

Project ID: 00096923

Annual Progress Report

Date: January 27, 2022

PROJECT SNAPSHOT

Date:	January 27, 2022	
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:	Trashonomy, Hasiru Dala, Finish Society, CORE, Ramky Foundation, Basix Municipal Waste Ventures, Feedback Foundation, Muskan Jyoti, Ecovision, Clean Kerala Company, MFG, Aasra Welfare Association, Sampurnearth, Stree Mukti Sangathana	
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:		
<ul style="list-style-type: none"> 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		
	City	State
1	Amritsar	Punjab
2	Aurangabad	Maharashtra
3	Bengaluru	Karnataka
4	Bhubaneswar	Odisha
5	Bicholim	Goa

6	Bihar Sharif	Bihar
7	Chennai	Tamil Nadu
8	Cuttack	Odisha
9	Dehradun	Uttarakhand
10	Delhi	Delhi
11	Greater Noida	Uttar Pradesh
12	Howrah	West Bengal
13	Hyderabad	Telangana
14	Indore	Madhya Pradesh
15	Jaipur	Rajasthan
16	Jammu	Jammu & Kashmir
17	Jamnagar	Gujarat
18	Jodhpur	Rajasthan
19	Khambalia	Gujarat
20	Kheda	Gujarat
21	Kolkata	West Bengal
22	Lucknow	Uttar Pradesh
23	Mormugao	Goa
24	Mumbai	Maharashtra
25	Panaji	Goa
26	Patna	Bihar
27	Pimpri-Chinchwad	Maharashtra
28	Ranchi	Jharkhand
29	Rishikesh	Uttarakhand
30	Surat	Gujarat
31	Tambaram	Tamil Nadu
32	Tirupati	Andhra Pradesh
33	Trivandrum	Kerala
34	Ujjain	Madhya Pradesh
35	Varanasi	Uttar Pradesh
36	Vijayawada	Andhra Pradesh

Overall Project Quality Rating (mark on the scale of 1 to 5 as per the following criteria): **4**

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 2021	US\$ 3,062,907 (Revised as per ATLAS)			
Expenditure 2021	US\$ 2,564,071 (Expense + Commitments)			
Delivery %	83.71%			

CONTENTS

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), Nayara Energy** 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 **27 cities** in which the project is implemented – Bengaluru, Mumbai, Bihar Sharif, Kheda, Goa (Bicholim, Murmgoa), Hyderabad, Chennai, Bhubaneswar, Cuttack, Vijayawada, Patna, Surat, Jaipur, Dehradun, Ujjain, Aurangabad, Tirupati, Trivandrum, Jammu, Jodhpur, Pimpri-Chinchwad, 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, Greater Noida, Rishikesh, Dehradun, Haldwani
- (iv) **CCIF** – The project is operating in **3 cities**: Kolkata, Lucknow, and Amritsar.
- (v) **Nayara Energy** – The project is operating in **2 cities** – Khambhaliya Municipality & 15 Villages & Jamnagar

Background

- United Nations Development Programme (UNDP) India is implementing a socio-technical model of plastic waste management (PWM) **across 35 cities in India**. The project was initiated in 2018 & since then has **processed 83,900 MTs of plastic waste**. The programme is being implemented in partnership with Hindustan Coca-Cola Beverages Private Limited (HCCBPL), Hindustan Unilever Limited (HUL), HDFC Bank, Coca Cola India Foundation (CCIF) and Nayara Energy. 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 Bharat Mission (SBM) – Urban under the Ministry of Housing and Urban Affairs (MoHUA). Additionally, UNDP India is working with the NITI Aayog in the domain of plastic waste management. Through this partnership, the PWM project has developed a handbook on sustainable urban plastic waste management for capacity building of the urban local bodies & other critical stakeholders across the value chain.

- Another critical component of the partnership is the social inclusion of waste pickers (Safai Sathis), one of the significant pillars 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 PWM project. 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 – **Waste Minimisation, Value addition, Resource efficiency**

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	10458.22	687	7034.78	460	6096.533	1443	4393.6	660
HUL	708.32	96	851.29	130	880.51	196	704.56	54

HDFC Bank	811.09	66	688.5	118	1204.07	212	1386.31	66
CCIF	478.15	116	691.26	61	633.535	105	924.525	86
Nayara Energy	–	–	–	–	–	98	467	279
Total	12455.79	965	9265.848	769	8814.648	2054	7875.995	1145

Key Achievements

- A detailed Handbook on Sustainable Urban Plastic Waste Management was developed with NITI Aayog to provide practical and replicable solutions to ULBs & State Pollution Control Boards (SPCBs) to manage plastic waste.
- Two Regional Workshops conducted covering 4 states and reaching out to around 20 ULBs as a way forward to the launch of the Handbook.
- MoU signed with Ministry of Housing and Urban Affairs (MoHUA), GoI to strengthen capacity building of ULBs, promote use of technology for better data management and enhanced traceability, social inclusion of waste pickers and use of innovative technologies for improved efficiencies in the domain of waste management.
- MoU with Greater Noida Industrial Development Authority (GNIDA) – UNDP, HDFC Bank & GNIDA entered into a MoU to promote dry waste management in one of the Indian cities – Noida via an economically sustainable model
- An initiative to provide social protection support to waste pickers and enable access to COVID vaccines has reached more than 1,000 people.
- Completion of baseline assessment of 9300 waste pickers to gauge their socio-economic status in the country under the project Utthaan.
- UNDP through its interventions in rural areas, supported the Jajpur district of Odisha for collection of plastics via electric vehicles, thus promoting sustainable management of plastic waste.
- The plastic waste management programme has largely been successful in shifting the focus to social inclusion & dignity of labor of waste pickers' community. This support includes offering formal employment; a nominal monthly salary of Rs 8,000 (around US\$110); help with obtaining national ID cards, opening bank accounts, supporting with financial inclusion, health security & social security.
- The project through its social inclusion, particularly for women waste pickers contribute towards gender equality & women empowerment. Till Q4, around 40% women were onboarded by UNDP & its service providers.

Lessons Learnt

- Measurable, specific, reporting and monitoring systems with clear indicators to be created in the project, at all levels, including the service providers, and Swachhta Kendras. The reporting system to be digitized with apt technology for transparency.
- Align project implementation strategy with new policy amendments at the earliest and dialogues with the private sector for responsible investments.

- Strengthen engagement with municipalities, state pollution control boards in cities
- Planning IEC activities in advance for better visibility for the project and donors
- Risk mitigation measures to be planned to face unprecedented times like the pandemic.
- Streamlining and structuring financial and operational systems within the project.

Way Ahead/Key Priorities

- 50,000 MTs of plastic waste to be processed by the end of 2022.
- Linking around 3000 Safai Sathis with social protection schemes by the end of 2022.
- Project wise monthly mapping of IEC activities and streamlining it to establish an outreach with different stakeholders.
- Planning an integrated communications strategy focusing on visibility of the project and the donors.
- 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 waste generators.

ACRONYMS

Economically Sustainable Model (ESM)

Coca Cola Foundation India (CCIF)

Greater Noida Industrial Development Authority (GNIDA)

Hindustan Coca-Cola Beverages Pvt Ltd (HCCB)

Hindustan Unilever Limited (HUL)

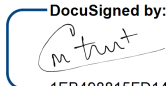
Metric Tonnes (MTs)

Ministry of Housing and Urban Affairs (MoHUA)

Swachh Barat Mission (SBM)

Swachhta Kendra (SK)

Urban Local Bodies (ULBs)

DocuSigned by:

1EB498815FD1498...