

## Anchoring awareness for a solid change

Div is a bayside village 8 km from Pen city in Raigad. Near the village's entrance is a lovely lake.

However, due to the area's high population of 1,294, the garbage problem was severe, the villagers used to dispose of their daily household waste in garbage pits near the lake and other places in the village.

Given the increasing amount of waste, JSW Foundation collaborated with Mumbai Sustainability Centre (MSC) to launch a solid waste management project in 2019. We began the program by raising awareness among the residents. Initially, the village's women's self-help groups decided to come together to clean the village. Soon everyone agreed to keep the house's dry waste in their own homes. MSC started collecting dry waste in Div village monthly, starting in December 2020.

At Div, a vehicle was commissioned, and sheds, baling, and crushing machines were provided to ensure a holistic approach that yielded long-term, sustainable solid waste management. The village people's cooperation was extremely low during the first three to four months. However, the program's ongoing

public awareness through Informational Education and Communication (IEC) and Behaviour Change Communication (BCC) led the public to actively participate and cooperate.

Div Village collected 137 kg of dry waste from December 2020 to March 2021. Even during the pandemic, women continued to collect dry waste.

A total of 20,242 kg of dry waste was collected in a year till March 2022. All collected waste is sorted into sheds and sent to Thane for reprocessing. While the dry waste was being disposed of, the issue of wet waste remained, most of which was discarded next to the lake as there needed to be more participation from every family in the village.

As a solution, the team initiated waste collection drives in February 2022 to collect segregated waste by rotating tricycles in the village every day. Cleanliness champions were assigned to the village. With their assistance, they raised awareness by visiting every house in the community.

This resulted in a reduction of waste in these areas.

Sanitation workers in Vasind, Maharashtra operate a baling machine, responsibly processing the community's waste and promoting sustainability



We strive to improve existing waste management systems and generate awareness to move towards a circular economy.

## Making waste resourceful

According to the Ministry of Housing and Urban Affairs, India generates 147,613 metric tonnes of municipal solid waste daily, of which 70% ends up in landfills without proper management.\*

Villages often lack proper waste collection or disposal mechanisms as it is difficult for local community set-ups to manage complex categories of waste, including e-waste and hazardous waste.

To improve waste management in communities, we undertake a multi-pronged approach.

The standardised approach features door-to-door collection drives, community mobilisation and awareness, enabling the infrastructure required for hazard-free segregation of waste, composting of wet waste, and further co-processing.

We intend to derive high value from waste by encouraging alternate livelihoods and waste upcycling to enable livelihoods for community members.



Young cleanliness champions participate in a plastic collection drive and awareness session to protect their community and environment

## Incubating start-ups for innovations in circular economy

JSWF has partnered with Social Alpha to strengthen the waste value chain in Dolvi, Maharashtra and Vijayanagar, Karnataka.

Innovations in waste management can help us create a circular economy. In FY22, Social Alpha, H&M Foundation, JSWF and Saamuhika Shakti collaborated to identify innovations that will help protect and preserve our planet and people. Through two tracks—

Market Validation Track and Scale Up Track—the partnership aims to nurture start-ups through market access and validation, technological and business counselling, access to seed financing, and more. The program focuses on waste collection, sorting, recycling/upcycling and innovative solutions for an efficient supply chain and maximise the values of different waste streams.

### Start-ups finalised

Saltech Design Labs



Technology-driven recycling process to extract maximum value out of waste and deliver exceptional construction products from recovered materials.

Krimanshi



Nutritious sustainable animal feeds based on alternate fibers, proteins and fats derived from upcycling of organic food waste and agri residues

### Impact highlights

**30,900**

Households reached

**5 Lakh+**

Multi-layered plastic collected

**1,100 tonnes**

Wet and dry waste prevented from going to landfills

**8,800 tonnes**

eCO<sub>2</sub> Emissions mitigated

All figures mentioned are till date

\* <https://www.orfonline.org/research/solid-waste-management-in-urban-india-imperatives-for-improvement-77129/>





## Integrated waste management

Surveys conducted at Vasind, Dolvi-Salav and Vijayanagar provide enough evidence regarding overflowing community bins, drains choked with garbage and village conflicts over dumping grounds.

Our efforts involve various stakeholders from the community including self-help group members, local government bodies, and community coordinators.

Our interventions to improve these villages' solid waste management system focus on behavioural change and capacity building. This involves awareness drives, Information, Education and Communication (IEC) and Interpersonal Communication (IPC) programs for households and officials,

infrastructure development to support regular collection, transportation, storage and processing of waste, and handholding support to Gram Panchayats.

Our efforts on behaviour change and providing a reliable pickup service for dry waste have been yielding rewards.

Families, which used to deposit mixed waste to the gram panchayat collection vehicle or throw the same at common points, now do not mix their waste and hand over their dry waste to our collection vehicle.

This has reduced the amount of non-biodegradable waste entering the environment.

### The program model

Create awareness about the importance of waste management

Undertake regular waste collection drives and Multi-layered package collection with children

Ensure segregation of dry and wet waste at sheds

Direct the waste for co-processing or upcycling



## The integrated waste management intervention benefitted 5,000 households

In Vijayanagar alone

## Zero Waste Tourism at Mahuli Fort, Maharashtra

To ensure sustainable waste management at Mahuli Fort in Maharashtra, JSWF has collaborated with the Forest Department, Government of Maharashtra and the

Gram Panchayat. At the entrance of the fort, a waste disposal shed has been constructed to ensure tourism destinations are kept clean.

## Project Sakhi: Plastic offsetting and upcycling

JSWF, in collaboration with EcoKaari, has set up a plastic offsetting and upcycling and livelihoods generation program in Vijayanagar, Karnataka. Together, we are working towards generating alternate livelihoods for women from vulnerable

backgrounds by upcycling more than 4,000 kilograms of plastic waste plastic monthly into handcrafted products such as tote bags, purses, pouches, bags, laptop sleeves and more.



A woman smiles in front of sanitised multi layer plastic collected for upcycling as part of Project Sakhi, an initiative that not only offsets plastic waste but also generates livelihood for the woman and others like her