

An Initiative By

In Association With



INFORMATION, EDUCATION AND COMMUNICATION (IEC) ACTIVITIES FOR BETTER MANAGEMENT OF PLASTIC WASTE



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Good food, Good life



**TATA
CONSUMER
PRODUCTS**



FOREWORD



Dr. Atul Sud
President- WeCare

Plastics are now integrated with human lifestyle with products and packaging being part of our daily life. As a responsible nation, India has taken some pioneer steps to encourage circularity of plastics which includes bringing Extended Producers Responsibility (EPR) into the environmental regulatory compliance for the Industry using the plastic packaging. WeCare – a National Industry consortium on EPR believes that plastic waste segregation at source and its recycling must be taken up as a national movement by involving citizens across the country. WeCare has decided to contribute to the cause and initiate a project to create awareness amongst the masses about the 'right' set of actions required for plastic waste segregation at source and its scientific handling and transportation to recycling facilities. From curating the project to choosing our target audience, we have placed our thoughts to ensure inclusive IEC activities with a wider span of stakeholders involved. Our sincere gratitude to all government officials, Schools, NGOs and RWAs who have been a part of our outreach activities and have contributed through their active involvement.



Ekta Narain
Co-founder- Recykall

As the saying goes: "First step towards change is awareness", and as rightly said to bring a change in the waste ecosystem we live in - awareness is a necessity. To bring a disruptive change in the waste management system in India - awareness, stakeholder strengthening, promoting and training on the environmental and economic benefits is our objective at Recykall. Our ability to fulfill this vision through WeCare's Programs has been a huge learning curve. Students, Waste Collectors and Pickers, ULBs, Community workers, Recyclers, Aggregators and most importantly waste generators have been considered for this program. A varied band of participants has ensured a holistic engagement, which in turn creates a significant impact on the plastic and e-waste management system. We are grateful to WeCare and our local fulfilment partners in helping us harness our strength to bring awareness to the grassroots level

ABOUT THE PROGRAM

RATIONAL

According to the global plastic waste monitor 2020, 53.6 million tons of waste has been generated globally in 2019. India is the world's third largest e-waste generator with 3.2 million tons, behind China and the United States. This is up from 1.9 tons in 2016, an alarming 68% increase, which is more than the global average growth of 21%. Increasing disposable income, access to easy credit, and consumers' quest for better products are resulting in shorter product cycles, which is a huge challenge for India to deal with. One major challenge that can be attributed to this issue is the lack of awareness. Students lack the knowledge, channels to dispose of their old, unused, obsolete items as a result the e-waste is trapped in their house or end up in the hands of informal recycling channels. The informal sector resort to non-scientific, hazardous methods to extract resources from e-waste and dump the remains irresponsibly. This not only compromises the health of informal workers but also poses threat to the environment.



THE OBJECTIVE OF THE PROGRAM

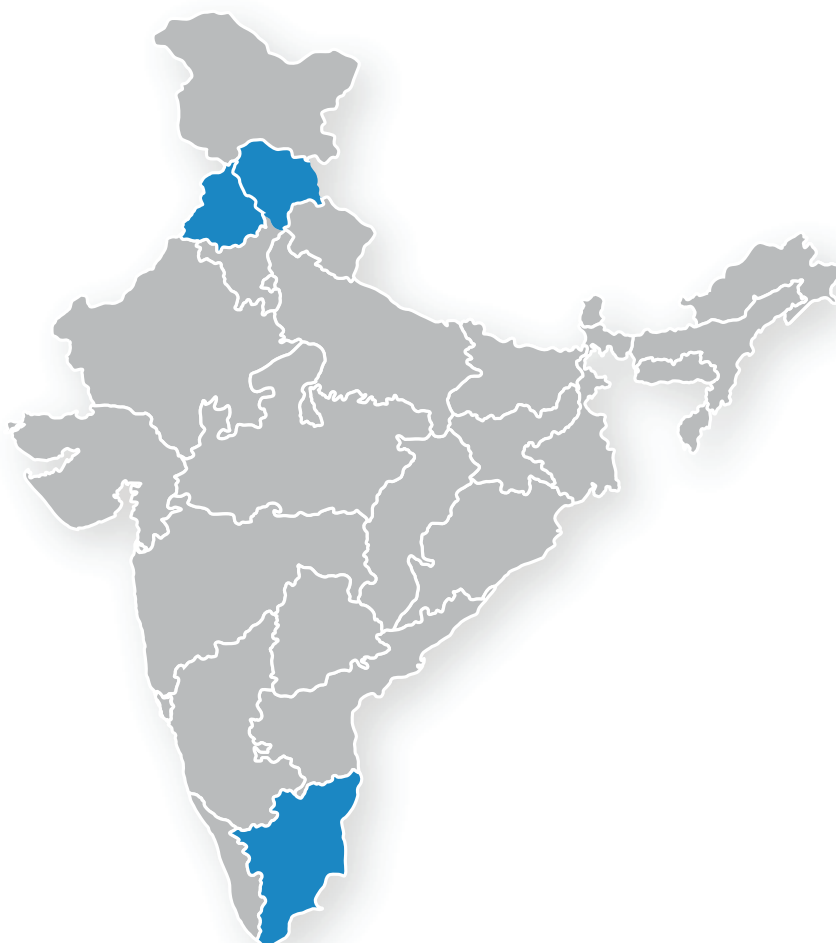
- Awareness and training for Sustainable Systematic Solid Waste Management in Shimla (Tentative)(HP), Coimbatore (TN), Chandigarh. Building capacity for Source Segregation through awareness generation at all levels covering all stakeholders
- Formation and strengthening ULBs towards Waste Management through training on waste segregation and handling.
- Promoting safe handling of waste and practice safety measures for the informal sector
- Awareness and Training for students, teachers and the community, on waste segregation and sustainable consumption

KEY ACTIVITIES

Devise a plan in partnership with concerned Urban Local Body/municipal authority for driving segregation at source and improve the capacity of waste collectors/handlers involved in the value chain of plastic waste management. For the purpose, a detailed proposal with clear roles and responsibilities of all stakeholders involved, including timelines is invited from the qualified waste management agencies. The proposal may consider to include following non-exhaustive list of activities:

- Distribute/donate co-branded recycled products Green and Blue dustbins, MLP picking rod, benches for municipal parks etc
- Prepare and share training content, translate it to regional languages and work with Urban Local Bodies to hold capacity building trainings
- Sessions on safe waste management practices with Do's & Don'ts
- Formalizing standard operating procedures at the collection and segregation centre
- PPE /hygiene kits for waste workers/ municipal workers
- Mementos made from recycled/repurposed plastic to be handed to govt stakeholders for their support.
- Outreach to state media for awareness about this activity

LOCATION



Tamil Nadu:

Palani Municipality

Tiruppur Municipality

Palladam Municipality

Himachal Pradesh:

Kullu municipality

Manali Municipality

Chandigarh:

Chandigarh Municipality

OUR APPROCH

WeCare and Recykal have organized waste management awareness programs at schools, colleges, ULBs, and citizens in Chandigarh, Tamil Nadu, and Himachal Pradesh. Our implementation partners were trained on the topic and they were allotted to respective states to carry out our programs.

To ensure the active and effectiveness of the program with the stakeholders at the state level to develop engagement strategies. Activities and workshops were curated in consultation with experts. The sequence of workshops planned to deliver to ULBs, RWA, citizens, Safai sathi, and students and also involve administration, civil society, local associations. The project activity was divided into 3 major parts. The below table gives an understanding of the program.

Target Audience	Subject	Topics
School/College Students	Plastic Waste Management	What, How & Why Types, Statistics, Global Scenario, Segregation, Health an Environmental Impact, Student's Role, Type of plastic, Values
ULB/RagPickers	PWM & Empowerment	Type of plastic, Safety Measure, Economical growth, Market place
Citizens	Waste Management and Sustainability	Sustainabilities, Waste Management, Health, and Environmental Impact and Role of Citizen.

This was a year-long program where we engaged with various stakeholders from a private organization to government agencies. The presentation, material were designed in such a way that they create a wide range of awareness, empower the safai saathi economically. The importance of recycling was prioritized in the discussion. Various tips for waste management were also provided to the audience.

The session started with how anthropogenic activities have severely impacted the availability of the resources on the planet and how plastic has reached the most pristine places on the planet which were thought to be plastic-free. The impact of plastic pollution has wider consequences than people can imagine. The attendees were shown a few pictures of littered beaches and mountains to show how human behavior can negatively impact an entire ecosystem.

Safai saathi were educated on types of plastic and how they can leverage on selling different types of plastic which would contribute to their economic empowerment. As they work in a hazardous environment, it is very important to educate them about all the safety measures.

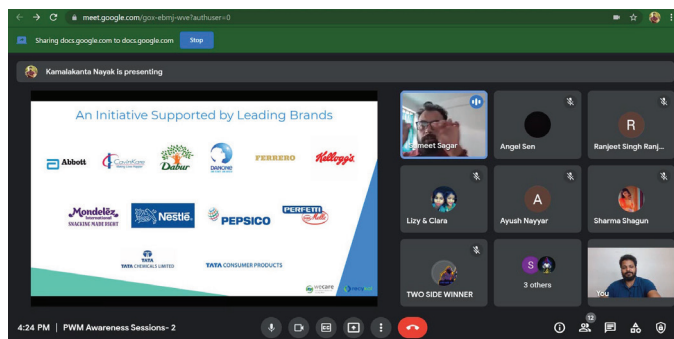
They were also shown a way forward with small actions they can take in their lifestyles to stop the waste from ending up in the environment. From carrying cotton bags whenever going out to making smart choices as a consumer, they were informed about the small actions they can take to complete the loop and stop the waste from going into landfills and water bodies.

They were also informed about the laws pertaining to waste management and how each household is responsible for waste segregation. We also emphasized the role of student participation in community engagement and how students can take the initiative of taking the campaign forward.

To ensure the active and effectiveness of the program with the stakeholders at the state level to develop engagement strategies. Activities and workshops were curated in consultation with experts. The sequence of workshops planned to deliver to ULBs, RWA, citizens, Safai sathi, and students and also involve administration, civil society, local associations. The project activity was divided into 3 major parts. The below table gives an understanding of the program.

PROFILE OF THE PARTICIPANTS

Students : Education plays a key role in shaping a responsible attitude of the future adults. It is essential that children should be equipped with the right knowledge, concerning the effects of plastic waste management and ways to reduce its impact in our daily life, as they represent the future generations. So we targeted the school and college students from the class 6th to Graduation.



Safai sathi: Waste-picking is a totally informal sector, taking that into consideration our aim is to give them the right information about plastic waste management, safety and health measures that can enhance their health and socio-economical condition. So we chose to work with waste pickers from various ULBs.



CITIZENS: Citizens have a leading role in the process of plastic waste management. From the moment they decide to purchase a certain product to the disposal and the right segregation of waste, all they need is the right information and education. Education nowadays is the possibility to use modern alternative digital tools. Social media is taking over and is highly used by the youth and reaches a large audience as it is easily accessible. To create awareness among citizens we took the advantage of social media platforms and created an awareness campaign.



KEY OUTCOME

TOTAL OUTREACH

Training and Awareness with 65 schools and colleges

Interactives sessions were held with students, where they were educated on:

- Tips on waste management and segregation at source
- Impact of improper management of waste on the environment and health
- Different ways waste is recycled

Staff and students were keen to collaborate on future projects

Training and Awareness for **1,00,000** citizens

Interactive sessions were held both online and offline (malls, parks, stores), citizens were educated on:

- **Tips** for easy waste management and segregation at home
- **Impact** of improper disposal of waste
- Importance of **recycling**
- **Safety** during Covid-19

Many citizens appreciated the initiative and the brands for the good work and expressed interest in volunteering

Training and capacity building for waste pickers in 6 ULBs

The awareness sessions focused on:

- **Importance** of plastic waste management
- Recovery of **Multi-Layered Packaging** and Low-Value Plastic and the sale of these can be added to their **incomes by 10-15%**
- Importance of their role in the plastic waste eco-system
- Distribution of safety **equipment**

1440
Students

6
ULBs

176
Ragpickers

65
Schools

1,00,000
Citizens



IMPACT ON SAFAI SATHI

Economical- We introduce the waste pickers to our marketplace and make them understand the value of other plastic types like MLPs. As a result, The waste picker started collecting and selling MLPs, which gave 10% increase in their income.

Social- One key impact was giving value to their work and breaking the social stigma around their profession. Apart from this, they were introduced to better physical and mental health, and the economical empowerment contributes to the social life of waste pickers.

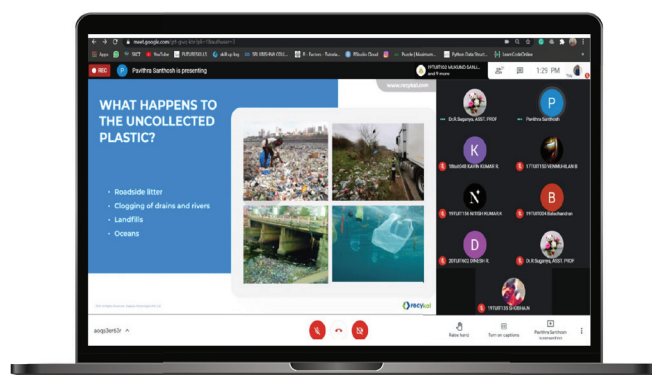
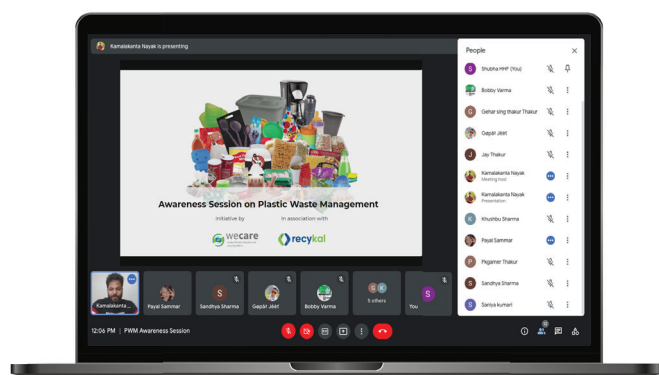
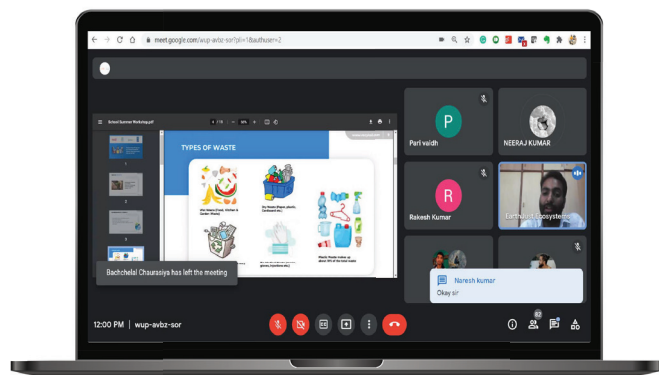
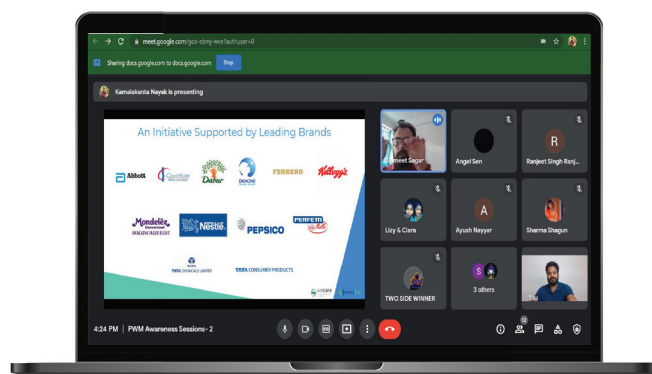
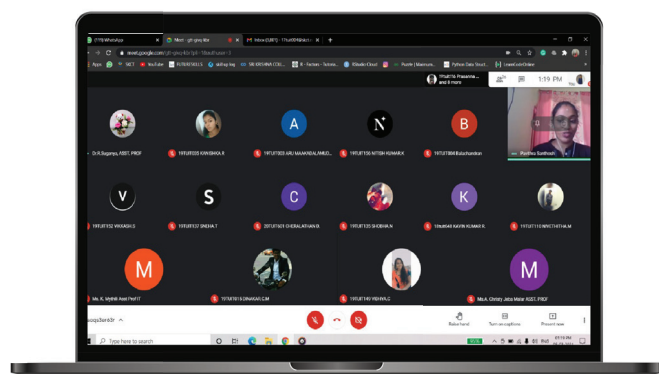
Health- The correct healthy and hygienic practices to manage plastic waste would enhance the health conditions

Collection and sorting: During the waste collection and sorting most of the time waste pickers posture affected their limb, joints and body. We address these issues in our program and educate them to maintain a right posture which will result in better health.



DIGITAL OUTREACH

Tamil Nadu, Himachal Pradesh, Chandigarh



CASE STUDY



Name: **Kalyani**

Age: **48 Years**

Location: **Kuniyamuthur,
Coimbatore, Tamil Nadu**

No. Of Family Members: **6**

Previous Income: **Rs 250/day**

Present Income: **Rs 400/day**

Mrs. Kalyani, a waste Picker and a House wife residing in Coimbatore, Tamil Nadu. Her daily routine includes generating income from waste picking the recyclable waste in their community. She used to manage this income to run around the family and children expenses.

What was their income before the session?

The income generated before the session was on an average **Rs 250/day** on working around 6 hours a day.

What is their income after the session?

The income after the session was on an average of **Rs 400/day** and she is working around 5 hours a day.

How did it impact their life?

Before the session, when we did a mock about their work in the field, we came to know that they were handling only certain categories of waste like PETs and cartons. They did not have the awareness on the economic value attached to other types of waste - which significantly improves their income. Now she has started collecting MLPs which contributed to her income.

In the session, we categorized the waste resourcefully, awareness on time management to handle the waste accordingly to reach collection point and addressed the hygiene and safety measure on their work.

CASE STUDY



Mr. Mukesh, a waste picker residing in Coimbatore, Tamil Nadu who generates his income from the recyclable wastes in the community, he manages to run his family and self interested person to learn languages and other techniques in waste management.

He is a self interested person who supports the circular economy.

What was their income before the session?

The income generated before the session was on an average of **Rs 600** per day on a daily basis.

What is their income after the session?

The income generated after the session was on an average of **Rs 800** per day on a daily basis. Working around 6 hours a day.

How did it Impact his life?

Due to lack of awareness, Mukesh was not able to classify the types of wastes which would help him earn more. The session has given him more insights on this which is helping him earn much more. He is right now guiding the other waste pickers. He is also well interested in self learning the basics of circular economy.

Name: **Mukesh**

Age: **23 Years**

Location: **Kovaipudur,
Coimbatore, Tamil Nadu**

No. Of Family Members: **7**

Previous Income: **Rs 600/day**

Present Income: **Rs 800/day**

MONITORING

Session Report - after all the sessions, we make a quick report on it which contains the target audience, number of participants, testimony and photographs.

- Quick report covering-
- Target audience
- Number of participants
- Testimonial

Monthly Report- We collect a consolidated report every month detailing the number and impact we have created in the same month.

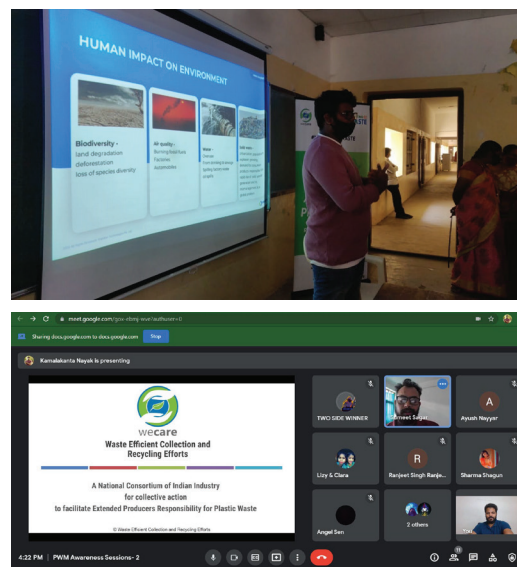
Activities of the month, consolidated in a single report, covering

- Number
- Impact
- Screenshots of online activities

Photographs- We make sure to have real time screenshots and photographs from the session.

Follow Up- Following up with the waste pickers to understand their attitude change toward plastic collections and sales. That helps us to denote the economical enhancement by selling different types of plastic.

- Interaction with waste pickers
- Understanding their attitude
- Teaching them the types of plastic
- Collection methods
- Health and hygiene



CONTRIBUTION TO SUSTAINABLE DEVELOPMENT GOALS



Encourage formalization of informal sector, improving per capita income and providing access to universal banking and financial services



Create multi stakeholder partnerships to share knowledge, technology expertise, and financial resources to support sustainable development



Eradicate illnesses caused by unscientific disposal, and landfill burning by channelizing post consumer plastics to recyclers.



Reduce the plastic wastes entering river streams that carry plastic debris into the oceans and affecting the marine life



Promote sustainable, sound management processes to improve recovery, recycling and reuse of post consumer plastic waste



Divert landfill bound waste to recyclers, which will prevent degradation of soil, land pollution, destroying the natural habitats, and the entire ecosystems



Reduce the environmental impact of cities by raising awareness and mobilizing consumer, community actions

TAMIL NADU

560
Total No. of
Students

75
Total No. of
Ragpickers

Summary of Activities and Workshops:

Schools

Date	Name
22.05.2021	St. Joseph's Senior Secondary School
17.02.2021	Shri K.K. Naidu Higher Secondary School
11.02.2021	Suburban Matriculation School
11.03.2021	Vadavalli Higher Secondary School
18.02.2021	PSGR Krishnammal Higher Secondary School
22.02.2021	Avila Convent Matriculation School
23.03.2021	RKV Matriculation Higher Secondary School
19.02.2021	Chinmaya Vidyalaya Matriculation School
24.02.2021	RVS Higher Secondary School
12.03.2021	Paavai Matriculation Higher Secondary School
26.02.2021	United Public School

Colleges

22.02.2021	Nirmala College
24.02.2021	Srikrishna College of Engineering and Technology
25.02.2021	PSG Tech
25.02.2021	NGP College of arts and sciences
09.03.2021	Govt. Polytechnic College, Coimbatore
10.03.2021	PSGR Krishnammal College for Women
13.03.2021	PSG College of Arts and Science
19.04.2021	Akshaya College of Engineering and Technology

ULBs

19.02.2021	Palani Municipality
22.02.2021	Tiruppur Municipality
26.02.2021	Palladam Municipality

PROMINENT GUEST

Most. Rev. Timothy Ravinder dev Pradeep

Bishop- Diocese of Coimbatore of the Church of South India

Haji C.T.C Abdul Jabbar - President

Tamil Nadu State haji Committee

Sardar Gurpreet Singh - President

Gurudwara Singh Shabha

Prof. E. Balagurusamy

Former Member- Union Public Service Commission- New Delhi

TESTIMONY

Chinna Durai

Tiruppur City Municipal Corporation

I just wanted to thank you for the excellent inputs it helped our workers more clear and specific of how waste are managed and also help them to know the impact .We wish more training and program to be provided for our workers. All the best.

Siva kumar

Palladam Municipality

This session was extremely informative and clear. I look forward to follow all the inputs .Real insight and complete focus. Thank you

Amala

Student , Sri krishna college of engineering

Thanks so much for a such a great session, much of your presentation clarified the doubt of waste management and handling. Which I can put into practices – Thanks again

Moorthy kumar

RVS higher secondary school

Many thanks for your insight, input and support. It was really helpful to go through impact of the environment. I am absolutely thrilled.

HIMACHAL PRADESH

610
Total No. of
Students

30
Total No. of
Ragpickers

Schools

Date	Name
23.08.2021	Doon Valley Public School
23.08.2021	Himalayan Ecotourism Child Development School, Bhiyar
23.08.2021	Himalayan Ecotourism Child Development School, Pekhri
24.08.2021	Johnson's Tara International School, Raison
24.08.2021	Manali Public School
25.08.2021	Alpine Public School
25.08.2021	Govt. Senior Secondary School, Manpura
25.08.2021	Govt. Senior Secondary School, Khera Nano Wal
26.08.2021	Govt. Senior Secondary School, Dol-Ka Jubbar
26.08.2021	Govt. Senior Secondary School, Jaunaji
27.08.2021	Govt. Senior Secondary School, Subathu
27.08.2021	Shivalik Valley School
27.08.2021	V B P High School, Sanouran
28.08.2021	South Vale's School
28.08.2021	Aadharshila School
28.08.2021	Viveka foundation School
01.09.2021	BL Central Public School
04.09.2021	Govt. School, Barshaini
04.09.2021	DAV, Sunder Nagar, Mandi
04.09.2021	Ner Chowk, Mandi

ULBs

05.09.2021	Kullu municipality
05.09.2021	Manali Municipality

PROMINENT GUEST

Er Om Prakash

*Environment Engineer, Himachal Pradesh
State Pollution Control Board*

Er Love Thakur

*Jr Environment Engineer, Himachal
Pradesh State Pollution Control Board*

TESTIMONY

Er Om Prakash

*Environment Engineer, Himachal
Pradesh State Pollution Control Board*

I am very thankful to WeCare, Recykal and brands for organizing the workshop with rag pickers. I hope we will implement the learning from today's session. Rag pickers will also practice the safety measures and it is very very important.

Er Love Thakur

*Jr Environment Engineer, Himachal
Pradesh State Pollution Control Board*

I am sure the session will help rag pickers to collect MLPs and earn more money. Also, they will take care of the safety measures. Thank you Recykal, We care and all the brands for conducting this informative session.

Mr. Mohit Chugh

Principal, DPS- Sunder Nagar, HP

It was a wonderful session for our students & I hope they will build some innovative solutions to tackle the same.

Mrs. Divya Jyoti

Teacher, Ner Chowk, Mandi, HP

Thanks to you for the interactive session and I was glad to see the students interacting so much as compared to their regular classes proactively.

CHANDIGARH

275
Total No. of
Students

71
Total No. of
Ragpickers

Schools

Date	Name
22.05.2021	AKSIPS 41 Smart School
22.05.2021	Bhavan Vidyalaya
22.05.2021	DAV Model School
22.05.2021	Govt. Model Sr. Sec. School
22.05.2021	Govt. Model Sr. Secondary School
22.05.2021	Govt. Sr. Sec. School Manimajra Town
22.05.2021	Guru Nanak Public School
22.05.2021	Guru Teg Bahadur Public School
22.05.2021	KB DAV Senior Secondary Public School
22.05.2021	New Public School
22.05.2021	Sri Guru Harkrishan Senior Secondary Public School
22.05.2021	St. Joseph's Senior Secondary School, Chandigarh

Colleges

20.04.2021	UIAMS, Panjab University
20.04.2021	Department of Chemistry, Panjab University
20.04.2021	Department cum National Centre for Human Genome Studies and Research
20.04.2021	Department of Evening Studies and Multidisciplinary Research Centre
20.04.2021	5. UIET, Panjab University
20.04.2021	Department of Microbiology, Panjab University
20.04.2021	Government College of Education, Chandigarh
20.04.2021	Dept-IT & Telecom, Panjab University
20.04.2021	University Institute of Engineering and Technology
20.04.2021	University Institute of Legal Studies, Panjab University

ULBs

17.09.2021	Chandigarh Municipality
07.08.2021	Chandigarh Residents' Association Welfare Federation

7.07.21

Cyclegiri Group- Talk on PWM

TESTIMONY

Dr. Amandeep Singh Marwaha

*Training-cum- Placement Officer,
University Institute of Applied
Management Sciences, Panjab
University*

A note of thanks for conducting the webinar on Sustainability and Waste Management. Your talk motivated the students to believe that you can learn, improve and contribute to the environment and in the end that is the key to success in today's world. This has certainly helped the students at UIAMS, Panjab University Chandigarh in getting insight into the waste management practices and their impact.

Amardeep Singh Virk

*Chief Administrative Officer, Chitkara
International School, Chandigarh*

The heartiest congratulations for conducting a successful workshop and creating awareness for conservation of the environment & plastic waste management. Your team has professionally handled the event and brought it to its logical conclusion.

State- Telangana

15.08.2021 Community Engagement Program, Hyderabad



**THANK YOU FOR LEADING
THIS INITIATIVE**

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