ANOTHER WAY

POWER OF 10

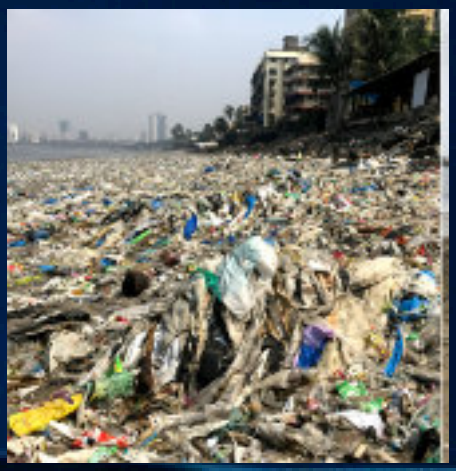
THE PEOPLE FIXING OUR FUTURE

Case studies of innovation, determination and environmental stewardship

AFROZ SHAH

A STORY OF DETERMINATION AND POSITIVE NEWS FOR OUR OCEANS AND MARINE LIFE ACROSS THE WORLD

THE PROBLEM



For decades, Versova Beach in Mumbai was buried beneath waste piled nearly 2 meters high. This pollution contributed to poor water quality and a decline in local biodiversity. It affected local fisheries, residents and tourism.



THE SOLUTION

One man was inspired to make a change and take action into his own hands, one plastic bag at a time... That man is Afroz Shah

Afroz Shah

MARINE LITTER WORLDWIDE

Marine litter is a major global issue. Some estimates suggest that as much as 200 million tons of plastic may be in our oceans. Litter can enter the oceans through rivers and waterways, via the beach or be taken in by wildlife. This can have a devastating impact upon ecosystems, as well as on the people who rely upon those ecosystems for food.



AS MUCH AS

60% OF INDIA'S

PLASTIC WASTE

ENDS UP IN THE OCEAN



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Afroz Shah

THE MAN BEHIND THE THE PLAN



In October 2015, Mumbai lawyer, Afroz Shah was disheartened by the appalling condition of Versova Beach, a place he had cherished since he was a child. Determined to make a difference, he teamed up with his 84-year-old neighbour, Harbansh Mathur, and they started their mission of clearing the shoreline from waste during their spare time. Initially working as a duo, their efforts soon attracted numerous volunteers. A year and a half later, Shah and his committed team had successfully cleared over 5,000 tonnes of marine litter, ultimately transforming Versova Beach into a pristine and clean environment once again.

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Afroz Shah

WILDLIFE RECOVERS



NESTING TURTLES RETURN

As a result of the beach clean, there was a remarkable recovery in the local ecosystems. Olive Ridley sea turtles started nesting at the beach for the first time in 2 decades. The hatchlings started emerging from nests on the now-clean shoreline in March 2018, just 2 years after after Shah began his work.



Afroz Shah

ONLY THE BEGINNING...

Afroz Shah was named one of the UN Environment Programme's Champions of the Earth in 2016 as a result of his efforts. He has since launched the Afroz Shah Foundation, which organises clean-ups in beaches, mangroves and estuaries around India and helps to educate people about sustainability and the circular economy. Afroz inspires others to make changes within their own communities and take action into their own hands.

VERSOVA BEACH CLEAN-UP IS DESCRIBED AS THE LARGEST BEACH CLEAN IN HISTORY







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TOGETHER WE CAN FIX OUR FUTURE!