





CONSOLIDATED QUARTERLY REPORT

(July – September 2020)
Plastic Waste Recycling
Management: A Partnership

Our Partners











CONTENTS

S. No.	Items	Pg. No.
1	Project Overview	3
2	Plastic Waste Collection	4-5
3	Social Inclusion	5
4	IEC Activities	5-9
5	Glimpses of Knowledge Management Sessions /Trainings/Webinars etc.	9-10
6	Important Partnerships	10 - 11



Project Overview

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 Safaii 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 **29 cities** in which the project is implemented Bhopal, Bengaluru, Mumbai, Goa (Bicholim & Cacora), Hyderabad, Chennai, Bhubaneswar, Cuttack, Ghaziabad, Ahmedabad, Vijayawada, Patna, Jaipur, Dehradun, Ujjain, Ambernath, Aurangabad, Tirupati, Trivandrum, Jammu, Jodhpur, Pimpri-Chinchwad, Surat, Ranchi, Vadodara, Varanasi, Delhi and Howrah
- (ii) HUL The project is implemented in 1 city Mumbai (3 wards H/West, K East, R North).
- (iii) **HDFC** The project is operating in **5 cities**; Panaji, Delhi Cantt, Rishikesh, Dehradun & Haldwani
- (iv) **CCIF** The project will be operating in **3 cities**; Kolkata, Lucknow and Amritsar. At the moment it is operation in Lucknow.



Project progress and activities:

(i) HCCB - Waste Transaction details in this Quarter - The waste collected in this quarter is 9094.732 MT.

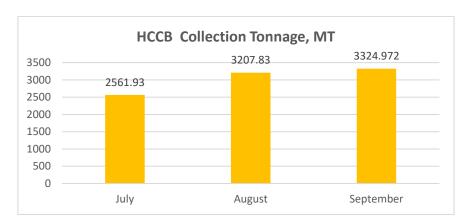


Figure A: HCCB Tonnage

(ii) HUL – Waste Transaction details in this Quarter - The waste collected in this quarter is 444.09 MT.

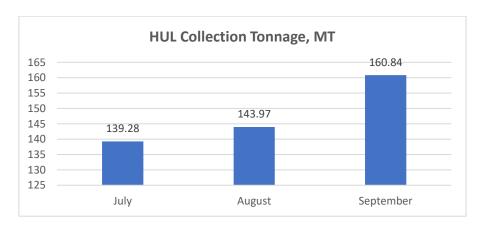


Figure B: HUL Tonnage

(iii) HDFC - Waste Transaction details in this Quarter - The dry waste collected in this quarter is 604.75 MT.

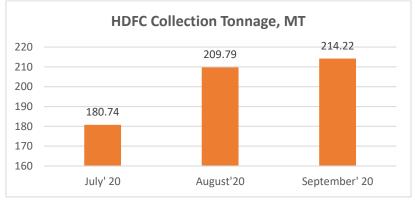
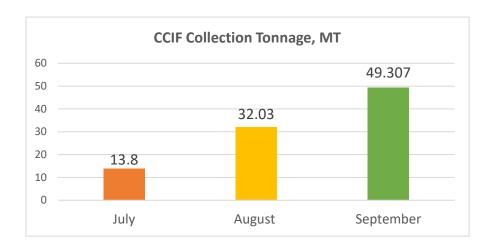


Figure C: HDFC Tonnage



(iv) CCIF – Waste Transaction details in this Quarter - The waste collected in this quarter is 95.137 MT.



Total Plastic Waste Collection across all 4 donors -



Figure D: Total Tonnage

Safai Sathis Details -



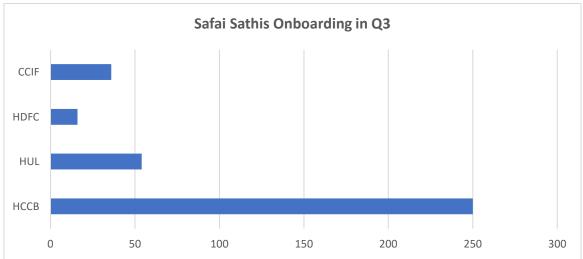


Figure E: Safai Sathis Details

Please note - Due to COVID many Safai Sathis migrated to their hometown.

IEC Activities

(i) HCCB -

S. **IEC Activities** No.

1 Waste Mgmt. awareness sessions in RWA, educational institution. commercial spaces

July - Sept' 20

- Varanasi: A door to door awareness activity regarding source segregation for dry and wet waste was conducted in Hukulganj area covering 45-50 households, where information pamphlets were also distributed.
 - Members of Saraiya community were sensitised on protection against COVID-19 and proper segregation of wet and dry waste for effective plastic waste management.
 - On this Independence Day, a signature campaign was conducted on plastic waste management and source segregation at the Nagar Nigam premises in Varanasi. The event was inaugurated by the city Mayor, Municipal commissioner, and Additional Commissioner, along with Nagar Nigam officials. Local public also participated in the event.
 - A door-to-door visit was organised for conducting awareness activities at Mauja hall and Pahariya areas in the city. Approximately 30 households, four shops and a restaurant were briefed on the importance of source segregation of waste into dry and wet categories. They



were also requested to use cloth bags instead of plastic bags for garbage disposal. Separate meetings were conducted in ward no. 39 and and 66, which have agreed to dispose their dry segregated waste to the collectors. A total of 80 households could be reached through this.

- Jammu: Under the 'BIN IT RIGHT' campaign in collaboration with Jammu Municipal Corporation, a sound auto with with audio and visual messages, by a city RJ on segregation in densely populated areas. It was initiated as a pilot in Bhubaneswar and then taken to Jammu, where it reached 41,000 households and 3,700+ commercial spaces. In Jammu, the campaign was inaugurated by Mayor Chander Mohan Gupta in the presence of Deputy Mayor Adv. Purnima, Chairman JMC, Baldev Singh Billoria, Neena Gupta, Corporator (ward 50), Raj kumar, Corporator ward 51, Anil Kumar, Corporator (ward 68), Ajay Gupta, Corporator ward 52 and Tina Mahajan, Secretary and Nodal Officer, Swachh Bharat Mission, JMC. Residents and safai sathis also attended the programme. This carried on till end of August.
- Bhubaneswar, the 'swachhta rath' continued to sensitise citizens of ward no. 5 on segregating wet, dry and hazardous waste. It covered 3 wards with a reach of 13,000 households. The team also collaborated with Big FM to create and broadcast jingles on the importance of 3-way segregation for more than 3weeks campaign across all coastal districts of Odisha, including Puri, Bhubaneswar and Cuttack. It reached nearly 10 lakh people. The campaign ended on 4th August.
 - ♣ Bhubaneswar: Focussed group discussions and door-to-door campaign on source segregation were conducted in ward no. 1, 12, 29 and 36, reaching about 629 households. Details of their segregation pattern were also captured by the field team.
 - ♣ An RWA meeting and awareness programme on segregation was conducted at Palm Heights Apartment in Bhubaneswar, which included 296 apartments who were provided with separate bins. The Swachhta Rath activity continued this month in the city.
 - Segregation bins were also placed at Central Institute of Freshwater Aquaculture, Bhubaneswar for promoting source segregation in the campus.
- Ghaziabad, a segregation awareness activity was organised in Patel nagar, where residents were sensitised on disposing hazardous separately from wet and dry waste.



- Puri Paddle operated wash basins were installed in Puri
 District Hospital and cremation grounds to support COVID-19
 safety measures by ODMP. Senior officials from the Puri district
 and the hospital inaugurated the installations.
- Jaipur Door to door segregation activities were also conducted in Jodhpur (Abhaygarh Awasiya vikas samiti) and Puneet Vihar RW in Jaipur.
- Pune Plastic waste collection drives were conducted in Mulund and Bhandup area of Pune. With the help of residents, the team collected around 192 kg of mixed dry waste.
- Patna: Under the 'BIN IT RIGHT' campaign in collaboration with Patna Municipal Corporation, the 'Plastic Lao, Mask Pao' activity was launched in Maurya Lok area. PMC Commissioner Himanshu Sharma inaugurated the stall. A mini material recovery stall was set up in the premises to promote responsible use of plastic and its disposal, while creating awareness on the importance of wearing a mask to curb the spread of COVID-19. Visitors were encouraged to bring waste plastic products and exchange the same for reusable cloth masks. Over a period of 14 days, 107 masks were distributed among general public, while maintaining social distancing norms. Through RWA meetings, a total of 3,847 households were reached through this initiative; additionally, there were 6 schools and 4 commercial buildings.
- Aurangabad: Plastic Lao, Mask Pao was also launched in the Cantonment area of Aurangabad, wherein 15 citizens visited in day 1, leading to a total collection of 35 kgs of plastic waste.
- **Ujjain** Awareness against Covid-19 virus in Residential areas.
 - Awareness among children for precautions against Covid 19 virus
 - Home composting process of about 79 households were checked by team
 - Awareness for Segregation and storage of plastic waste
 - Children's participation in Yoga and Meditation
 - Tree Plantation was done by Aanganwadi and children in which 5 plants were planted.

2 Trainings

- Aurangabad: A training programme on source segregation for 20 drivers and waste collectors at the centre was conducted.
- Ujjain Training at Anganwadi for precautions against covid 19



3	Health Check up	 Health check up for 32 Safai Sathis was conducted in the city of Varanasi. Health Awareness camp of Safaisathis for prevention & control of COVID-19 pandemic with special focus on WASH in city of Puri. Health camps were conducted by SMS, Mumbai - In month of September 2020, Ten Health Camp in community at Four Locations in Mumbai in Mumbai on 7th, 11th, 14th, 15th, 16th, 17th, 21st, 24th, 28th and 30th September 2020 .
4	Webinars/Virtual Roundtables	 Digital Pledge for cleaner India hosted a pan-India webinar for CITIZENS OF INDIA on responsible use of plastics at their homes and discuss sustainability challenges. The webinar encouraged citizens to be more responsible towards using plastic, where the audience will be undertaking a 'Digital Pledge' promising their commitment towards a cleaner India. The webinar is being organized by Recykal, an agency partner of the United Nations Development Programme (UNDP) & Hindustan Coca-Cola Beverages Pvt. Ltd partnership on plastic waste management. It was organized on Sunday, 30th August 2020. FICCI through its National Circular Economy Committee organized a virtual round table (for close group) on July 29, 2020 to discuss its implications and way forward. The roundtable had over 60 participants from relevant stakeholders across the value chain i.e. Producers, Industry, PIBOs, PROs, CPCB/Commissioners from ULBs, Waste Collectors and Recyclers. The esteem speakers for the event were – Ms Nadia Rasheed, Deputy Resident Representative, UNDP, Mr Anirban Ghosh, FICCI National CE committee Chair & CSO Mahindra, Mr. Prabhjot Singh, Head – Circular Economy, UNDP, Mr. Umesh Mallick, Vice President – Public Relation (Program), Hindustan Coca Cola Beverages. Bangalore: 1.5 hours of digital Hasiru Habba celebrations were held with many waste pickers from different cities viewing LIVE at the same time.
	Swachhta Kendra Visit	 Patna Municipal Corporation - PMC team visited Swachhta Kendra. In swachta Kendra visited PMC team (EO NCC, EO Patliputra anchal and 3 city managers) checked all the plastic recycling system and gave inputs regarding this.
5	Collaterals	The following collaterals were developed in Hindi and English for a sound auto activity in Jammu and Plastic lao Mask pao (to start in Patna).



#BinItRight Segregation Campaign – Auto branding https://drive.google.com/drive/folders/1TcEW7G09iA0AEXwhLYdkhG5mUxpS1Oi Plastic Lao Mask Pao Collaterals https://drive.google.com/drive/folders/10jkghHHh5qrOG5ZTMaQJs0G7 23M1NYtn 6 **Social Media** https://m.facebook.com/story.php?story fbid=2681525972063 Presence 427&id=100006181508851 - COVID-19 relief distribution in Ghaziabad SK. Post by Nagar Nigam. • https://www.instagram.com/p/CDijFWRHMOW/ - Story of change from Ghaziabad SK https://www.facebook.com/137334203023904/posts/31502847 68395484/ - video address thanking PWM partners https://twitter.com/UNDP India/status/1296350491861868545 ?s=03 –receiving Swachh Survekshan Awards https://twitter.com/UNDP_India/status/1297861985061625857 - COVID-19 relief distribution in Delhi https://twitter.com/UNDP India/status/1297790608409427968 - inviting pledge to action videos from school children under #Youth4Climate campaign https://twitter.com/UNDP_India/status/1307931567671574529 7 Radio Radio Jingle has been started over 92.7 Big FM on Plastic Waste Management. This jingle will be run in Big FM channel from 15th July to 3rd August 2020 at three times a day i.e. 8am-9am, 2pm-3pm and 7pm-8pm. The reach out of these jingles will be the entire city of Cuttack and Bhubaneswar. **Print Media** Source segregation in Patna captured in local newspaper Coverage Hindustan & Dainik Jagran: Plastic Lao Mask Pao Campaign announcement Odia Daily "The SAMAJ" on 30th Sep.2020 Odia Daily "NITIDINA" on 30th Sep.2020

Table 2E - IEC Activities





Focus Group Discussion on Waste Management in Bhubaneswar



ID CARD Distribution to the safai sathis at TTS Dump Yard, Bhubaneshwar



Patna: Under the 'BIN IT RIGHT' campaign



Training at Anganwadi for precautions against covid-19



Bhubaneswar: Swachhta rath



Bangalore: 1.5 hours of digital Hasiru Habba celebrations

(ii) HDFC

• Inauguration of Swachhata Kendra: The temporary centre in Rishikesh was officially inaugurated by the Mayor and Commissioner jointly on 5 August and they had



distributed ID cards (issued by the Corporations with the support of UNDP and IP Team) and Safety Gears (Jacket, mask and gloves) to the Safai Sathis. Ration kits (sponsored by Gurudwara Shri Rakab Ganj Sahib) were also distributed by Municipal Commissioner and HDFC Bank officials.

(Ration kit contains Aata-2 kgs, Rice-2 kgs, Pulse-1 kgs, Salt-1 Kg, Oil-1 liters, Turmeric-100gm and Sabji Masala-100gm.)

- Follow up- Health Camps: As a follow up to the health camp, 4 follow up sessions were conducted for the safai sathis. 30 Safai Sathis in batch of 10 each were injected with the T.T. injections and Blood group testing was done at a private laboratory for 39 Safai Sathis and staff.
- COVID- 19 Awareness Session: Safai Sathis were apprised about the precautionary measures to be undertaken under the COVID-19 situation. Awareness generation was done for the safai sathis for maintaining the hygiene and safety. A session was organized with 10 safai sathis in Panaji to create awareness on the vector borne diseases (Resource person from Urban Health Centre, Panaji), 35 sessions on COVID-19 safety protocol training was conducted for the housekeeping staff of 35 housing complexes addressing 109 housekeeping staff (Panaji), and 2 session with 15 safai sathis each to apprise them on maintaining safety and hygiene at their homes and workplace in Delhi Cantt.
- **Best out of Waste Activity:** The activity was conducted for 29 safai sathis at Swachhta kendra, Panaji where they were taught to make carry bags out of the old waste newspapers.
- Celebrated World Photography Day: On World Photography Day, Photography Competition was organized for safai sathi at SK. 22 safai sathis participated in the same.
- Independence Day Celebration: Independence Day was celebrated at all the 3 locations by engaging the safai sathi through interactive activities and encouraging them to hoist the flag at the Swachhta Kendra.
- National Clean-up Day Celebration: Organized national clean-up day with our safai sathis and motivated them to keep their surroundings clean. They were also encouraged to clean the SK and put the waste in the designated waste segments. 2 Clean up drives were also organized for to apprise them to keep our surroundings clean and encouraged them to clean the area outside the SK including the roads. (Delhi Cantt.)
- **Kabad se Jugad Workshop:** Workshop was organized with the 20 children of Safai Sathis in which they prepared planters and other decorative items from the waste bottles. The Mayor and Municipal Commissioner felicitated the 3 winners. (Rishikesh)



(iii) HUL

- 1 awareness session on Mental Health
- 1 awareness session on safe disposal of domestic hazardous waste
- 2 webinars with citizens on source segregation
- 2 trainings on Occupation Health and Safety (OHS)
- 2 dry waste collection campaigns
- 1 roundtable meeting with multiple stakeholders

Sr. No.	Activities	Activity Details	Output
H West and K East (Aasra Welfare Association)			



1	Mental Health Awareness Session (H West)	Mental health includes our emotional, psychological, and social well-being. It affects how we think, feel, and act. It also helps determine how we handle stress, relate to others, and make choices. Mental health is important at every stage of life, from childhood and adolescence through adulthood. The awareness camp was organized on 25 th July 2020 for our Safaii Saathis in association with Clean Up Foundation. Arrangements were made keeping in mind COVID-19 pandemic. At the end of the session raincoats and gumboots were distributed to Safaii Saathis.	13 Safaii Saathi (10 Male and 3 Female) received the information on mental health. Our Safaii Saathis were made aware of their mental health and importance of keeping healthy. It helped our Safaii Saathis in boosting their confidence.
2	An Awareness Session on Safe Disposal of Domestic Hazardous Waste (COVID- 19 PPE Kit) (K East)	An Awareness Session on safe disposal of domestic hazardous waste conducted at D-Mart, Andheri East with their Inhouse housekeeping and other staff members. The main objective of the session was to divert used PPEs from dry waste bin. So, that our Safai Saathis do not face any problem.	26 staff members (16 Male and 10 Female) attended the session and were made aware of the importance of safe disposal of domestic hazardous waste specifically during COVID-19 pandemic outbreak. They agreed for separate handover of the hazardous waste.
3	Webinar on Source Segregation (K East Ward)	Along with MCGM, UNDP and Swachh Parle Abhiyan a webinar was conducted to encourage and motivate citizens for source segregation of waste. Aasra presented its contribution in waste management for the last 5 years in the city of Mumbai. Together, Aasra and Swachh Parle Abhiyan shared their motive of covering 1000	11 resident members (5 Male and 6 Female) joined the webinar. The webinar was broadcasted live on YouTube channel. In association with Swachh Parle Abhiyan, the project is trying to reach more societies in which there is no representative or societies which are not segregating. It is expected that the process will be helpful in

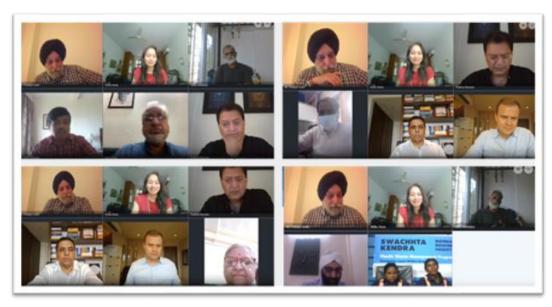


		establishments within 4 months and discussed their approach for achieving this target.	pace up our HHs onboarding process.
4	Training on Occupational Health and Safety (OHS) at Swachhta Kendra (H West + K East)	In association with HUL-Geometry, the Occupational Hazard and Safety (OHS) organised for Safaii Saathis. The objective of the training was to create awareness and build capacities of the Safaii Saathis on keeping the workplace safe and healthy.	32 Safaii Saathi (25 Male and 7 Female) attended the training. During the one-day training session, Safaii Saathi received the information on health and safety measures at workplace and made aware on the preventive measures to avoid health hazards and safety issues at workplace.
5	Awareness cum Dry Waste Collection Campaign (H West + K East)	In collaboration with RaddiConnect, a dry waste collection drive was organized at H West and K East to create awareness on waste segregation and to collect the dry waste from residents. It was a door to door campaign wherein the residents were encouraged to segregate the waste and were asked to give their dry waste at Swachhta Kendra.	81 HH were covered during the drive and around 1200 Kgs of dry waste collected during the drive. The residents received the information on source segregation and got aware about the Swachhta Kendra facility.
R North (Swachh Sustainable Solutions Pvt. Ltd.)			
6	Waste Segregation Awareness, Mhatre Wadi	Meeting at Mhatre wadi Resident Welfare Association was organised to create an awareness on waste segregation practices and to encourage them for segregating the waste in 3 different categories as wet waste, dry waste and hazardous waste.	120 residents (80 Male and 40 Female) attended the awareness meet. People were keen to know the categories and promised themselves that they will segregate. The dry waste collection vehicle was displayed in the meeting to answer their most common question.



7	Waste Segregation Awareness (R North Ward)	An online meeting via google meet was organised with Resident Welfare Association of NL Complex, Dahisar East and Shakti Nagar to create awareness on waste segregation. The participants were informed on different types of waste and their segregation mechanism.	16 residents (11 Male and 5 Female) joined the google meet call. The participants received the information on waste management and seemed motivated to adopt the segregation practices. These residents represent around 3500 units of residential establishments.
UNDP-HUL			
8	Virtual roundtable on 'Community- led Decentralized Solution on Waste Management: A Step towards Circularity'	The objective of the event as to showcase the HUL-UNDP-MCGM initiative on integrated Plastic Waste Management approaches to create replicable model. The event was started with the virtual tour of Swachhta Kendra wherein the participants were introduced to the concept and functioning of Swachhta Kendra. A small film was made on Swachhta Kendra operations launched during the event. During the panel discussion, officials/guests from HUL, UNDP, MCGM, IPs expressed their views. Link: https://youtu.be/hKxXO-7CNg8	150 participants from UNDP, HUL, Govt. departments, Implementing Partners, NGOs and other organizations attended meet. It was a good platform to highlight the ongoing good work, field challenges and to discuss the solutions in plastic waste management. The event was successful in showcasing the ongoing work on plastic waste management and strengthening the public-private partnership.





(iv) CCIF

S. No.	Date	Activity name	Activity details
1.	24.7.2020	Financial Inclusion Workshop	 Workshop has been conducted with 60 participants including family members of Safai Sathis. Objective of the workshop is to make them aware about government scheme which helps them, like PMJDY, PMSBY, Jeevan Jyoti Yojana. All Safai Sathis were interested to take insurance and bema Yojana and willing to open their Zero balance account.
2.	24.7.2020	Opening of Bank Account Under PMJDY	 All the Safayi Sathis filled the bank form under supervision of Muskan Jyoti Samiti.
3.	27.7.2020	Analysis and Documentation on Survey held in June with Local people	 In analysis MJS found interesting report on Local people perception on Solid Waste Management including Plastic Waste Management.



4.	17-24 .7.2020	Awareness program on source segregation	 MJS has initiated the awareness program on waste segregation. This program will include every household the waste is coming from. The objective of this door to door camping to educate people and collecting the waste in segregated form.
5.	22.8.2020	Health camp 2	 It includes general checkup to identify the illness at early stage which not only helps to cure it faster but also ensure safety to people who are at the potential health risk. In this camp the Tetanus vaccine was given to Safai Sathis to make them safe from any infection.
6.	25.8.2020	Identity Card Distribution	 All the Safai Sathis are given identity card who were Identified and registered under CCIF project.
7.	01.09.2020- 30.09.2020	Awareness drive on segregation of waste	 Door to Door Survey with Shops and HHs is under process, had taken details regarding waste generation and it is recorded (Covered around 1200 HHs and 50 Shops) Segregation of waste brochure distributed to residents.
8.	01.09.2020- 30.09.2020	Door to Door survey	 To collect the information of waste generation in wards (Covered around 800 HHs and 50 Shops)



9.	25.09.2020	Inclusion Session & Swacchta Champion event	 MJS organized an Inclusion Session for Safai Sathis. Swacchta Champion was also done. Discussed on the importance of their contributions toward cleanliness, recognizing safai sathis as Swachhta Champions.
10.	25.09.2020	Second Generation Intervention for Children of Safai Sathis	 A second-generation intervention with the children of safai sathis was done, through a series of engagement sessions. The engagement session was aimed at learning and development of safai sathi children.
11.	25.09.2020	Awareness Camp for SHG Formation	 MJS conducted a session for SHG formation for Safai Sathis. It aimed at making the participants develop an understanding on the importance of group formation. A SHG of 13 Safai Sathis was formed.







Introduction to Workshop

Refreshment Distribution



Providing Information on Government Scheme



-----End of Report-----