



waste management

INTERVENTIONS

SUPPORTING LIVELIHOODS THROUGH EFFICIENT WASTE MANAGEMENT

ADVANCING TOWARDS ZERO WASTE COMMUNITIES

INTEGRATED WASTE MANAGEMENT

DRIVING CIRCULAR ECONOMY SOLUTIONS

WOMEN-LED WASTE MANAGEMENT ENTERPRISES

BUILDING AWARENESS FOR BEHAVIOURAL CHANGE

STRENGTHENING SYSTEMS FOR A SUSTAINABLE FUTURE



CIRCULAR BY DESIGN



50 We strive to implement effective waste management systems while cultivating responsible, waste-wise communities. Our initiatives include awareness campaigns, door-to-door waste collection and infrastructure for safe segregation, composting and co-processing. We also promote waste upcycling and alternative livelihoods, helping communities derive greater value from waste sustainably.

SCALING WITH PURPOSE

Integrated approach

improve

Participative approach for community-led solutions for improved hygiene and health

awareness

Raise awareness about the importance of waste management, hygiene and health

ensure

Ensure proper segregation of dry and wet waste

segregate

Channel waste for responsible recycling and co-processing

upcycle

Upcycling plastic waste while enabling livelihood opportunities

Beneficiaries
184,585

5,000 TONNES WASTE COMPOSTED

at micro composting centre
in Paradip



2 EV TIPPER VEHICLES DEPLOYED

for solid waste collections





Swachh Kedarnath – Driving Responsible Pilgrimage through the Digital Deposit Refund System (dDRS)

Every year, millions of devotees undertake the sacred pilgrimage to Kedarnath, one of India's most revered shrines. While this annual influx reflects deep spiritual devotion, it also places considerable pressure on the fragile Himalayan ecosystem, particularly through the accumulation of plastic waste. To address this challenge, JSW Foundation launched the Swachh Kedarnath Project in May 2024, introducing a Digital Deposit Refund System (dDRS) for plastic beverage bottles to promote responsible waste management and protect the sanctity of the region.

The dDRS encourages pilgrims to return used plastic bottles at designated collection centres located along the pilgrimage route. In return, they receive a digital refund, creating a simple yet effective incentive for responsible disposal. By combining technology with behavioural change, the initiative has transformed waste collection into a participatory, circular economy model, significantly reducing plastic litter across the trekking route.

Recognising that lasting change requires community participation, the Foundation complemented the dDRS with extensive awareness campaigns promoting the message of Responsible Pilgrimage. Through community radio broadcasts, street theatre performances by local students, school engagement programmes, and public outreach activities, the initiative encouraged pilgrims and local communities to become active custodians of the Himalayan environment. Capacity-building programmes for Safai Mitras under the Swachhata Hi Seva campaign and collaborations with temple authorities and local stakeholders further strengthened on-ground waste management systems.

The initiative also ensures that plastic bottles collected through the dDRS are transported from the challenging mountainous terrain to authorised recycling facilities, completing the recycling loop. To further strengthen the ecosystem, JSW Foundation is supporting the development of a Mini Material Recovery Facility (MRF) and expanding the network of collection centres near the shrine.

The Swachh Kedarnath Project demonstrates how innovation, technology, community engagement, and partnerships can come together to preserve both the ecological integrity and spiritual significance of one of India's most sacred pilgrimage destinations, creating a replicable model for sustainable waste management in ecologically sensitive regions.



Supporting livelihoods through efficient waste management

Over the past year, the waste management project around Vijayanagar has successfully reached 21,000 households across 10 Gram Panchayats.

This effort has led to the collection of approximately 890 tonnes of waste and enabled the diversion of more than 85% of this waste from landfills through a combination of segregation at source, recycling, and composting.

This project has not only improved environmental outcomes but also enabled economic empowerment by providing direct and indirect employment to over 100 individuals from the surrounding areas. A significant portion of these employees includes women and those who were previously unemployed.

Building on the success of this model, the waste management initiative is being expanded to Dolvi. This expansion will cover 11 Gram Panchayats around the facility, providing essential waste management services and handling approximately 3,500 tonnes of waste per year.

Waste diverted
85%
 FROM LANDFILL
 THROUGH SEGREGATION,
 RECYCLING, COMPOSTING



Advancing towards zero waste communities

As India's urban and rural landscapes continue to expand, the challenge of scientific waste management has become increasingly urgent. JSW Foundation's Waste Management portfolio focuses on creating sustainable, community-owned systems that promote segregation, recycling, resource recovery and environmental stewardship.

Our interventions are guided by the principles of circular economy and aligned with the Solid Waste Management Rules, Swachh Bharat Mission and broader climate resilience goals. Through integrated infrastructure, behaviour change campaigns and institutional partnerships, we are building scalable models that reduce landfill dependency while generating livelihoods and strengthening local governance systems.

Integrated waste management

JSW Foundation's flagship Integrated Waste Management (IWM) initiative in Dolvi is designed to create a scalable 'Waste Free Pen Taluk' model covering Gram Panchayats through end-to-end waste collection, segregation, processing and recovery systems.

The initiative promotes source segregation of wet, dry and sanitary waste while ensuring scientific processing through composting, recycling and safe disposal mechanisms. Material Recovery Facilities (MRFs), composting units and waste-processing infrastructure have been established to support efficient waste transformation and minimise landfill dependence.

In FY26, the Dolvi facility expanded operations across multiple Gram Panchayats and villages, processing significant volumes of waste while recovering recyclable materials and organic compost. The initiative also strengthened compliance with environmental standards and promoted structured waste collection systems in surrounding communities.

Driving circular economy solutions

Recovered dry waste is channelled towards recycling networks, while organic waste is processed into compost for agricultural use. The Foundation is also exploring waste-to-energy solutions and plastic recovery systems to strengthen long-term circular economy outcomes.

At Vijayanagar and other operational sites, integrated waste facilities supported segregation, recovery and responsible disposal while encouraging community participation and reducing environmental burden.

Women-led waste management enterprises

A defining feature of our waste management model is the active involvement of women Self-Help Groups. Women-led teams are engaged across collection, segregation, awareness generation and facility operations, transforming waste management into a pathway for local livelihood creation and leadership development.

Through structured training programmes and partnerships with sector skill institutions, SHG members are being equipped with technical and operational capabilities to independently manage waste systems in the future.



Building awareness for lasting behavioural change

Long-term sustainability depends on active citizen participation. Across project locations, JSW Foundation conducted awareness drives, school engagement activities, clean-up campaigns and community outreach initiatives to encourage waste segregation and responsible disposal practices.

Street plays, Information-Education-Communication (IEC) campaigns and village-level mobilisation efforts helped strengthen public participation and foster a culture of environmental responsibility.

Strengthening systems for a sustainable future

JSW Foundation is working to strengthen institutional systems, operational efficiencies and partnerships required for scalable waste management models.

Looking ahead

- Expansion of integrated waste systems across additional Gram Panchayats
- Capacity building of SHGs for independent operations
- Strengthening recycling value chains and authorised recovery networks
- Introducing waste-to-energy and plastic recovery solutions
- Supporting decentralised waste management models across operational geographies

Through these efforts, JSW Foundation aims to create cleaner, healthier and more resilient communities while advancing sustainable resource management practices for the future.

