



Our Project : **GROW FRESH EAT FRESH**

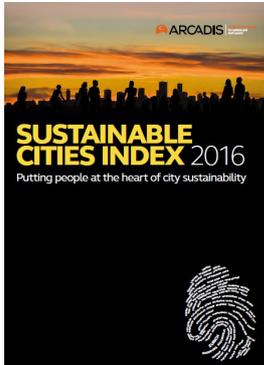
Aim : **LIFE ON LAND THROUGH URBAN GARDENING**

By : **The GREEN GIRLS**

(**D Y Patil International School Worli, Mumbai, INDIA**)

Team Leader : **Anandita Patil (Group leader & Social Media Head)**

Team Members: **Aahana Shroff, Jeshna Mehra & Kiara Ladhani**



THE CHALLENGE

A survey was conducted by National Geographic on sustainable cities of the world. On the environment scale, our city, Mumbai, ranked 75th. One of the main reasons is that in Mumbai most of the green space has been replaced by buildings and industries. We took this on as a challenge and were inspired start **Grow Fresh Eat fresh.**

OUR SOLUTION

Looking at the greenery of the earth depleting so rapidly, we have to set a better example for the coming generation. We felt that urban gardening would be a simple and sustainable way to bring back the greenery in our city. Urban gardening requires minimum space and sunlight, making it ideal for those living in apartments. Growing your own plants may seem a small step now, but it is a giant leap for urban cities.

Quoting The Economic Times: *“The urban farming start-ups ecosystem could be worth \$1billion in India in the next two to four years and will become essential due to environmental concerns. “Mass migration from the villages to the cities makes the future of urban farming important. India will see progressive state governments ensuring that homeowners use their roofs for either urban farming or generating solar energy.”*

OUR GOALS



We chose Life on Land as our main goal. Most people are unaware that a row of food plants can be easily grown on a window sill in their apartment. A garden creates a simple ecosystem of plants, insects, birds, food, compost.



Fact: - 400,000,000 people lack basic health care. The new goals for worldwide good health promote healthy lifestyles. The meals we eat are most healthy when home cooked. With freshly grown home produce, we add health, freshness and nutrition- all in one go.



Growing and nurturing our own food plants, we consume only as much as we need versus buying huge quantities from supermarkets of which, sadly, much goes waste.



Earthoholics - our community partner taught us gardening methods, provided all the resources and funding for our project. The Health Awareness Centre - our nutrition partner guided us with the nutritional knowledge of plants and health benefits.



OUR LEARNING

Working on this project has made us hugely confident in doing what we believe is right. We learnt a new skill - gardening. It gave us a different perspective on saving the earth. It strengthened our belief in the power of one and how much one person can accomplish. Working with team mates, opened us to taking everyone's ideas and brought in a lot tolerance. We enhanced our communication skills within the team and to over 300 people of different age groups. We have learnt to manage time effectively. In the past 5 months, we have had 2 team meetings per week, given about 500 hours collectively and working independently about 400 hours Personally, It has taught me that leadership entails staying committed and responsible towards myself, my team and to the action - *Anandita Patil*

OUTREACH

We decided to give you the flavour of Mumbai by covering the length and breadth of our city.



NANA NANI PARK

Famous Seniors' Park In heart of City
Sensitised: 500 people
Engagements: 30



YASHRAJ PRODUCTIONS

Bollywood's topmost Production House
Sensitised: 400 people
Engagements: 90



SCHOOLS: DYPIS, GARDEN SCAPES, GOLDEN SPIRAL

Sensitised: 1,880 people
Engagements: 92



SOCIETIES: VENUS HSG, JOGANI APTS

Sensitised: 1,400 people
Engagements: 64



TALWALKARS

Asia's Largest Fitness Company
Sensitised: 1,700 people
Engagements: 20

ON HOLD DUE TO COVID - 19

- Kidzania, Bombay Stock Exchange, Siddhi Vinayak Temple
- Celebrity Endorsements
- Print Media Interviews
- Vertical Gardens

CHALLENGES

- Matching school times with outreach appointments
- Being 11 year olds, initially people did not take us seriously
- Ensuring Kits are ready, as we did them ourselves
- Not using parents resources in staff and financials
- Handhold people to go forward for phase 2 - to grow vegetables

IMPACT

Impacted : 5880 people (excluding Social Media)
Direct Engagements: 380 homes (Taken Up Gardening)
Grown: 1150 plants
Used: 15kg recycled plastic
Saved: 1000kg biodegradable waste (from reaching landfill by composting it - 200 kg compost used)
Reduced: Carbon footprint by 56 kgs
Produced: Oxygen for 1 human life

OUTCOME:

We have surpassed and achieved our target of people growing their own food and having a home grown meal. This is substantiated by the survey on Google forms.

OUR FUTURE PLANS

- Place vertical gardening racks for plants in our school, societies and many corporates.
- Conducting Phase 2 workshops: on growing vegetables.
- Continuing awareness and educating through social media platforms.
- Volunteer with community partners to sustain the project well after the competition.
- Raise funds with organisations towards growing more trees.

SOCIAL MEDIA OUTREACH



350+ followers
@growfresh_eatfresh



100+ subscribers
<https://www.youtube.com/channel/UC-CHnTSs2CNSIJYSmlwCRZw>



9 Groups

SURVEY

200+ Google Forms

BLOG

<https://www.globalsocialleaders.com/plant-to-plate/>



Challenges Started :

- # Valentines day 15 day challenge to grow plants
- # 15 day grow microgreens
- # JustForToday

Participated In:

- # CleanPlate
- #EachForEqual
- #EarthHour
- #9pm9min
- #PledgeForPlanet

TESTIMONIAL

"I had attended a workshop by Grow Fresh Eat Fresh. The team had given me a microgreens starter kit and a 15-day challenge. Initially, I was not sure if I would be able to take care of the plant but, it was quite easy. I added the produce to my food. I actually felt that I was eating fresh and healthy. It has definitely brought a nice change in my family. We have started growing plants like tomatoes, coriander and mustard, and we are eating something home grown daily. Overall, this experience has encouraged me to grow my own plants and eat healthier."

-Dolly Bimani, Teacher and Home Maker



THE GLOBAL GOALS
For Sustainable Development



D Y PATIL
INTERNATIONAL SCHOOL
WORLD