

**Project ID: 00096923**

**Annual Progress Report**

Date: February 22, 2021

## PROJECT SNAPSHOT

Date:	February 26, 2021
Award ID:	00096923
Project ID:	00100826
Project Title:	Plastic Waste Recycling Management: A Partnership
Project Start Date:	January 2018
Project End Date:	June 2024
Donor:	Hindustan Coca Cola Beverages, Hindustan Unilever Limited, HDFC Bank Ltd., Coca Cola India Foundation, Nayara Energy
Implementing Partner:	Aasra Welfare Association, Hasiru Dala, 21 <sup>st</sup> Century Polymers, Basix Municipal Waste Ventures
Total Project Budget (all years):	6 years
Core Resources:	Donors, UNDP Country Office
Non-Core Resources:	
Government contribution:	

### Project Brief Description and Outputs:

The project objectives:

- To delineate a base line assessment on the diverse use & users of plastics, present regulatory mechanisms and practices followed, and present scenario in Plastic Waste Management in terms of generation, and recycling. Develop an Economically Sustainable Model (ESM) of Plastic Waste Management.
- Focuses on design and implementation of decentralized small collection points leading to establishment of the material recycling centre as Swachhta Kendra, {SK} for improved plastic waste management, under a community led integrated approach. This will also create a digital governance along the Plastic value chain
- Will enable Institutionalization of Safai Sathis and create an inclusive growth model to obtain improved socio-economic conditions for Safai Sathis' and is directed mainly to design, sustain and provide elements to institutionalize SK in governance bodies. Systems will ensure mainstreaming the Safai Sathis' as recognition - service to society, and by forming SHGs of Safai Sathis' contributing to their better way of life.
- To establish a more hands on knowledge management, monitoring and communication mechanisms, which will be based on an in-built adaptive feedback system from project results at various stages along the entire duration. Adequate governance mechanisms will be established to assure the right development of project and targets fulfilment.

### List of focus States/districts

States	Cities
Maharashtra	Mumbai, Aurangabad, Pimpri
Odisha	Bhubaneshwar, Puri, Cuttack
Madhya Pradesh	Ujjain, Indore, Bhopal
Punjab	Amritsar
West Bengal	Kolkata, Howrah
Goa	Panaji, Bicholim, Cacora
Rajasthan	Jaipur, Jodhpur
Gujarat	Ahmedabad, Surat

Delhi	Delhi Cant., NDMC, SDMC			
Bihar	Patna			
Jammu	Jammu			
Uttarakhand	Rishikesh, Dehradun, Haldwani			
Uttar Pradesh	Ghaziabad, Varanasi, Lucknow			
Karnataka	Bengaluru			
Tamil Nadu	Chennai			
Kerala	Trivandrum			
Andhra Pradesh	Vijayawada, Tirupati			
Telangana	Hyderabad			
Jharkhand	Ranchi			
<b>Overall Project Quality Rating (mark on the scale of 1 to 5 as per the following criteria): 4</b>				
Exemplary (5) *****	High (4) ****	Satisfactory (3) ***	Poor (2) **	Inadequate (1) *
All outputs are rated High or Exemplary	All outputs are rated Satisfactory or higher, and at least two criteria are rated High or Exemplary	One output may be rated Poor, and all other criteria are rated Satisfactory or higher	Two outputs are rated Poor, and all other criteria are rated Satisfactory or higher	One output is rated Inadequate, or more than two criteria are rated Poor
Budget 2020	28,57,562			
Expenditure 2020	21,57,659			
Delivery %	75.5%			

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### Executive Summary

United Nations Development Programme (UNDP), in partnership with **Hindustan Coca-Cola Beverages Pvt Ltd (HCCB), Hindustan Unilever Limited (HUL), HDFC Bank and Coca Cola Foundation India (CCIF)** is strengthening existing systems and processes in India to reduce the impact of plastic waste on human life and environment. This partnership aims to promote sustainable plastic waste management practices in India, thus empowering the Safai Sathis (waste pickers) and moving into a circular economy. It will enhance segregation, collection and recycling of all kinds of plastic along the waste value chain creating resource efficiency and better accessibility to all stakeholders. This is in line with the Government of India's Swachh Bharat (Clean India) Mission, Solid Waste Management Rules, 2016 and Plastic Waste Management (Amendment) Rules, 2018.

Project Implementation Cities –

- (i) **HCCB – There are currently 28 cities in which the project is implemented – Bhopal, Bengaluru, Mumbai, Goa (Bicholim & Cacora), Hyderabad, Chennai, Bhubaneswar, Cuttack, Ghaziabad, Ahmedabad, Vijayawada, Patna, Jaipur, Dehradun, Ujjain, Aurangabad, Tirupati, Trivandrum, Jammu, Jodhpur, Pimpri-Chinchwad, Surat, Ranchi, Vadodara, Varanasi, Delhi and Howrah**
- (ii) **HUL – The project is implemented in 1 city – Mumbai (4 wards – H-West, R-North, K-East and Suvidha Centre-Malad (Mumbai))**
- (iii) **HDFC – The project is being implemented in 5 cities (Panaji, Delhi Cantonment, Rishikesh, Dehradun and Haldwani). Haldwani has been initiated from the month of October 2020.**
- (iv) **CCIF – The project will be operating in 3 cities; Kolkata, Lucknow and Amritsar.**

### Background

India generates approximately 9.4 Million tonnes per annum plastic waste, (which amounts to **26,000 tonnes of plastic waste per day**), and out of this approximately **5.6 Million tonnes per annum plastic waste is recycled**. This leads to burden on the landfills and poor socio-economic conditions of the waste pickers, mostly women.

The project strongly aims to set up systemic approaches resulting in sustainable business models for all types of plastic collection, segregation and recycling in the cities. Project also emphasises on the addressing the issues infesting the recycling industry which is largely informal and unstructured. Another focus is to build on the principals of circularity in plastics of waste minimization, materials/resources use efficiency and better value additions along the ecosystem. The initiative also impinges to strengthen the urban local bodies, waste pickers and related stakeholder's technical, institutional and capacities to better manage plastic waste management and ensure align on the regulatory mechanisms in a manner consistent with economic development in the country practices. Also, fully aligned with national priorities, programs and

plans, with India’s flagship national program Swachh Barat Mission (SBM) – Urban and Grameen under the Ministry of Housing and Urban Affairs (MoHUA) and Ministry of Jal Shakti, respectively.

Another critical component of the partnership is the social inclusion of waste pickers (Safai Sathis) the pillar in the waste management ecosystem in any geography. These partnerships aim at enabling the waste pickers to formally be a part of the system by providing them with government ID cards and linking them to various government schemes which provides them health security, food security, financial inclusion and social security. Recently, **Utthaan a social protection programme for Safai Sathis** was launched by UNDP India’s Plastic Waste Management Programme. It is an initiative to strengthen UNDP India’s response to COVID 19 pandemic and is rooted in the core principle of ‘Leaving No One Behind’ of Sustainable Development Goals 2030. The programme aims to build resilient communities by strengthening access to Social Protection Schemes and increase the livelihood opportunities for Safai Sathis who are working at the front line of India's waste management system.

The project model approach is integrated, bottoms-up, encouraging participation and local ownerships; also, has been built around the three pillars of Circular Economy.

## Project Performance and Results

### Country Programme Outcome

- Outcome 5.1.1.1 Build capacity of key stakeholders including state nodal institutions, sectoral departments/Ministries and Municipal Corporations on implementation of climate change and disaster risk reduction actions.
- Outcome 5.1.4.1 Develop an innovative model on mitigating negative impacts and risks to the environment through plastic waste management

Donor	Q1		Q2		Q3		Q4	
	Tonnage (MTs)	Safai Sathis	Tonnage (MTs)	Safai Sathis	Tonnage (MTs)	Safai Sathis	Tonnage (MTs)	Safai Sathis
HCCB	7,329.32	1,222	2,486.4	292	9,094.73	250	14,712.55	1,796
HUL	787.87	46	200.68	221	444.09	52	609.39	230
HDFC Bank	193.24	223	518.81	26	604.75	11	857.18	42
CCIF	-	-	5.06	31	95.13	40	275.06	19
<b>Total</b>	<b>8310.43</b>	<b>1,491</b>	<b>3,210.95</b>	<b>570</b>	<b>10,238.7</b>	<b>353</b>	<b>16,454.18</b>	<b>2,087</b>

## Key Achievements

- UNDP was felicitated as a key partner for Swachh Bharat Mission- Urban by MoHUA at the Swachh Survekshan Awards 2020.
- UNDP PWM is providing technical assistance to Govt. of Odisha, Govt. of Madhya Pradesh & Govt. of Chhattisgarh with guidelines & model for implementation of dry waste management in rural areas under Swachh Bharat Mission-Grameen (II).
- UNDP PWM has been on the National Technical Advisory Committee (NTAC) for implementation of Solid & Liquid Waste Management by Ministry of Jal Shakti. UNDP's model of dry waste in rural areas (Village-Panchayat-Block-District) has been approved & incorporated in the Ministry's guidelines & framework.
- UNDP PWM nominated as member of the Expert Committee for suggesting improvement in Plastic and Solid Waste Management by Central Pollution Control Board. Revised guidelines of Extended Producer's Responsibility comprised of the suggestions and model which is being operate by UNDP for management of plastic waste in the country.
- Institutionalizing the Safai Sathis within the respective governance mechanism and attain improved social conditions. 4,500 Safai Sathis have been issued occupational ID cards by the urban local bodies.
- More than 300 Safai Sathis have been helped with issuance of ration cards to ensure food security for them and their families.
- Under Pradhan Mantri Jan Dhan Yojana, bank accounts for more than 500 Safai Sathis have been opened helping them with financial inclusion.
- For COVID-19 relief, PWM team reached to more than 200,000 Safai Sathis for distribution of close to 60 lakh kgs of ration (flour, salt, rice, sugar, potatoes, pulses), 400,000 safety kits (gloves, Masks, boots, jackets), 600,000 soaps & sanitizers. Overall Rs. 6 Crore has been spent for relief activities.
- Despite COVID-19, project CGR nearly 38,000 MTs of plastics in year 2020 presence now in 38 cities.

## Lessons Learnt

- Team to be more geared with the SOPs on the procurement and finance of the project
- A detailed operation manual, SOPs to be developed to define key accountabilities, management responsibilities, and operational procedures at all levels in the project. Implementation ,incorporating the lessons learnt
- Project must develop guidelines for the recruitment, capacity building of teams at the IPs levels.
- Proper and measurable, specific reporting and monitoring systems to be created in the project, at all levels, including the service providers, and Swachhta Kendras.
- Align project implementation strategy with new policy amendments at the earliest and dialogues with the private sector for responsible investments.
- Increase program effectiveness and relevance through adaptive and informed decision-making
- UNDP team to activate the task force that will lead risk mitigation during an unprecedented situation. Quick responses to meet food needs and access to Government schemes inflows.

## Way Ahead/Key Priorities

- Scaling the project to 50 cities across the country, a pipeline of additional USD 15 million for plastic waste management to be materialized.
- 70,000 MTs of plastic waste to be processed by the end of 2021.
- Linking more than 10,000 Safai Sathis with social protection schemes.
- Delivery targets encouraged to be through new ways of working – investments in different models and waste value chain of partnerships, e.g. Enterprise Partners, Recycling Partners, Informal Sector, Schools, Colleges & Bulk generators.
- Increased focus on Swachh Bharat Mission – Grameen across the country.

## ACRONYMS

Economically Sustainable Model (ESM)

Coca Cola Foundation India (CCIF)

Hindustan Coca-Cola Beverages Pvt Ltd (HCCB)

Hindustan Unilever Limited (HUL)

Metric Tonnes (MTs)

Ministry of Housing and Urban Affairs

(MoHUA)

National Technical Advisory Committee

(NTAC)

Swachh Bara Mission (SBM)

Swachhta Kendra (SK)

United Nations Development Programme

(UNDP)