

# Brown Leaf Replication Kit (Version 1)

*A practical, step-by-step guide to stop dry leaf burning in your city*

## Vision & Model

Vision: Not a single dry leaf should be burnt in India.

Model: Brown Leaf is a community + exchange forum for eco-friendly dry leaf management using a 3-fold strategy: MULCH – COMPOST – DONATE.

## 1) Who this kit is for

You can use this if you are:

- a citizen who wants to stop dry leaf burning in your area
- a gardener / composting enthusiast who needs dry leaves
- a society committee member or facility manager
- an NGO volunteer / community organiser
- someone who wants to build a repeatable model that doesn't depend on one person

This kit assumes you are not trying to “convince everyone” to compost. Instead, you will build a pathway so burning becomes unnecessary.

## 2) The Brown Leaf Philosophy: MULCH – COMPOST – DONATE

Brown Leaf offers 3 alternatives to burning.

### A) MULCH (Best for: homes/societies with plants)

Mulching is simply spreading a thin layer of dry leaves on soil in pots or plant beds. It helps retain moisture, reduce nutrient loss, and protects soil.

Your ask to a citizen: “Instead of burning, can you put a thin leaf layer around plants?”

### B) COMPOST (Best for: societies/institutions with space)

Composting is not difficult when you get the conditions right. Use Aeration–Temperature–Moisture (ATM) as a simple mental model.

Your ask to a citizen: “If you can do it, compost. If not, start with DONATE.”

### C) DONATE (Best starting point for most leaf burners)

Donation is the bridge strategy. It's not fair to expect someone burning leaves to immediately start composting. Start with the easiest step: DONATE.



Your ask to a leaf burner: “Don’t burn. Bag it. Someone will pick it up.”

### 3) Decide your replication format: pick ONE to start

Choose the format that matches your capacity and context:

- Option 1: City WhatsApp Group Model (fastest) — Create a group where leaf donors and leaf takers connect for free exchange.
- Option 2: Society / Campus Model (cleanest operations) — Manage leaves within a housing society, school, college, or office campus.
- Option 3: Ward Model (highest scale) — Coordinate with local governance/ward systems to divert leaves in bulk.

Rule: Start small. Avoid waiting for a “perfect plan.”

### 4) The Quick Start Plan (Day 0 → Day 7)

#### Day 0: Set up your basic infrastructure

- Create 1 WhatsApp group
- Write a 3-line group description (Dry Leaf Exchange + Mulch/Compost Help; No burning; Only leaf management & gardening)
- Create 1 Google Sheet (optional): Name / Area / Donor or Taker / Phone / Notes

#### Day 1–2: Add Leaf-Takers FIRST (very important)

If leaf donors join but there are no takers, the model breaks. So start by onboarding leaf takers first.

Where to find leaf takers:

- gardening groups in your city
- terrace gardening communities
- composting groups
- nursery networks

Sample message (Leaf-Takers Invite):

*Hello,  
My name is {YOUR NAME}.  
Do you have a terrace garden? Do you need dry leaves (garbage-free) for mulching/composting?  
I’m starting a free WhatsApp group where people exchange dry leaves.  
Join here: {GROUP LINK}*

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### Day 3–5: Add Leaf-Donors

Leaf donors are typically: housing societies, bungalows with trees, schools/campuses, garden contractors/housekeeping teams.

Key promise to leaf donors: “You can get rid of leaves without burning. Someone will pick up.”

### Day 6–7: Establish culture + rules

Set rules early to prevent chaos later.

## 5) Group Rules (Copy-Paste Template)

### General Rules

1. This group is strictly for dry leaf management: mulching, composting, leaf donation, gardening.
2. Irrelevant messages → warning → removal if repeated.
3. Rude remarks not allowed.
4. No festive greetings.
5. Political or religious posts → immediate removal without warning.
6. Do not DM members without consent.

### Leaf-Donor Rules

7. Leaves must be segregated. No garbage mixed.
8. Collect leaves in gunny bags and keep them ready.
9. Leaf donor post format:  
Hello,  
I have \_\_\_ bags of dry leaves.  
Area:\_\_\_  
Contact Number:\_\_\_  
Convenient hours for pickup (if any): \_\_\_ to \_\_\_

### Leaf-Taker Rules

10. Call donor and arrange pickup at mutually convenient time.
11. Respect time commitment. If delayed, inform donor.
12. Carry empty gunny bags and replace the bags you take.
13. Thank donors by occasionally sharing a garden/produce photo in the group.

## 6) The “10-Step Community Builder” (Brown Leaf Core Process)

14. Build donor + taker database (start with takers).
15. Create culture for your group (rules early).
16. Build a core team (early adopters) and make them co-admins.
17. Encourage interaction (gardening expands taker base).



18. Create a resource bank/FAQs (optional).
19. Create a Facebook page (optional).
20. Organise demo visits (show, don't tell).
21. Start a community project (societies/offices/schools).
22. Make the community more than leaf-exchange (ideas/seeds).
23. Create lateral leadership so it doesn't die with you.

## **7) Operations SOP: How Leaf Donation Works**

Leaf-Donor does:

- collects leaves in gunny bags
- ensures no garbage contamination
- posts in standard format

Leaf-Taker does:

- calls donor
- picks up at agreed time
- replaces bags
- shares thank-you proof occasionally

This is the “bridge” option that allows people to stop burning immediately.

## **8) Managing the community without burning out**

Define boundaries early (example: enforce call timings).

Do not let negativity drain you; the happy majority is often silent.

Ask for help early; build lateral leadership.

## **9) KPIs: What to measure (keep it lightweight)**

- number of leaf donation posts
- number of successful pickups
- number of active leaf takers
- number of societies participating
- “burning prevented” stories (photos + testimonials)

Celebrate outcomes, not just discussions.

## 10) How to scale beyond community (towards ward/city systems)

Once your group works smoothly, you may notice leaf donors outnumber leaf takers. That is your signal to scale.

Next pathways:

- appoint area-level coordinators
- create ward-level collection tie-ups
- connect institutions (schools/campuses) as bulk donors
- build farmer linkages for bulk absorption

Direction: Move from awareness dependence → to infrastructure reliability.

## 11) Your replication message (copy-paste)

*Brown Leaf is an open model to stop dry leaf burning using Mulch – Compost – Donate. If your city burns leaves, you can start this in 7 days with a WhatsApp group and a small core team. Reply “START” and I’ll share the Replication Kit + group rules + templates.*

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## Closing note

Start small. Expect imperfect beginnings. Keep going.

Not a single dry leaf should be burnt. Leaf by leaf, city by city.