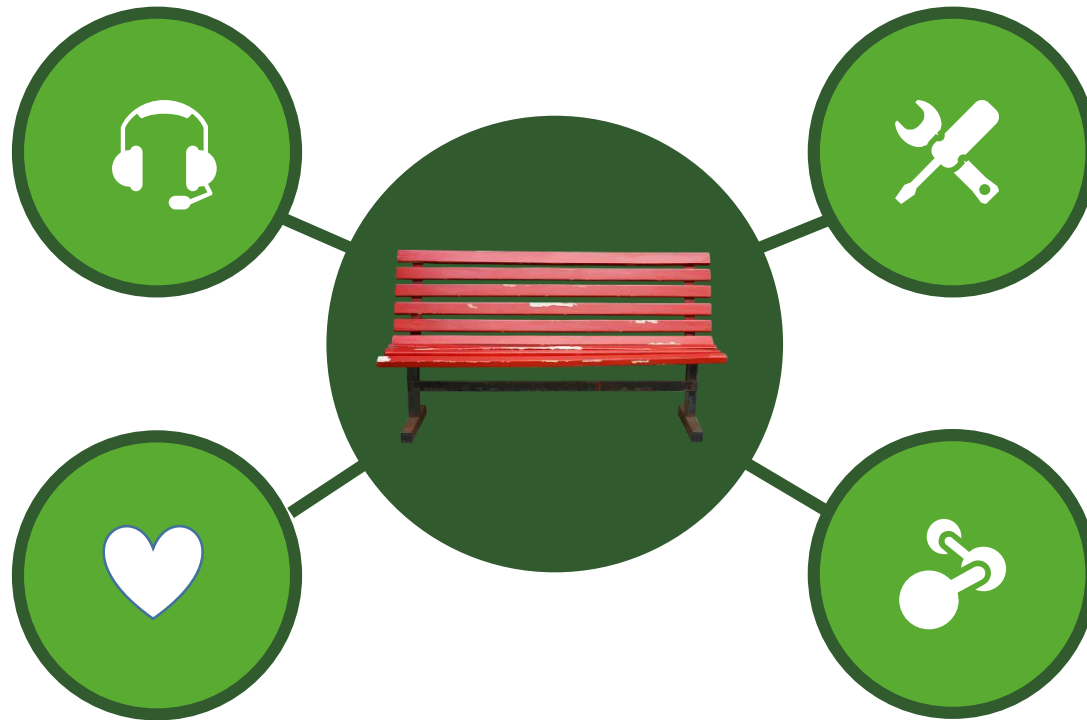
What's in it for the Society

Regular Updates

Time and again Red FM will Visit and take updates about the Red Bench installed in the particular school/colony.

Ownership

Once installed the ownership and maintenance of The Red Bench will be handed over to the school/colony and they will take care of its proper maintenance, also through technical support will be provided to them throughout.



Size and Dimension

Every bench made will be of the dimension **6ft*2.5ft (L*B)** height from the ground will be 3 ft.

Common Bond

Since the bench will be made by the plastic waste collected by the school/colony, it will give them sense of ownership and common connect.



Exposure

1

On-Air Promotion

Extensive on air coverage and promotion of the activity was done.

2

On Ground Promotion

Buzz of the town activity with on ground presence with huge hue and cry.

3

Digital Promotion

Quirkiest and thought provoking digital promotion was done that went viral.

4

Print Coverage

Numerous coverage's were done both in Bhopal and Indore.

5

Mass Reach

Like our previous Mega successful activity Kabaad Se Jugaad this became the talk of the town.

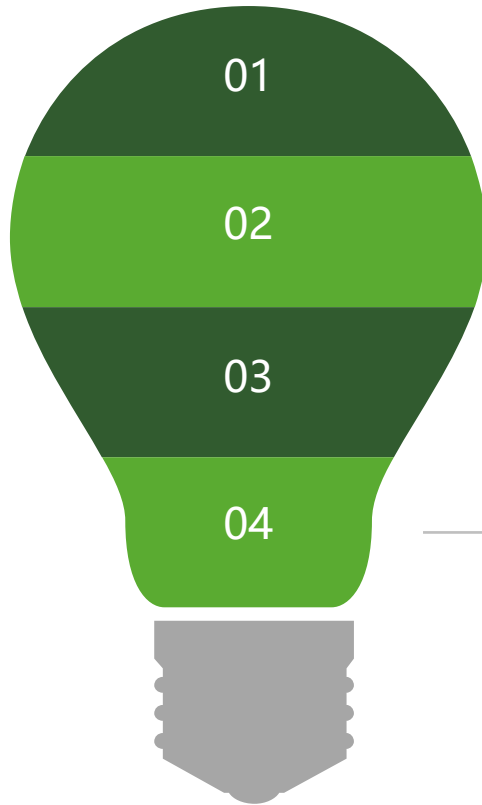
6

Permanent On ground branding

The Red Bench installed carries logo of Red FM and associated Clients.



Why This Activity?



1

Noble Cause

Lets give it back to the nature which has served us right ever since.

2

CSR

Its our responsibility to maintain the balance of mother nature, an act of kindness which all your employees will be proud off!!

3

Creative Marketing

It was an innovative way to market our brand and reach out to the masses. In a way they will remember us forever.

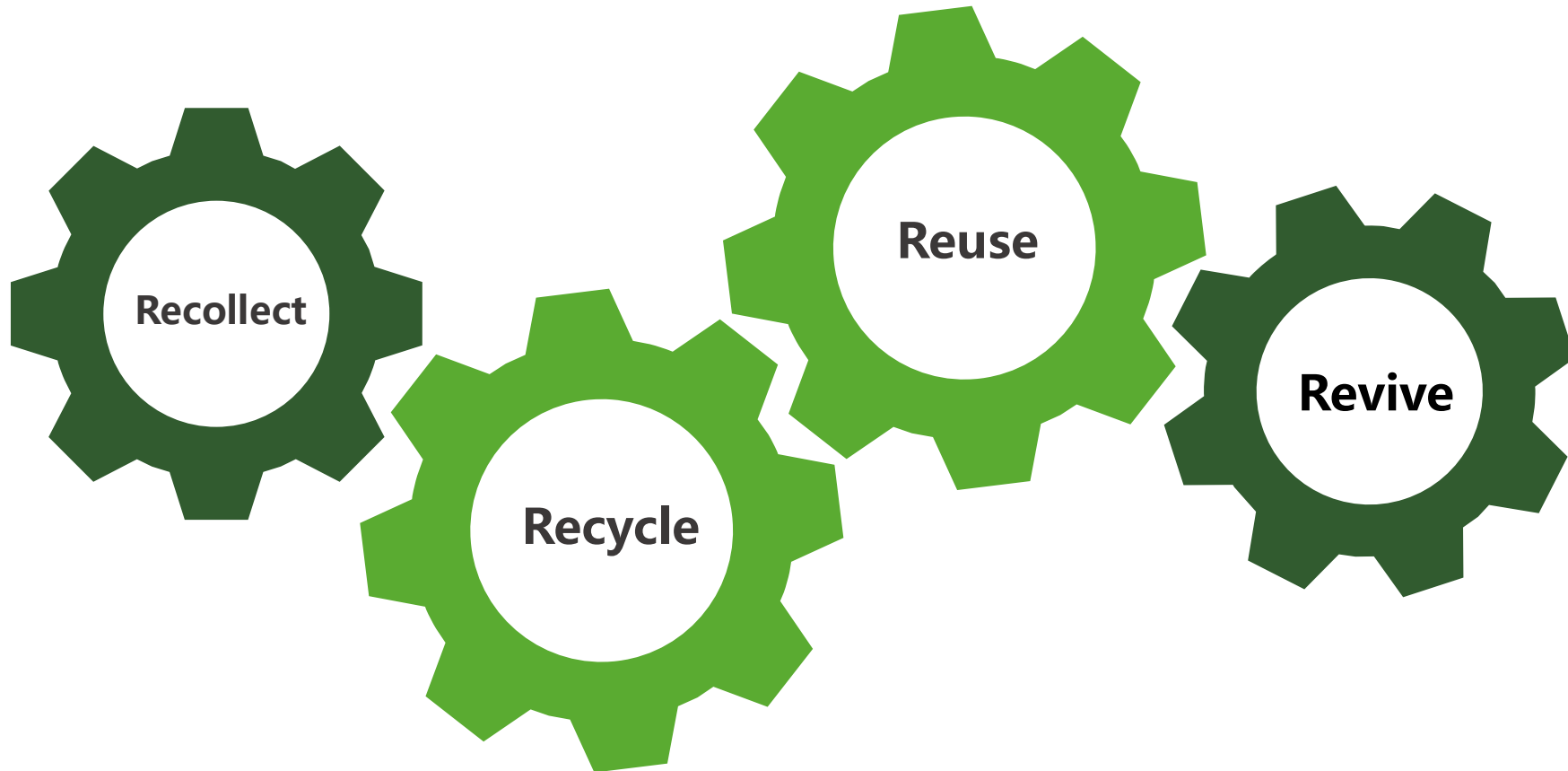
4

High EQ Involvement

Connect with the masses via brand presence but also attachment to them on higher moral grounds of Emotion!!



The Mission



Reduce Carbon Emission

Carbon Footprint of India – India is responsible to emit around 3.5 billion tonnes of Carbon Emission and it is set to increase by 6.3% in 2019 if immediate measures are not taken. **The Red Bench Project ensured around 140,000 kg of Carbon emission was taken care of by the 20 benches installed in Bhopal and Indore.**

The Result



Celebrities Loved the Idea!!

A lot of celebrities supported the cause including Chunky Pandey, Shifali Bagga, A special video was made on the theme of Mile Sur Mera Tumhara and was turned into Mile Jo Plastic Tumhara showcasing how plastic is a menace for Bhopal. Plastic Heroes an on air interview series where people from across India were featured who used plastic and turned it into something meaningful for the society like a man who is making petrol from plastic to a school who accept single use plastic as school Fees. The activity was a multicity activity and was done in Indore as well where a lot of new layers were added to its execution like the green tick for houses who took out all the plastic for Red FM, like paper spoons distributed through a bullet bike all across Indore breakfast food vendors and taking away their single use spoons. A marathon conducted for pledging to stop using single use plastic. Celeb support like Varun Dhawan, Shraddha Kapoor, B Praak. And many other big names.

The End Result

Overall 20 benches with a bifurcation of 10 each were installed in Bhopal and Indore reducing around **1, 40,000 Kg of Carbon Emission** creating a stir in the society and encouraging a lot of people to take up measures to eradicate the use of Single Use Plastic and come up with innovative ways to use the already produced single use plastic.

The Red Bench

Social Media Promotions



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The Red Bench



Bajaate Raho!

Social Media Promotions



The Red Bench

Bench Installation Pics



R

The Red Bench

Bench Installation Pics



R

The Red Bench

Link to Videos made for the activity



<https://drive.google.com/file/d/1h4jiHFIN8IR1MWMkMcPyD9TXeHtvVAQS/view?usp=sharing>



The Red Bench

Press Releases

बड़ी धूमधाम से लांच हुई इंदौर की पहली रेड बेंच

सिंगल यूज प्लास्टिक से बनाई रहवासियों के लिए रोड साइड बेंच

पत्रिका PLUS रिपोर्टर

इंदौर ♦ रेड एफएम ने सिंगल यूज प्लास्टिक को लोगों के जीवन से बहार निकालने का जिम्मा उठाया है। इंदौर से एक अपील की गई, अपने घर का सारा सिंगल यूज प्लास्टिक रेड एफएम की टीम को देने की।

इसे गंभीरता से लेते हुए सारे इंदौर ने अपने घर से सिंगल यूज प्लास्टिक को निकाला और रेड एफएम की रेड बेंच बनाने के लिए डोनेट कर दिया। रेड एफएम ने इस प्लास्टिक से मजबूत बेंच बनाई। उन्हें ऐसी जगहों पर लगाने की योजना बनाई, जहां इंदौर के लोग इन बेंचों पर बैठकर आराम कर सकें। इस कड़ी में पहली बेंच का अनावरण गुरुवार को पलासिया चौराहे पर आई लव इंदौर के करीब महापौर मालिनी गौड़ और निगम कमिश्नर आशीष सिंह द्वारा किया गया। महापौर और कमिश्नर ने रेड एफएम को इस



आज भी कई जगह पर लगाएंगे रेड बेंच

शुक्रवार को रेड एफएम की रेड बेंच को एनारके बिजनेस पार्क, एआइसीटीएसएल गीता भवन,

इंदौर प्राणी संग्रहालय और होलकर कॉलेज, भंवरकुआं जैसी जगहों पर लगाया जाएगा।

शानदार पहल के लिए बधाई दी और कहा, ऐसे ही इनिशिएटिव तरीकों के बलबूते ही इंदौर सालों साल तक स्वच्छ सर्वेक्षण में नंबर वन बना रहेगा। महापौर ने कहा, रेड एफएम एक ऐसा रेडियो स्टेशन है जो म्यूजिक से लोगों का मनोरंजन करने के अलावा भी ऐसे सार्वजनिक काम करके सबके लिए एक मिसाल कायम करता है।

इस मौके पर कई रहवासी भी आए जिन्होंने अपने घर से प्लास्टिक डोनेट करके इस बेंच को बनाने में योगदान दिया था। ऐसी ही एक रेड एफएम लिसनर सुरभि ने कहा 'मेरे लिए ये बहुत गर्व की बात है कि मेरा घर का प्लास्टिक वेस्ट भी इस बेंच को बनाने के लिए इस्तेमाल हुआ है। अंजलि ने कहा, इस रेड बेंच ने इंदौर सेल्फी पॉइंट की शोभा बढ़ा दी।

बोट क्लब पर महापौर ने किया लोकार्पण रेड एफएम की रेड बेंच देगी स्वच्छता का संदेश



भोपाल ♦ 93.5 रेड एफएम की मुहित 'द रेड बेंच प्रोजेक्ट' के तहत बोट क्लब पर दो रेड बेंच का लोकार्पण महापौर आलोक शर्मा, नगर निगम आयुक्त बी विजय दत्ता और डीआईजी इरशाद वली ने किया। उन्होंने रेड एफएम की इस मुहिम की प्रशंसा की और कहा कि सिंगल यूज प्लास्टिक के खिलाफ चलाई गई इस मुहिम से स्वच्छता अभियान सार्थकता काफी बढ़ी है।

आयुक्त दत्ता ने कहा कि रेड एफएम को ऐसी बेंच शहर के दूसरे क्षेत्रों में भी लगानी चाहिए, वहीं इरशाद वली ने इसकी मजबूती और तैयार करने की तकनीक की जानकारी ली। इस अवसर पर बताया गया कि शहर में सिंगल यूज प्लास्टिक जैसे रैपर, खाली बोतलें आदि को एकत्र कर उसी से ये बेंच बनाई जा रही हैं, जो दिखने में भी बेहद खूबसूरत हैं।

The Red Bench

Press Coverage

रेड बेंच प्रोजेक्ट से जुड़ा आईईएस स्कूल



भोपाल ♦ सिंगल यूज प्लास्टिक के खिलाफ जारी 93.5 रेड एफएम की रेड बेंच मुहिम से आईईएस पब्लिक स्कूल भी जुड़ गया। स्कूल में रेड बेंच का उद्घाटन ग्रुप के चेयरमैन इंजी. बीएस यादव और निदेशक सुनीता यादव ने किया। उन्होंने अभियान की प्रशंसा करते हुए कहा कि स्वच्छता की दिशा में ये सार्थक कदम है। उन्होंने स्कूल

के बच्चों से कहा कि हमें सिंगल यूज प्लास्टिक के उपयोग से बचना चाहिए। निदेशक सुनीता यादव ने इस बेंच को एचिवमेंट बेंच नाम दिया। रेड एफएम की ओर से अभियान चलाकर सिंगल यूज प्लास्टिक को एकत्र कर उसे बेंच का आकार दिया जा रहा है। ऐसे बेंच शहर के 10 स्थानों पर लगाए जाने हैं।

Over 1,000 people run to discourage plastic use

OUR STAFF REPORTER
Indore

Over 1,000 participants including 300 women participated in Run and Burn Marathon organised from Regional Park on Sunday morning.

The marathon named as Zero Plastic Marathon was aimed to discourage use of plastic, which harms environment. Race director Subhash Masih said there is need to increase awareness on this issue.

"This goal cannot be achieved overnight. But it is important to make a start and stay on this important journey till the goal is reached," he added. Marathoners covered collectorate, Mhow Naka Dushihra Maldan Choithram mandi before returning to Regional Park. Following are marathon winners with time they took win the marathon.



Participants of marathon

EXAM TIP

Examination tip will be carried on Tuesday, which is January 14, 2020.

21-KILOMETRE RUN: MEN

1. Vedram Nirmalkar 01:30:51
2. Ankit Sharma 01:33:20

11-KILOMETRE RUN: WOMEN

1. Reshma Gaud 00:48:30
2. Atharva Tiwari 01:05:51

21-KILOMETRE RUN: WOMEN

1. Khushi Parvat 01:52:57
2. Anupma Dwivedi 02:08:18

11-KILOMETRE RUN: MEN

1. Dilip Rai 00:47:33

VETERAN WINNERS

11-KILOMETRE RUN
Seema Desai and Mohan Barpa

21-KILOMETRE RUN
Naresh Lalwani and Dr Suraj



THANKS

93.5 Red FM Bajaate Raho!!