



Ministry of Housing  
and Urban Affairs  
Government of India



# CONSOLIDATED QUARTERLY REPORT

(April – June 2020)

## Plastic Waste Recycling Management: A Partnership

Our Partners



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## Project Overview

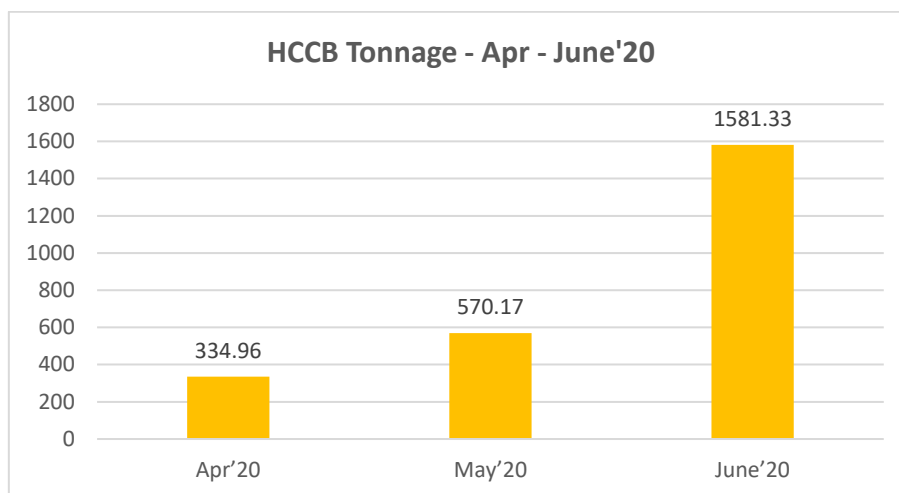
United Nations Development Programme (UNDP), in partnership with **Hindustan Coca-Cola Beverages Pvt Ltd (HCCB)**, **Hindustan Unilever Limited (HUL)**, **HDFC Bank and Coca Cola Foundation India (CCIF)** is strengthening existing systems and processes in India to reduce the impact of plastic waste on human life and environment. This partnership aims to promote sustainable plastic waste management practices in India, thus empowering the 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 **26 cities** in which the project is implemented; Bhopal, Bengaluru, Mumbai, Goa (Bicholim), Hyderabad, Chennai, Bhubaneswar, Ghaziabad, Ahmedabad, Vijayawada, Patna, Jaipur, Dehradun, Ujjain, Ambernath, Aurangabad, Tirupati, Trivandrum, Jammu, Jodhpur, Pimpri-Chinchwad, Surat, Ranchi, Vadodara, Goa (Cacora) and Howrah
- (ii) **HUL** – The project is implemented in **2 cities** – Mumbai (3 wards – H/West, K East, R North) and Indore.
- (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

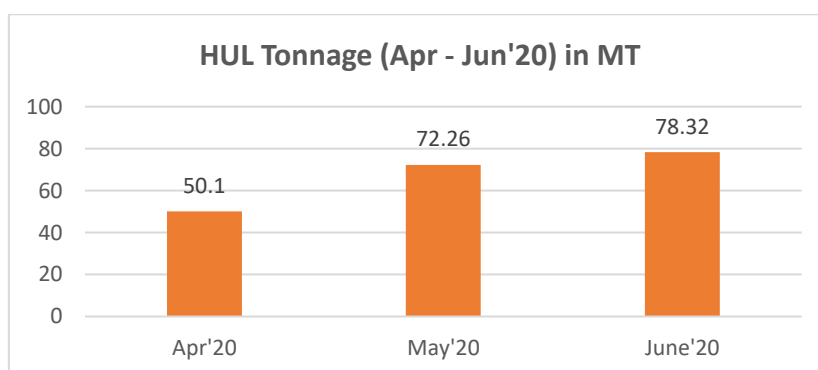
## Project progress and activities:

- (i) **HCCB - Waste Transaction details in this Quarter** - The waste collected in this quarter is **2486.4 MT**.



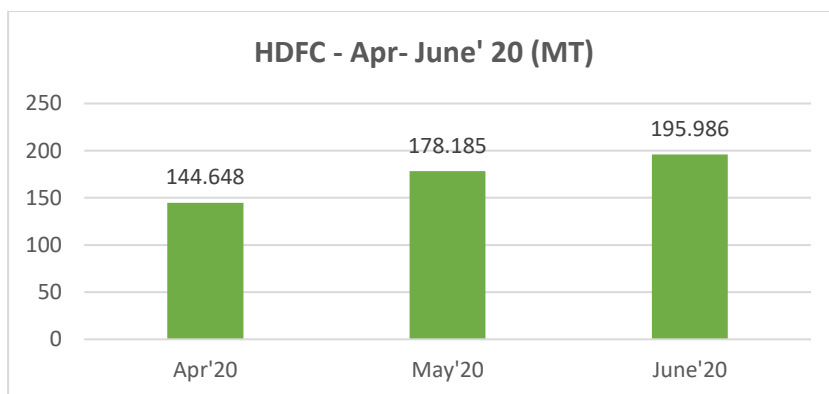
**Figure A: HCCB Tonnage**

- (ii) **HUL – Waste Transaction details in this Quarter** - The waste collected in this quarter is **200.68 MT**.



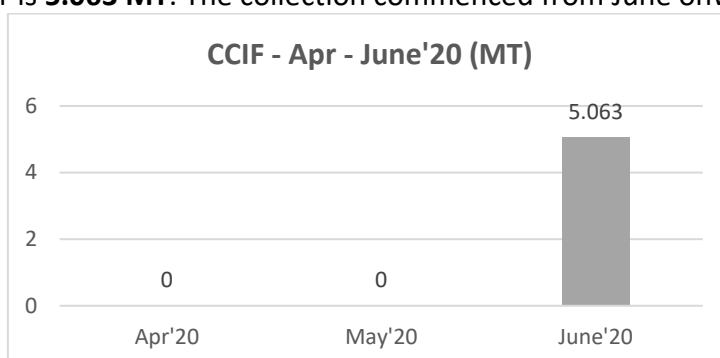
**Figure B: HUL Tonnage**

- (iii) **HDFC - Waste Transaction details in this Quarter** - The waste collected in this quarter is **518.819 MT**. The collection commenced from March onwards.



**Figure C: HDFC Tonnage**

(iv) **CCIF – Waste Transaction details in this Quarter** - The waste collected in this quarter is **5.063 MT**. The collection commenced from June onwards.

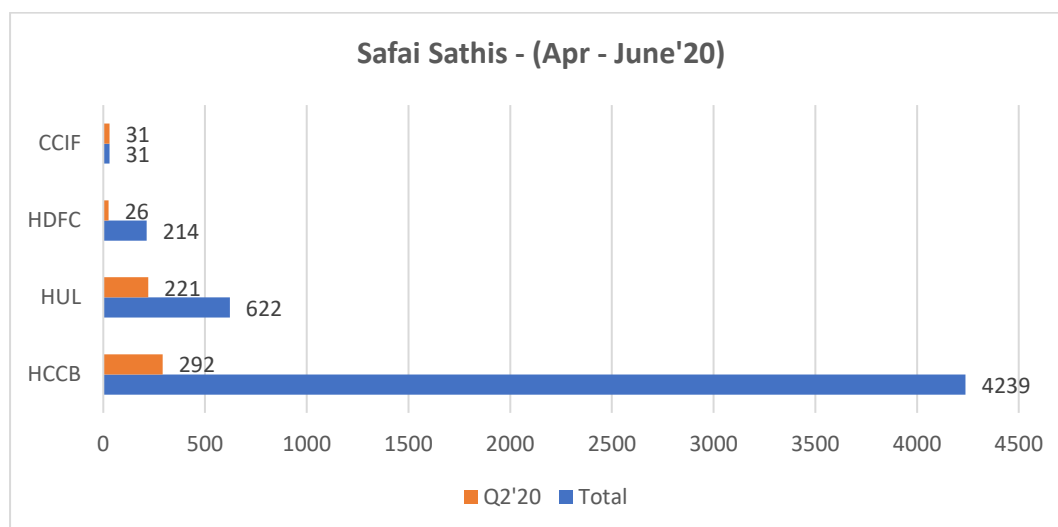


**Total Plastic Waste Collection across all 4 donors –**



**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. No.	IEC Activities	Apr – June' 20
1	<b>Virtual/Online Waste Mgmt. awareness sessions in RWA, educational institution, commercial spaces</b>	<ul style="list-style-type: none"> <li>Dehradun – Raising awareness on source segregation, proper waste disposal and sustainable living, and thank you messages from safai sathis to the community for contribution funds towards their well-being in the month of May.</li> <li>Cuttack – Awareness programmes for the RWAs of three Wards i.e. Ward no. 27, 28, and 44 located in Cuttack City were conducted in collaboration with the Cuttack Municipality Commission (CMC) in the month of April.</li> <li>Organized with the RWAs - Swachhta Rath was flagged off from the office of the Municipality Commission, Cuttack to roam around the streets of the Wards already covered under the RWA campaign in the month of June</li> <li>Mumbai - Awareness Session was organized on social media and was watched by 200 people in the month of April</li> <li>Mumbai – Online Drawing competition for 25 children was conducted in the month of April</li> </ul>
2	<b>No. of delegation visits at Swachhta Kendra</b>	<ul style="list-style-type: none"> <li>Patna – Shri Abhay Raj, Additional Secretary, Urban Development and Housing Department, Government of Bihar, and the team leader of Swachh Bharat Mission, inspected the cleanliness in the center.</li> </ul>
3	<b>Trainings</b>	<ul style="list-style-type: none"> <li>Patna - All the workers and volunteers of Nidan were given detailed training on COVID 19.</li> </ul>

4	<b>Felicitation of Safai Sathis</b>	<ul style="list-style-type: none"> <li>Patna - On International Labour Day, Patna city team joined hands with Patna Municipal Corporation to acknowledge the efforts of safai sathis. The Commissioner felicitated 10 safai sathis, Patna Swachhta Kendra in-charge and the 'Plastic Lao, Thaila Pao' team.</li> </ul>
5	<b>Orientation &amp; Interactive Session</b>	<ul style="list-style-type: none"> <li>Patna - Based on the 'Red waste' campaign by Patna city team</li> <li>Delhi - In order to sustain the efforts and motivate safai sathis and project partners, UNDP India Resident Representative Shoko Noda visited the 'Plastic lao, Thaila Pao' location in Greater Kailash 1 in Delhi on 19 June.</li> </ul>
6	<b>Health &amp; Hygiene Activities</b>	<ul style="list-style-type: none"> <li>Establishment of paddle wash basin in 10 nos. of location in Bhubaneswar</li> </ul>
7	<b>Radio Engagement</b>	<ul style="list-style-type: none"> <li>Two Radio Engagements – Chennai &amp; Jammu City</li> </ul>
8	<b>Social Media Presence</b>	<ul style="list-style-type: none"> <li>Social media presence for activities done in New Delhi and Dehradun</li> </ul>
	<b>Print Media Coverage</b>	<ul style="list-style-type: none"> <li>Media coverages in Jammu, Bhubaneswar, Aurangabad, Patna</li> </ul>

Table 2E – IEC Activities

#### **Plastic Lao Thaila Pao Campaign Summary for HCCB Project –**

- Due to complete lockdown the activity was stalled
- Planning to do campaign “**Plastic Lao Mask Pao**” in next quarter in Cuttack area.

#### **(ii) HDFC**

- **Painting Competition with safai sathis children:** Painting Competition was organized for the children of our Safai Sathis in Delhi Cantt. to encourage and engage children during the lockdown. 15 children participated in the competition (coloring book and kits were provided to them).
- **COVID-19 Awareness:** 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 safai sathis in Panaji to create awareness on the vector borne diseases (Resource person from Urban Health Centre, Panaji)
- **Snake Awareness Drive:** The safai sathis at Panaji were apprised and taught about the Do's and Don'ts if they come across a snake at the Swachhta Kendra or safety measures to be undertaken in case they get bitten by them.
- **Best out of waste Activity:** Session was organized with the safai sathis at Panaji to teach them to make wallets from the tetra pack waste.



- World's Environment Day Celebration:** World Environment Day was celebrated with 30 SS in Delhi Cantt & Rishikesh each and did the plantation in the vicinity of SK. They were briefed about the importance of this day and what all initiatives can be taken to protect our environment. Drawing competition was organized for 33 safai sathis in Panaji.
- Yoga Day Celebration:** Yoga day was celebrated in Delhi Cantt. and Rishikesh with 20 safai sathis each. The safai sathis were apprised on the benefits of yoga and importance of doing it daily to be fit and healthy.
- Health Awareness Session:** 02 sessions were organized at Rishikesh with 37 SS and 50 safai sathi's children to make them aware about the personal sanitation and hygiene practices.

**(iii) HUL**

Sr. No.	Activities	Progress as on date	Remarks
<b>H West and K East (Aasra Welfare Association)</b>			
1	UNDP team, AWA team and Safai Saathi Zoom Meeting.	The Session was so Interactive as All Safai Saathis Are Taken Active Participation in meeting and shared their opinions and Problems in meeting.	With the help of Zoom meeting we got the chance to Interact with Safai Saathis face to face During the Lock down Period these Interactive Zoom meetings sessions will helped in Future to Be in Touch with Safai Saathis.
2	QR code based Dry Waste Collection.	In Andheri K East ward Along With 2 Sub Wards 84 And 85. We have Started to Shortlist the 20 Nos of Society to be QR code based Dry waste Collection Pilot Programme.	In Andheri K East ward along with 2 Sub Wards 84 And 85 We have Started to Shortlist the 20 Nos of Society to be QR code based Dry Waste Collection Pilot Programme.
3	Menstrual Hygiene Day	Sanitary napkins distributed to women Safai Saathis. Women Safai Saathis realized that even the biodegradable sanitary napkins are affordable and easy to dispose. One-time distribution on this occasion of world menstrual hygiene awareness day pushed them to think pads as an option over the local non-hygienic way they used to follow.	This activity was a follow up activity of the awareness session which was conducted in the month of February 2020.
<b>R North (Swachh Sustainable Solutions Pvt. Ltd.)</b>			

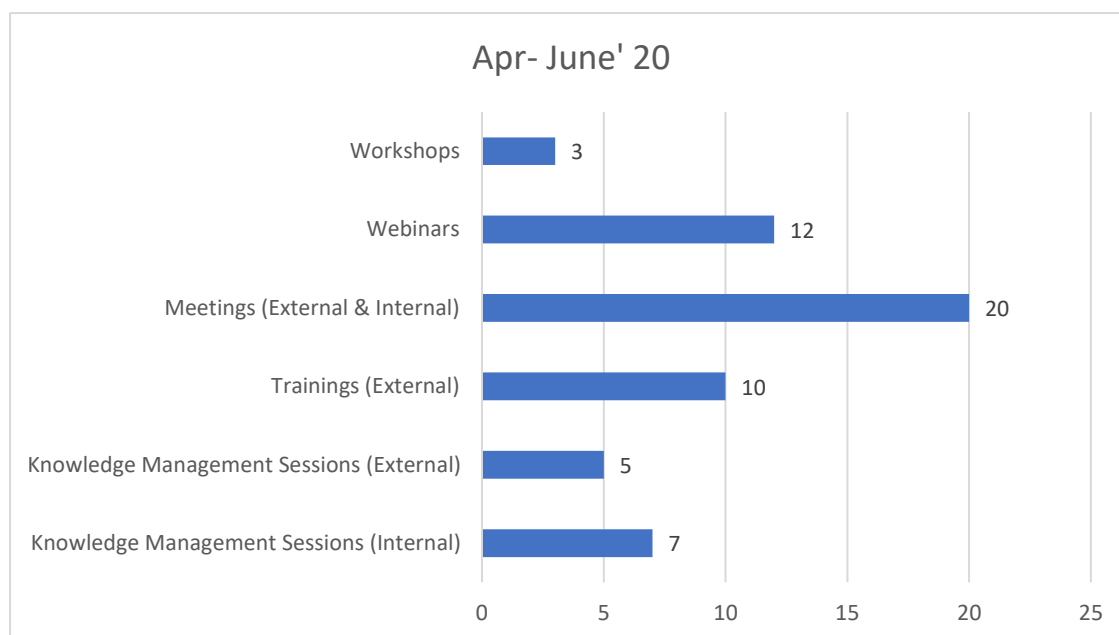


4	Invisible Warriors Campaign	Invisible Warriors Campaign is an initiative to equip frontline sanitation workers with PPE kits for safety while recognizing and paying respect to them, whose efforts always keeps the city clean and healthy, with the help of citizens.	People from across Mumbai responded in large numbers and filled the form circulated, put details of Safai Saathis. This initiative was largely appreciated on social media where they put their safai Saathi photos and encouraged/nominated other people to participate.
5	Webinar on waste management, COVID-19 and property tax rebate.	An interactive YouTube live session to together learn about how waste management is now crucial than ever, during this pandemic situation of COVID 19 (Coronavirus disease). The Webinar also was about while managing our waste in the right way how can one also do all the things required to get property tax rebate.	WhatsApp group was formed for continued communication for managing bio-hazardous waste.

#### (iv) CCIF

Sl. No.	Date	Activity name	Activity details
1.	05.06.2020	World environment day	Awareness activities with Safai Sathi, discussing with them about importance of segregation and benefits of recycling. Also motivate them to approach people for providing segregated waste.
2.	06.06.2020	Awareness Survey on PWM with small sample of local people	Qualitative/ quantitative data was collected on issues related to solid waste and their perception on it. Around 100 interviewed people were educated through this survey.
3.	30.06.2020	Health camp	Basic health checkup and consultancy with doctor was done. Awareness about several government scheme like Pradhanmantri Jan dhan yojana as well as hygiene practice in daily life.

#### Virtual Project Meetings/Trainings/Seminars/Workshops/Webinars



The Knowledge Management Sessions covered various topics such as Recycling Partnerships/Compliance, Planning/ Reporting, IEC, Project Management, Stakeholder management, Social Inclusion, Project Management, Social Inclusion, Operations/ Compliance. There were around 20 meetings across cities regarding project implementation with partners, COVID relief activities etc. The meetings were done with government officials, partners etc. The trainings and webinars were given to Safai Sathis covering important topic such as COVID.

### Important Engagements & Partnerships

Sl. No.	Meetings	Context	Stakeholders
<b>May 2020</b>			
1	UNDP PWM – SCGJ Safai Saathis Skill Training Initiative Standard Operating Procedure	Sector Council of Green Jobs (SCGJ) has been focusing on skill training to promote green jobs in the Green Business sector including renewable energy, waste management, etc. The training curriculum and content for the same has also been defined under NSQF, and SCGJ has taken the lead in provide skill training of sanitation workers and waste pickers across India. SCGJ has been supported by Government organizations such as Social Welfare department and NSKFDC.	UNDP PWM Team, SCGJ Team
2	Skill Council for Green Jobs-UNDP PWM Partnership Exploration Meeting	There is a need for leveraging SCGJ skill training programs to provide certifications for more than 10,000 waste pickers through the project. Funding for training can be explored through SCGJ, UNDP PWM project and government initiatives (UNDP PWM team to review the Skill portal)	UNDP PWM Team, SCGJ Team
<b>June 2020</b>			

1	Sector Council for Green Jobs	Certified Skill Training to Waste Pickers - 5 Batches in 4 Cities: Bhubaneshwar, Mumbai (2), Goa, Ghaziabad. 2000 waste pickers trained by 2020 in 30 cities. Drafting Curriculum aligned with existing QPs designed and finalized with SCGJ, training partners	Waste pickers, UNDP, HCCB, SCGJ
2	Rolling out of Swachhta Kendra Operating Guidelines	Swachhta Kendra Operating Guidelines developed by UNDP PWM Resource to tackle COVID-19	This document is developed for Swachhta Kendra (Material Recovery Facility) for the UNDP Plastic Waste Management (PWM) Programme to be implemented by Service Providers
3	Rolling out of COVID Impact: Situational study	<ul style="list-style-type: none"> <li>To analyze the COVID-19 impact on the operations of Swachhta Kendra</li> <li>To analyze the COVID-19 impact on health of service provider staff and safai sathis</li> <li>To analyze the support required from UNDP PWM to resume normal operations</li> </ul>	Respondents: HCCB, Implementing Partners and Enterprise Partners, (HUL & HDFC also participated)
4	AIPMA-UNDP PWM- Stakeholder Discussion	<ul style="list-style-type: none"> <li>Reflections or recommendations on EPR rule. Strengthening Municipal Waste Collection Systems</li> <li>Supporting informal recyclers and informal waste pickers</li> </ul>	UNDP & AIPMA Team
5	Research Partnership – Collaboration on a case study relating to UNDP India's PWM project	University of Basel registered and submitted an abstract 'Media Discourse on Plastic Pollution in India' for the World Sustainability Forum in Geneva 2020. Article on 'Media Analysis on PWM in Indian Print Media' – Kick off training started on 15th April and is continuing till date. So far, 45 articles were coded, based on which typologies were framed. Currently, confirmatory analysis is being done for >2000 media articles (about ~350 articles completed).	
6	Social Hackathon on Developing a Business Plan using Waste as an input for Sustainable Management of Waste and Employment Generation	Evaluated over 100 application on innovative business plan using Waste as an input for Sustainable Management of Waste and Employment Generation	UNDP PWM Team under supervision of Mr Prabhjot Sodhi & ekonnect, under supervision of Mr Prasad Modak, Founder Environmental Management Center

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