



# ADAR POONAWALLA

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## CLEAN CITY INITIATIVE

A technology-driven public-people partnership  
for cleaner, healthier cities



# A technology-driven Corporate Philanthropic Initiative for cleaner, healthier cities



## Message from Adar Poonawalla, CEO of Serum Institute of India

As we mark a decade of the Adar Poonawalla Clean City Initiative, I am proud of a journey rooted in purpose, innovation, and partnership. What began modestly now spans Pune and parts of Mumbai, restoring dignity to public cleaning through collaboration with civic bodies. Our Waste Warriors, supported by sustainable technology and community trust, inspire us daily. APCCI stands as proof that scalable corporate initiative can transform cities and mindsets alike.

The Adar Poonawalla Clean City Initiative (APCCI) is a flagship environmental initiative led by Mr. Adar C. Poonawalla, CEO of the Serum Institute of India, with the objective of improving urban cleanliness across India. What began as a philanthropic vision for a cleaner and healthier nation has evolved into a movement driving visible change in cities.

Inspired by the Swachh Bharat Mission launched by Hon. Prime Minister Shri Narendra Modi in 2014, Mr. Poonawalla recognized the pressing need to strengthen waste management systems and civic hygiene. In 2015, he committed personal funds to launch APCCI as a focused, mission-driven effort to enhance public sanitation and foster civic pride, starting with Pune.

Over the past decade, the initiative has steadily expanded in scale and impact, extending its operations across Pune and the Mumbai South Ward region. Through a holistic approach to urban sanitation and community development, APCCI has played a significant role in creating cleaner public spaces and promoting sustainable civic practices.

### Urban Waste Management

Suction cleaning (dry waste) ,  
Mechanised sweeping, waste  
collection and transportation



### Water Action

Clean Drinking water through  
water ATMs in surrounding  
villages in East Pune



### Infrastructure Support

Pothole repairs- A technology  
driven initiative for better quality  
roads, reduced traffic congestion  
and ensure public safety



### Social Behaviour Change

Community drives, school  
programs, and volunteer led  
citizen awareness campaigns



# Initiatives

Cleaning chronic spots has been another area, where APCCI has made significant strides. Deploying state-of-the-art equipment and machines, they have tackled chronic waste buildup, improving waste management in Pune City and a specific area in Mumbai. This has helped to address long-standing environmental concerns and enhance the quality of life for residents in affected areas.

## Waste Collection

Waste Collection is a critical component APCCI's efforts. In close collaboration with urban local bodies and other stakeholders, they have ensured that waste is transported and disposed of in an environmentally responsible manner. This partnership has been instrumental in streamlining operations and achieving the shared goals of cleanliness and sustainability.



## Pothole Repair

Roads are an important contribution in the economic development of any nation. Continuous & increasing traffic amongst various other reasons are responsible potholes on the roads. This results in to traffic congestion or slowing down of traffic which disrupts the day to day routine of people. APCCI is addressing this issue by repairing the potholes. The movement has received good participation from common people who can send a picture of the potholes which is further repaired. The aim is to provide better quality roads & reduce congestion.



## Water ATM

Water is an essential part of our day to day lives, it is a basic need for good health. It also impacts the sanitization and general cleanliness of the surroundings. However rapid urbanization & limited water resources leaves many areas in bigger cities especially the fringe areas or the outskirts with scarcity of clean drinking water. This impacts their day to day needs and disrupts their routine. This affects all age groups from school students to working population to senior citizens. To enable access to the basic need of drinking water, APCCI has installed Water ATMs in eastern fringe areas of Pune, such as Phursungi, Bhekrainagar, Kunjirwadi etc. APCCI has installed a State-of-the-art plant providing drinking water to over 6000 families 24 X 7 through water ATM in water scarce areas for needy and underprivileged sections. The water ATM includes a swipe card which enables daily 20 litres clean drinking water to each household for free. We also have Water ATMs installed in some schools to provide clean drinking water to children. This helps in promoting good health for the children.



## Public Outreach

Raising awareness about waste segregation and management is crucial to APCCI mission. They have launched various behaviour change programs in schools and colleges. Additionally, taking initiatives to educate and engage people through Sustainable Marathons, Cleanliness Drives, Community Sessions, etc. on waste management. By inspiring action at the grassroots level, they are building a more sustainable future for our cities and beyond. APCCI's contribution to the Swachh Bharat Mission is a testament to their commitment to creating cleaner, healthier cities. They take pride in their efforts and remain dedicated to continuing this important work, ensuring a sustainable and prosperous future for all.



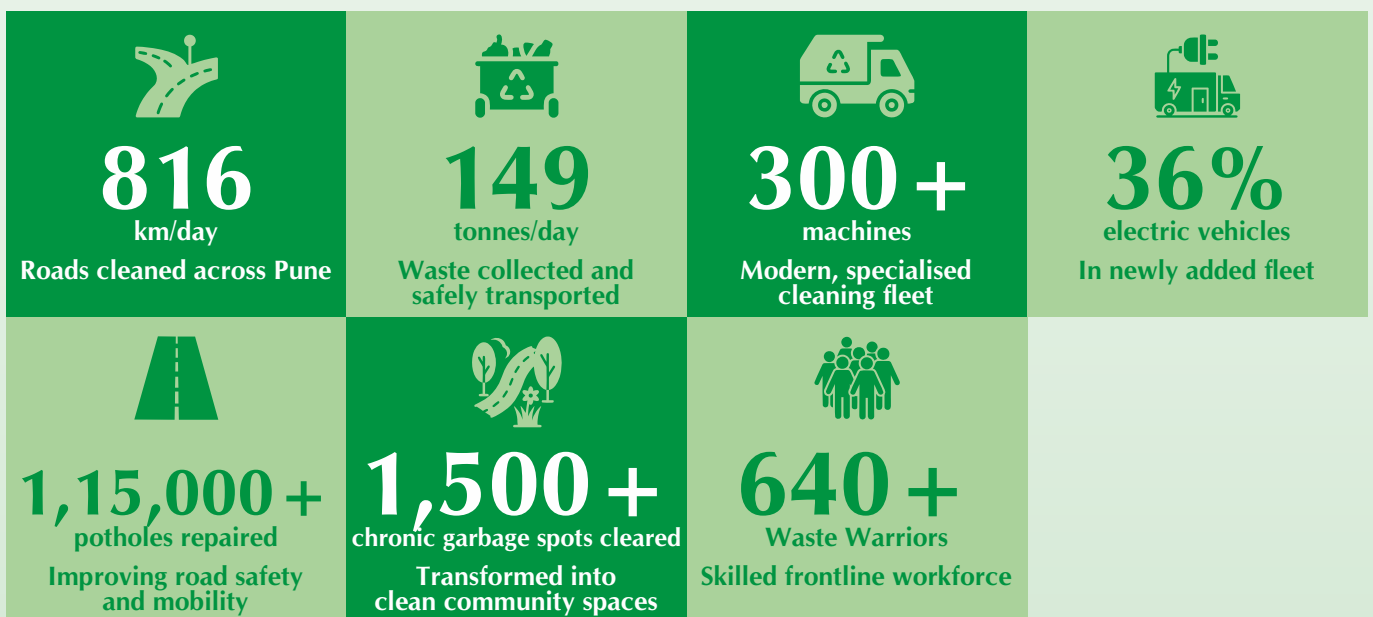


## Message from Mr. Krishnan Komandur, CEO, APCCI

Guided by the vision of Mr. Adar Poonawalla and aligned with the Swachh Bharat Abhiyan, we continue to work towards cleaner, healthier, and more livable cities. Through innovative cleaning solutions, water sustainability initiatives, community participation, pothole repair efforts, and the dedication of our Waste Warriors, we strive to make a meaningful difference in everyday urban life with responsibility, innovation, and public service at the core.

## IMPACT AT A GLANCE

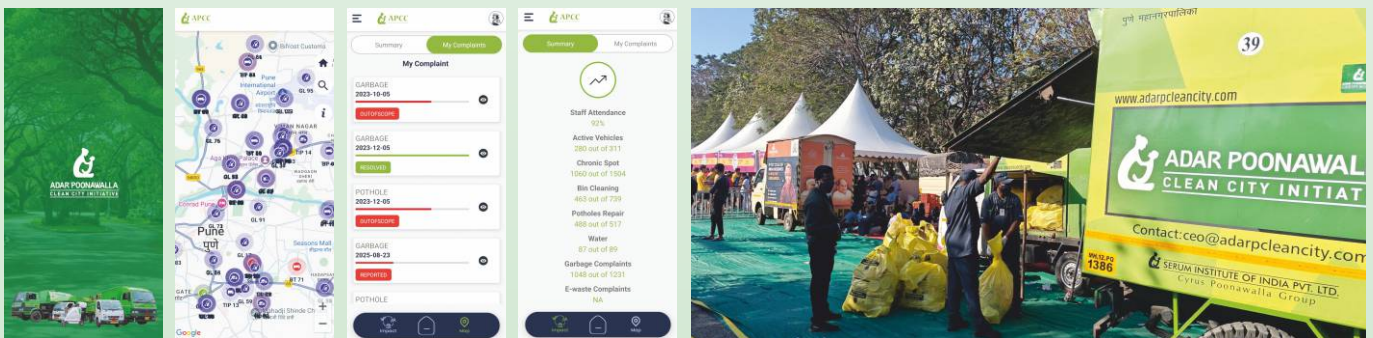
APCCI's impact is seen every day on the streets it cleans, the waste it manages, and the lives it touches. Through consistent operations, innovative technology, and strong partnerships, the initiative has delivered large-scale outcomes that contribute to environmental sustainability, social dignity, and improved urban living.



# Awards and Accolades

Adar Poonawalla Clean City Initiative (APCCI), has been conferred with multiple prestigious awards and accolades for its contributions to urban cleanliness, environmental sustainability, and ethical governance. APCCI's commitment to excellence was celebrated through the **Corporate Governance Excellence Award** by the World Development Corporation, reflecting its transparent operations and responsible leadership. Further reinforcing its environmental impact, APCCI received the **Climate Action Award – Sustainability Trailblazer Honouree (Silver Winner)** at the **Times Now Global Sustainability Alliance SDG Summit**—a powerful testament to its trailblazing efforts in climate action and sustainable urban development.

The initiative also received multiple recognitions across community engagement platforms, including **participation in sustainable marathons, green runs, and sustainability conclaves**, showcasing its strong presence in public consciousness and collaborative environmental action. Events like the **Urgent Run, Vrukshathon, Pune City Marathon, and Green Conclave at NICMAR** added momentum to APCCI's visibility as a community-driven, eco-conscious initiative. These recognitions reflect APCCI's growing influence as a model for clean city innovation, ethical governance, and environmental leadership.



## APCCI operates in alignment with the SDGs to drive a meaningful impact.



# People, Partnerships & the road ahead

## People at the Heart of the Mission

At the core of APCCI are its Waste Warriors—the frontline workforce that keeps the city clean every day, often under challenging conditions. Equipped with modern machinery, personal protective equipment, and continuous training, they represent a shift from manual labour to skilled, dignified urban service.

APCCI also works closely with citizens, volunteers, NGOs, and various institutions to ensure cleanliness becomes a shared responsibility rather than a delegated task.

## The APCCI Model

APCCI operates through a unique initiative working hand in hand with municipal corporations while actively involving communities. This collaborative approach has proven that large-scale urban cleanliness initiatives can be efficient, sustainable, and replicable.

## Milestones



## The Way Forward

Increased electric and low-emission fleet

Stronger citizen participation programs

Expansion of circular economy initiatives

**Together, we are not just cleaning streets—  
we are shaping the future of our cities.**



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