



# വൃത്തി Vruthi THE CLEAN KERALA CONCLAVE 2025

APRIL 9-13

KANAKAKUNNU, THIRUVANANTHAPURAM

*Clean Lives | Climate Resilience | Circular Economy*





**Organized by**

Government of Kerala

Local Self-Government Department

**Coordinated by**

Suchitwa Mission, Government of Kerala

**In Association With**

Haritha Keralam Mission

Kerala Solid Waste Management Project (KSWMP)

Clean Kerala Company Limited (CKCL)

Kudumbashree

Mahatma Gandhi National

Rural Employment Guarantee Scheme (MGNREGS)

Kerala Institute of Local Administration (KILA)



Showcasing Exemplary Waste Management Models

Conferences, Seminars & Open Forums on Sanitation

Climate Resilience & Circular Economy

State-Level Competitions

Entrepreneurial Workshops

Live Exhibitions & Demonstrations

Waste-to-Art Installations

Acknowledgement to the Best Practices / Awards

Cultural Performances

Food Festival



# WASTE FREE KERALA

## About the Event

As Kerala advances towards its ambitious vision of a 'Waste-Free New Kerala,' the State has pioneered a number of unique waste management models. **Vruthi 2025** – The Clean Kerala Conclave is a premier event designed to spotlight these innovative approaches, deliberate on emerging challenges, and chart a path for a more sustainable future. This landmark conclave will serve as a dynamic platform to engage stakeholders, ignite fresh perspectives, and fortify Kerala's position as a leader in sustainable waste management. The event will facilitate high-level discussions on integrating waste management with climate resilience, the circular economy, and transformative policy frameworks.



Showcasing Kerala's Best Practices:  
Highlighting innovative and sustainable waste management models.

Empowering Green Entrepreneurship: Encouraging investment and innovation in sustainable waste enterprises.

Strengthening Policy and Infrastructure: Facilitating discussions on policies and operational frameworks to optimize waste management systems.

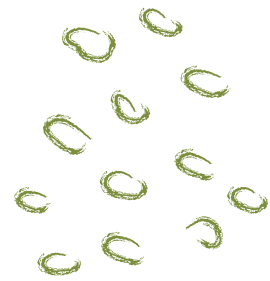
Linking waste management activities with climate resilience activities.

# Key Objectives

Fostering Thought Leadership:  
Providing a forum for experts, policymakers, and entrepreneurs to exchange insights.

Enhancing Public Participation:  
Inspiring collective action and behavioral change through awareness campaigns. Explore the possibilities of circular economy in Waste Management.

Building relationships with national and international partners.



## Event Details

**Date**

April 9-13, 2025

**Venue**

Kanakakunnu Palace, Thiruvananthapuram

**Duration**

5 Days

**Theme**

Clean Lives | Circular Economy | Climate Resilience



# Key Focus Areas

## 1. Integrated Waste Management

Exploring cutting-edge solutions in solid and liquid waste management, decentralized models, and emerging technologies.

## 2. Circular Economy & Green Enterprises

Strengthening Kerala's waste-based economy through upcycling, eco-friendly product innovation, and sustainable business models.

## 3. Technological Innovations

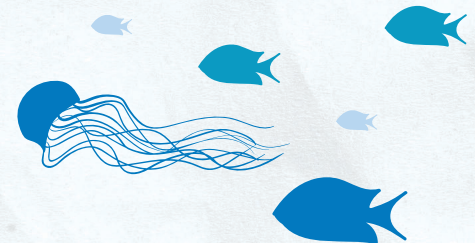
Harnessing AI, Machine Learning, and Robotics for smarter waste management solutions.

## 4. Legal & Regulatory Frameworks

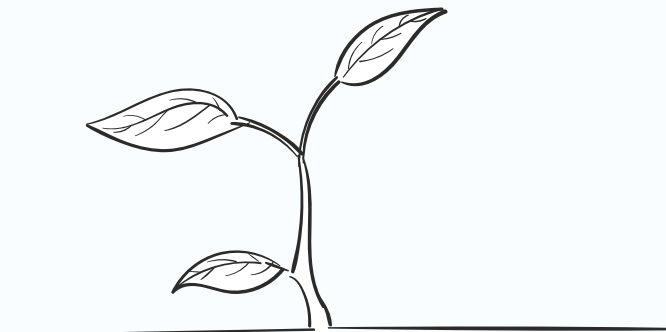
Discussions on policies, compliance mechanisms, and legal advancements in waste management.

## 5. Community Engagement & Behavioral Change

Mobilizing citizens through awareness campaigns, cultural interventions, and youth participation initiatives.







### **From the Grassroots to the State Level**

Ahead of the grand conclave, extensive deliberations will be conducted at various levels. Ward-level meetings will be completed by March 25, followed by local self-government meetings on March 30, culminating in block and district-level events.

A series of pre-event competitions, including short video and reels contests, school-level best practices in Waste Management and allied areas, hackathons, and ideathons, contests for best community/local body level practices will further engage diverse stakeholders.

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## Major Highlights of the State-Level Conclave

### Thought Leadership Forums

Conferences, seminars, and expert panel discussions on emerging trends, best practices, and strategic interventions in waste management, behavioural changes and exploring media trends in the sector.



### Entrepreneurial Bootcamps & Investment Summits

Empowering startups and innovators through specialized workshops, investment pitches, and networking opportunities.



### Technology & Innovation Showcase

An interactive exhibition featuring the latest technologies, best practices, and AR/VR experiences in waste management.



### Live Demonstrations & Experience Zones

Real-time demonstrations offering hands-on exposure to innovative waste management techniques and sustainable solutions.



### Creative Competitions & Hackathons

A platform for problem solvers, students, and professionals to ideate and develop cutting-edge waste management solutions.



### Waste-to-Art Installations

Transforming discarded materials into creative masterpieces, symbolizing the potential of upcycling and artistic expression.



### Cultural & Culinary Delights

An array of performances, storytelling sessions, 'Waste to Music' shows, and a food festival, adding vibrancy to the conclave.



## Who Should Attend?

- Elected Representatives & Government Officials – Engage in policy deliberations and governance strategies.
- Entrepreneurs & Green Startups – Discover business opportunities in the waste sector.
- Academicians & Researchers – Contribute insights and research-backed solutions.
- Volunteers & NGOs – Drive grassroots awareness and advocacy.
- Students & Innovators – Participate in competitions, workshops, and interactive sessions.
- Artists & Cultural Enthusiasts – Showcase creativity through upcycling and environmental storytelling.

## Why Participate?

- Gain firsthand knowledge of pioneering waste management practices.
- Network with policymakers, industry leaders, and global experts.
- Explore investment and entrepreneurial opportunities in the sustainability sector.
- Contribute to shaping Kerala's waste-free, climate-resilient future.
- Witness artistic and cultural expressions of environmental stewardship.
- Participate in high-impact competitions and workshops.

“  
Together, Let's Script  
A Cleaner Kerala.  
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