



CONCEPT NOTE

Why Bhumi Seva Exists

Where India comes together to heal the earth

Building India's Environmental Map by making local environmental work visible, discoverable, and easier to support.

Platform bhumiseva.org
Instagram [instagram.com/bhumi.seva](https://www.instagram.com/bhumi.seva)
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For anyone working to create positive change around them, especially small individuals, local groups, volunteers, and communities whose work deserves to be seen.

Why Bhumi Seva?

A few months ago, social media in India saw a wave of conversations around civic sense. People were posting videos highlighting littering, poor waste management, and many of the environmental problems we experience every day.

Soon after, something encouraging happened.

Instead of only pointing out problems, more people than ever before, especially individuals and small community groups, began organizing cleanup activities. People came together to clean streets, rivers, lakes, beaches, hills, and public spaces. Others organized tree plantation drives, lake restoration projects, biodiversity initiatives, and many other environmental efforts.

For an entire day, my social media feed was filled with these videos. I kept watching one project after another. Instead of feeling frustrated, I felt hopeful.

Where are all these amazing people working?

I wanted to know whether someone was already working near my home. I wanted to know how many people across India were quietly improving their surroundings. I wanted to see all these efforts on a single map.

Surprisingly, I could not find a place where this information existed.

That simple question became the starting point for Bhumi Seva.

A Personal Observation

Having participated in cleanup activities and plantation drives myself, I have noticed that people involved in these efforts often share a similar mindset. They genuinely care about improving the places around them, not because they are required to, but because they believe small actions can create meaningful change.

At the same time, these individuals and organizations are spread across the country and often work independently. Many are unaware of others doing similar work nearby. I believe that bringing this community together on a common platform can increase visibility, encourage collaboration, and gradually build a stronger collective voice for environmental action.

The Vision

Bhumi Seva is not another social media platform.

The goal is to build India's Environmental Map, a place where environmental initiatives across the country become visible, discoverable, and easier to collaborate with.

The objective is simple:

- Help good work become visible.
- Help volunteers discover nearby initiatives.
- Help organizations coordinate better.
- Encourage more people to participate.
- Bring together a community of people working towards a cleaner and greener India.

The larger idea

Instead of constantly showing people what is wrong with our country, I want to make it easier to show what is already going right.

How the Platform Works

Organizations, volunteer groups, or individuals can create a simple project profile that includes:

- Project name and location.
- Type of activity, such as cleanup, plantation, restoration, awareness drive, biodiversity conservation, or similar initiatives.
- Volunteer requirements and coordination details.
- Contact information, shared with consent.
- Links to Instagram, YouTube, websites, or other social media pages.

No photos or videos need to be uploaded to Bhumi Seva.

Bhumi Seva does not compete for attention. Every visitor is directed back to the creator's own Instagram, YouTube, website, or social media page so they continue receiving the visibility, followers, and recognition for their work. Bhumi Seva acts as a discovery and coordination platform rather than another content platform.

Keeping the Platform Free

One important decision was to avoid hosting photos and videos because media storage quickly increases infrastructure costs.

By storing only essential project information and linking to existing social media content, Bhumi Seva can remain lightweight, inexpensive to operate, and free for environmental organizations, volunteers, and communities for as long as possible.

Resource Sharing

While speaking with volunteers, another idea became clear. Many organizations own reusable equipment such as gloves, garbage bags, shovels, collection bins, safety equipment, and trucks or transport vehicles.

One group may need these resources for a weekend cleanup and then not use them again for several weeks. Another small volunteer group may be trying to organize its first cleanup without the budget to buy everything.

Bhumi Seva can help make this sharing easier, so community efforts become more efficient and more affordable.

Working Together with Municipal Corporations

Community volunteers should not have to work alone. Municipal corporations already play an important role in waste collection and disposal, and many cleanup efforts become more effective when local authorities are easier to coordinate with.

In the future, I hope Bhumi Seva can help organizations find the right municipal contacts, request waste pickup after cleanup drives, coordinate transportation where necessary, and connect with local authorities more easily. The intention is to strengthen practical collaboration between citizens and local governments.

The Importance of Positive Visibility

One observation has stayed with me.

When someone tells another person not to litter, a common response is:

“Why are you telling me? Everyone else has already thrown garbage here.”

Encouraging people not to litter is important. At the same time, I believe positive examples are equally powerful.

India already has thousands of individuals and organizations quietly working to improve rivers, lakes, forests, hills, beaches, villages, and cities. Most people simply do not know they exist.

If we can make these efforts visible, we can inspire many more people to participate. Instead of only seeing problems, people will also begin seeing solutions.

I hope that over time, thousands of green dots across India's map will become a reminder that positive work is already happening in every corner of our country.

Helping People Find Opportunities Nearby

Many people genuinely want to contribute but do not know where to begin.

Imagine opening a map and seeing environmental activities happening within five, ten, or twenty kilometers of your home. Instead of searching across multiple social media platforms, volunteers can immediately discover nearby initiatives and join them.

Even one additional volunteer can make a meaningful difference.

Supporting Local Community Leaders

During my conversations with volunteers, I realized that many people eventually begin working close to where they live.

Travelling across a large city every weekend is often difficult. As a result, passionate individuals quietly start improving their own neighbourhoods.

These local leaders deserve greater visibility.

Bhumi Seva aims to help residents discover these nearby initiatives, strengthen community participation, and make it easier for people with similar values to connect with one another.

Using Data to Create Long Term Change

As more organizations and volunteers join the platform, useful insights will naturally emerge.

Today, environmental volunteers and organizations are spread across India and often work independently. If Bhumi Seva can help them discover one another and communicate more easily, it can strengthen collaboration, encourage the exchange of ideas and best practices, and slowly help this community develop a stronger collective voice. Over time, this can naturally support better engagement with municipalities, policymakers, and other stakeholders. The primary goal remains simple and non-political: help people doing good work find each other and work together better.

- Areas that require repeated cleanup.
- Locations where volunteer participation is high.

- Places that may need additional waste management infrastructure.
- Regions where municipal support could be improved.
- Opportunities for better environmental planning and policymaking.

The purpose is not simply to collect data. The purpose is to generate insights that can help organizations, researchers, local governments, and communities understand environmental challenges better and respond more effectively over time.

Guiding Principles

Bhumi Seva is being built around a few simple principles.

- Support existing organizations rather than compete with them.
- Keep the platform free and accessible.
- Give full visibility to original creators.
- Encourage collaboration and resource sharing.
- Build trust through transparency.
- Inspire action by making good work visible.

Looking Ahead

Bhumi Seva is still in its early stages.

I do not claim to have all the answers. That is why I am reaching out to people who have spent years working on the ground. Your experience is far more valuable than anything I can assume while sitting behind a computer.

This document is not intended to present a finished solution. It is an attempt to share the thinking behind Bhumi Seva and invite honest feedback.

I hope Bhumi Seva becomes something that is built with the environmental community rather than simply for it. If there are assumptions that are wrong, ideas that can be improved, or opportunities that I have overlooked, I would genuinely appreciate your suggestions and honest criticism as it continues to evolve.

My goal is to build something that is genuinely useful to the people already doing this work every day. If Bhumi Seva can make environmental work easier to discover, easier to coordinate, and more visible across India, then I believe it will become a meaningful contribution to the community.

Thank you for taking the time to read this document and for everything you are already doing for our environment.

Raturaj Tambe

Explore the Platform

Website <https://bhumiseva.org>
Instagram <https://instagram.com/bhumi.seva>