



NEPRA FOUNDATION

# Annual Activity Report 2019-20

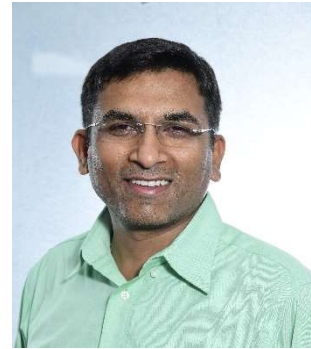
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## NOTE FROM THE CEO'S DESK

Dear Friends,

NGOs are where change makers contribute their passion and intellect to create a positive impact in the society. The participation of people in the rapidly growing NGOs in the country shows that a generation of conscious and driven youth is taking charge to lead this change.



From its launch in 2012, “NEPRA Foundation”, a non-profit organization has worked towards sensitising the general public about climate change and the importance of waste management, thus creating an impact at the grassroots level. It has worked alongside both public and private sectors. We strive to create an environmentally sustainable planet.

I am happy to share with you NEPRA Foundation’s annual report covering the details of awareness activities. We believe that making citizens cognizant of waste management is the first step enabling them to practice efficient waste management at source, leading to sustainable waste management. The awareness activities conducted by our team has proved to be successful in making people more sensitive and informed about climate change, its impact on the environment waste management, and better ways to practice it.

We look forward to your continued support for a better tomorrow.



Regards,

**SANDEEP PATEL**

## PREFACE

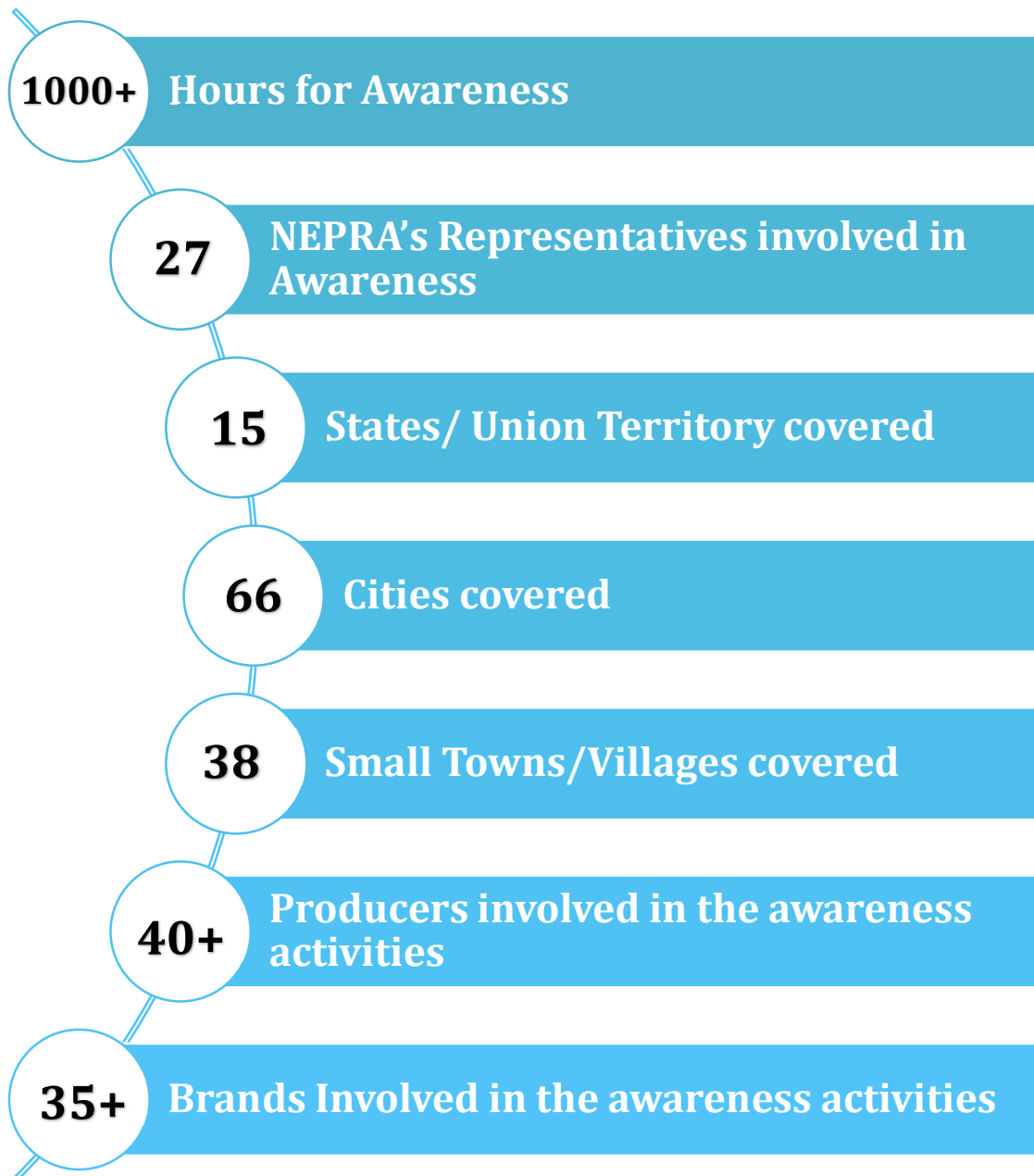
The Waste Management Sector in India is highly unorganised and unstructured. In recent years, the government has rolled out policies and laws that several stakeholders of the industry have to meet in order to move towards a sustainable and efficient waste management system. The dry waste management sector in India has several stakeholders- both formal and informal. It is important to align all the stakeholders and institutions on one platform to see success. NEPRA Foundation has created a platform that makes this happen. We realize that though countrywide the problem of waste menace faced is the same, the solutions differ from region to region, owing to the diversity of the nation. NEPRA Foundation works towards sensitizing the public about the efficient waste management practices and making them aware about what they can do to be a part in overcoming this challenge. Hence, it carries out awareness initiatives on efficient waste management for different stakeholders and institutions- schools, universities, urban local bodies, households, citizens and through its Zero Waste to landfill events. This report encloses all the important awareness sessions and activities conducted by NEPRA Foundation on Plastic Waste Management. It's rightly said "Awareness is the key ingredient to success", and we surely have seen a positive behavioural change towards efficient waste management as a result of our awareness initiatives.

# OVERVIEW

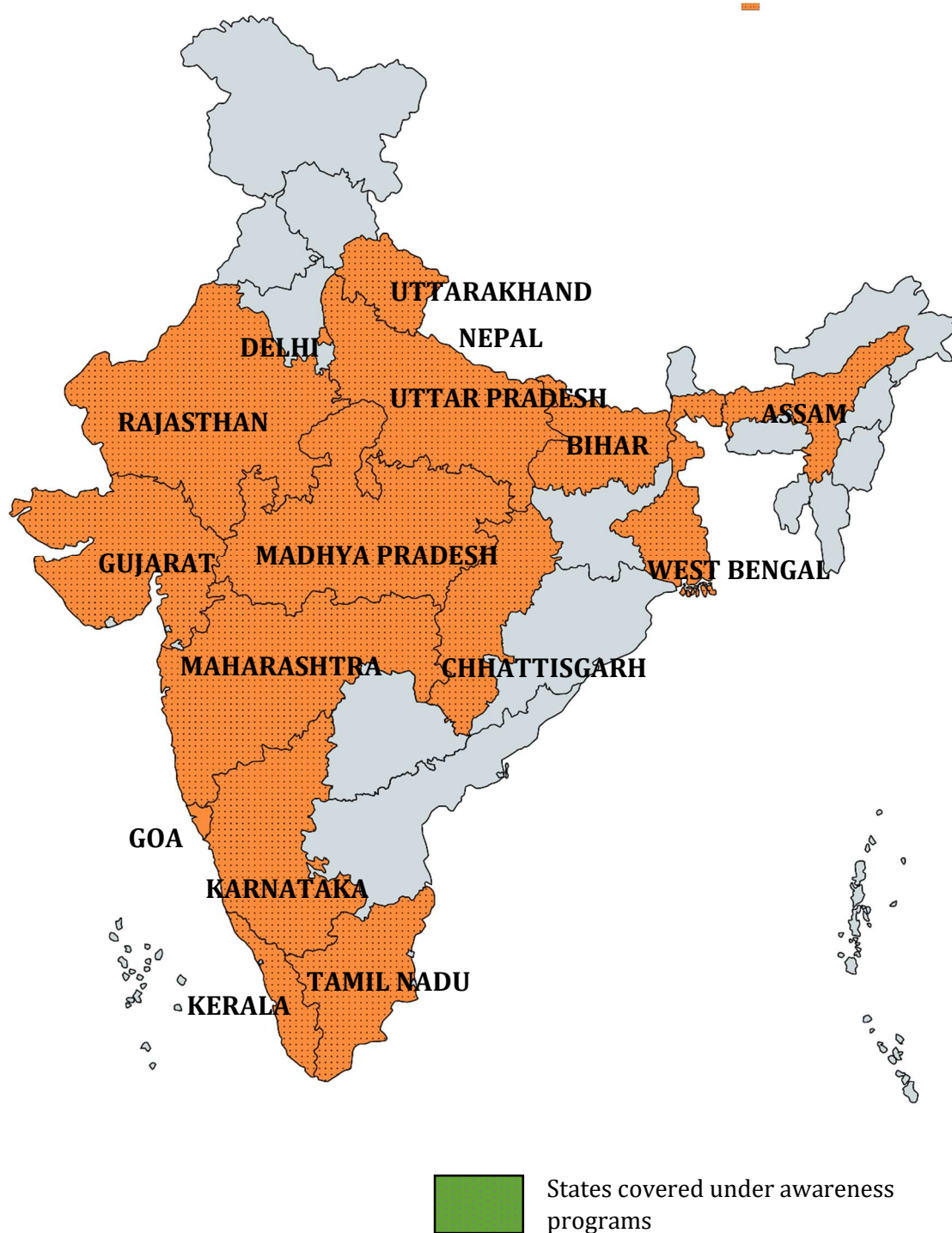
## OVERVIEW

Every single day, millions of people produce tonnes of waste and most of those people are not aware of what happens to that waste later on, how it is processed or where it ends up. Waste produced from housing societies, corporations and other sectors end up in landfills if not managed correctly. This waste can create diseases and unhygienic environment for the ecosystem. NEPRA Foundation aims to change exactly this. It aims to create a population of more wary individuals, who are well informed about the correct waste management practices and can contribute towards developing a sustainable planet. This report is a detailed culmination of the activities done and the initiatives taken by NEPRA Foundation in the year 2019-20, in order to make the citizens more conscious about their actions and to educate them about the importance and the methods in which they can participate effectively towards the betterment of the environment.

## AWARENESS INITIATIVE: SUMMARY



## PAN INDIA COVERAGE OF AWARENESS INITIATIVES:



# 01 INTRODUCTION

## INTRODUCTION

NEPRA Foundation is a non-profit organization which was established in 2012 with its main objectives being to empower the waste picker community and spread awareness about waste management in India. We, the team, understood the importance of sensitization of both adults and children, to see a long term efficient change in the sector of waste management. We conduct educational programs in schools, awareness programs in corporates, housing societies and educational institutions and cleaning drives in cities. We encourage binding by the PWM Rules 2016 and discourage the use of non-recyclable waste which is required to advance towards a circular economy. We collaborate with other foundations and conduct workshops on at-source waste management. The foundation also helps the interested organizations connect with waste managers or recyclers around them.

### Vision

Creating a new era of zero waste inclusive world

### Mission

We exist to passionately contribute towards the well-being of the BoEP community and other stakeholders in the waste management sector and take care of the environment in a sustainable manner.

### Values

**Empathy** - We passionately connect with the people at the bottom of the economic pyramid for them to live a dignified life and work towards betterment of the marginalized sections of the society.

**Empowerment** - For the greater good of society, we encourage women to contribute meaningfully in the economic development by taking ownership of their livelihood.

**Trust** - We value all our stakeholders' viewpoints on an equal plane, and ensure their participation towards achieving the larger goal.

**Inclusiveness** - We believe that every job is important and must be respected. By taking a collective approach towards integrating and streamlining the various roles of stakeholders and duly recognizing their strengths, we lead to achieve a collaborative output.

**Environmental stewardship** - We believe that taking care of the environment is a collective responsibility, and encourage all stakeholders to work towards attaining a circular economy and a Zero Waste to Landfill Society.

The following are the different areas where NEPRA Foundation educated the people and conducted awareness sessions about waste management:

- **Dry Waste Management - An Education Initiative (for school and university students)**
- **Awareness Sessions with Urban Local Bodies (ULBs)**
- **Waste Pickers Awareness Programme and Sensitization Activities**
- **Zero Waste to Landfill Events**
- **Awareness for Villages/Gram Panchayats**

The content for sessions of each of the above programmes was customized depending on the type of audience attending it and their interest. For instance, while Dry Waste Management - An Education Initiative programmes are educative focusing mainly about MLP segregation at home and what students can do, awareness sessions for villages and gram panchayats focuses on empowering the people in the rural areas, informing them about the current situation in waste management, advantages of treating waste as a resource and how they can make a living out of it.

## **02 DRY WASTE MANAGEMENT- AN EDUCATION INITIATIVE**

## DRY WASTE MANAGEMENT- AN EDUCATION INITIATIVE

We at NEPRA Foundation believe that children have the power in them to be the drivers of change. With rising environmental concerns, waste is something that is within every individual's reach and ability to manage. Hence, by inculcating values and practices of proper waste management in children, we believe that we will surely move ahead towards a healthier environment. Children are the strongest influencers, they increase awareness and spread the habit about efficient waste management to other age groups, increasing the circle of influence. Our education program is based on the same belief and it aims to achieve the dream of 'Zero Waste to Landfill'.

**The goals of the education initiative are as follows:**

**1. Awareness about waste segregation and promotion of sustainable waste management practices**

Since, many in India do not practice segregating waste at source, the majority of the municipal waste ends up in the landfill or is openly burnt. There is a need to sensitize citizens about the right segregation practices and proper waste management. Through children it is easy to incorporate right habits from a young age.

**2. Sensitising students about Multiple Layered Packaging and enabling them to carry out a collection drive in their schools and colleges**

Most products consumed by kids are packaged using MLP materials. We sensitise students about MLP and how it can be disposed (sent for co-processing and used as RDF). We also help children take the initiative to channel their MLP waste through us to cement plants. Our main objective is to integrate the habit of segregation of plastic and collaborate with schools to create awareness about managing waste responsibly and efficiently.

The awareness sessions are simplified for students to understand the following:

- 1. *What is Waste?***
- 2. *What are the different types of waste?***
- 3. *What is Segregation and why it is important?***
- 4. *The 3 R's- Reduce, Reuse and Recycle***
- 5. *Different constituents of Dry Waste.***
- 6. *What can be done with dry waste?***
- 7. *Segregation of MLP and its importance.***
- 8. *Motto: Zero Waste to Landfill.***
- 9. *What roles the students can play in their circle of influence about waste management?***

The last point, '**What can YOU do?**' and how they can bring about the change is emphasised and is the one that has the maximum impact, creating within students the value of citizenship, and to be influencers of change.

NEPRA has conducted awareness sessions for schools and colleges in the states of Gujarat, Maharashtra, Karnataka, West Bengal and Rajasthan. NEPRA has also conducted awareness sessions and collection at Delhi NCR. To increase the geographic coverage of the awareness, NEPRA has tied up with 'Safai Bank of India', an NGO creating awareness and organising collection for Multi-Layered Packaging.

List of States and No. of schools and universities covered in each are as follows:

Name of the state/ Union Territory	Number of School/universities
1. Maharashtra	52
2. West Bengal	24
3. Gujarat	20
4. Uttar Pradesh	7
5. Karnataka	5
6. Delhi (NCR)	3
7. Rajasthan	3
8. Madhya Pradesh	2
<b>Total number of schools/ Universities</b>	<b>116</b>

**Our activity sessions are of two types-**

**Classroom based awareness sessions** with 50-100 students

**Mass awareness session** with 250+ students. The mass awareness session- not just share information with the children, but includes activities such as skit, competitions, etc.

The description of the activities conducted within each region by NEPRA:

## MAHARASHTRA

In Maharashtra, NEPRA Foundation has carried out awareness and sensitisation activities individually and in collaboration with the **NGO Safai Bank of India**, both. In total, **52 schools have been reached in Maharashtra.**

In Mumbai, NEPRA Foundation works in association with an **NGO called Safai Bank of India which conducts awareness programmes and then collects MLP waste from the schools with NEPRA.** Approximately **12 lakh MLP** waste has been collected from 43 schools in Mumbai. Name of the schools has been mentioned below:

Name of school	Location
Auxilium Convent	Bandra, Mumbai
Fatima high School	Sewri, Mumbai
Auxilium Convent	Wadala, Mumbai
St. Agnes	Byculla, Mumbai
Don Bosco	Borivali, Mumbai
St Anne's	Colaba, Mumbai
Saraswati Mandir Education Society	Mahim, Mumbai
Our Lady of Good Counsel	Sion, Mumbai
Convent Girl's	Prabhadevi, Mumbai
St. Joseph Convent	Vile Parle, Mumbai
Surajba Vidya Mandir	Jogeshwari, Mumbai
Holy Cross High School	Kurla, Mumbai
Canossa High School	Andheri, Mumbai
Fatima High school	Vidyvihar, Mumbai
Don Bosco	Matunga, Mumbai
Regina Pacis	Byculla, Mumbai
Divine Child	Andheri, Mumbai
Fort Convent	Colaba, Mumbai
Our Lady of Dolours	Marine lines, Mumbai
St. Marys	Mazgaon, Mumbai

Name of school	Location
Mary Immaculate	Kalina, Mumbai
Our Lady of Good Health	Andheri, Mumbai
St. Joseph	Wadala, Mumbai
Gauri Shanka Kedia School	Andheri, Mumbai
Shriniwas Bagarkar College	Andheri, Mumbai
Pawar Public School	Bhandup, Mumbai
Jhunjhunwala College	Ghatkopar, Mumbai
Shri Niketan Apartments	Grant road, Mumbai
Maratho Era	Lower Parel, Mumbai
St. Mary's High School	Kandivali, Mumbai
Ram ratan Vidya Mandir	Bhayandar, Mumbai
Children's Academy	Malad, Mumbai
Children's Academy	Kandivali, Mumbai
KRVIA	Mumbai
St. Xaviers College (WWF)	Fort, Mumbai
St. Anne's School	Borivali, Mumbai
Sacred Heart	Vashi, Navi Mumbai
St Mary's Multipurpose	Vashi, Navi Mumbai
Don Bosco	Nerul, Navi Mumbai
Poddar Brio International School	Badlapur, Thane
Jindal Vidya Mandir	Vasind, Thane
Auxilium Convent	Lonavala, Pune



*NEPRA Foundation along with Safai Bank conducted MLP awareness and collection sessions for several schools across Mumbai.*

***Over 5000 children of different schools in Pune have been sensitised through NEPRA Foundation's Dry Waste Management Awareness activities.***

**Schools:**

Acharya Gurukul	Kendriya Vidyalaya No.1 AFS, Pune
Air Force School, Chandan Nagar	Kendriya Vidyalaya BEG, Yerawada, Pune
Delhi Public School-Takshashila	Radhakrishna Madhyamik Vidyalaya, Pune
Kendriya Vidyalaya, 9 BRD No.3, Pune	Vishwakarma Vidyalaya Marathi Secondary College
Kendriya Vidyalaya No.2 AFS, Lohegaon, Pune	



*Kendriya Vidyalaya BEG, Yerawada, Pune*



*Kendriya Vidyalaya No.2 AFS, Lohegaon,*



*Vishwakarma Vidyalaya Marathi Secondary & Junior College, Pune*

## WEST BENGAL

Two mass events were conducted in WEST BENGAL's Darjeeling District, one in Kalimpong with municipality and the other in Kurseong with PepsiCo. Both the events in total roped in 24 schools for West Bengal. The mass events are usually 2 hours long comprising of videos, interactive presentations, skits and competitions for children. The aim is to create awareness in a way that kids are attentive to and participate leading to collection of dry waste from schools acting as a collection point where children get their dry waste from everywhere and deposit it in bins in schools.

The schools that participated in the event on 15 July 2019 in Kalimpong:

St. Augustine	Girl's High School
St. Joseph Convent	Pranami Vidhya Mandir
Dr. Graham's Home	Indo-Tibetan School
Rockvale Academy	Kendriya Vidyalaya
Saptashree Gyanpith	Army Public School
Mount Carmel Academy	Paramount School
SUMI	Kumudini Homes



*SDO releasing badges indicating formation of eco clubs in School for waste awareness and collection, Kalimpong*

The participating schools in the event on 19th July 2019 in Kurseong were as follows:

St. Alphonsus	St. Helen's
Godwin School	Ramakrishna School
Sunshine School	Modern School
Glenhill Public School	St. Augustine School
Goethals Memorial School	Belle Vue Boarding School



*Kurseong Event, Darjeeling with team PepsiCo.*



*Formation of Eco Clubs in different schools during the Kurseong Event*

## KARNATAKA

Bengaluru and Mysuru are the student hubs of Karnataka. Our foundation reached out to 3 esteemed universities of Bengaluru and a renowned school of Mysuru.

Below is the list of Universities and Schools in Bengaluru:

Universities	Schools
B.R. Ambedkar School of Economics (BASE), Bengaluru	Purna Chetna Public School
Christ University, Bengaluru	
Presidency University, Bengaluru	

At the universities, the NEPRA Foundation spoke to the students about the basics of dry waste management as per its tool kit and in addition also made the students aware about the career opportunities in waste management and the change they can make.

In Mysuru, the NEPRA Foundation conducted an awareness session in Purna Chetna Public School. The school comprises of 40% of rural children. Post the awareness session at the school, the students carried out a peer learning session for the rest of the children in the school. Not only this, like true influencers, the kids spread awareness in 12 villages nearby requesting them to segregate waste and source and dispose the plastics and MLP in the right way.



*Purna Chetna Public School, Mysore*



*BR Ambedkar School of Economics (BASE) University, Bengaluru*

## RAJASTHAN

NEPRA Foundation conducted awareness sessions in Mount Abu for students of two renowned schools covering 15 teachers & 400 students. The schools for which awareness programs were held are:

1. St. Mary's School, Mount Abu, Rajasthan
2. Sophia High School, Mount Abu, Rajasthan

The foundation also conducted an awareness session for 100 students in St. Anthony's School, Udaipur.



*St. Mary's School,  
Mount Abu,  
Rajasthan*



*Sophia High  
School, Mount Abu*



*St. Anthony's  
School,  
Udaipur.*

## UTTAR PRADESH

PepsiCO India in partnership with NEPRA Foundation, launched a first of its kind waste management education program with schools in Varanasi. The programme saw participation from over 500 school children. An awareness toolkit created by the foundation sensitised the children present. A small quiz was also conducted to engage the audience. The children who answered the quiz questions correctly were given Upcycled products curated for the event by ScrapShala. The program had displayed recycled furniture in the school for the children to refer. The furniture displayed at the event will be donated to underprivileged schools. Thus, the program focuses on making an economic, social and environmental impact.



*Furniture made of Recycled Plastic at DPS Varanasi*



*Quiz session held during the awareness session with school students*



*Representatives of NEPRA Foundation, Hindustan Times, PepsiCO and DPS Varanasi taking a pledge to move towards Zero Waste to Landfill*

## GUJARAT

NEPRA Foundation conducted awareness activities in 3 schools of Ahmedabad, two private institutions and one government. The schools where the activities were conducted are as follows:

Cosmos Castle International School
Maharaja Agrasen School
Kendriya Vidyalaya, Ahmedabad Cant. School



*Nepra Foundation's representative having a one on one session with students of Cosmos Castle International School*

As part of Swachhta Hi Seva NEPRA Foundation conducted awareness drives in 17 schools of Vadnagar. The schools. The section on "Events" elaborates on the sessions conducted in these schools as part of Swachta Hi Seva.



NEPRA foundation, in association with the rotary club and the municipality carried out awareness for children in Kadi's R.S.P.M Multi Purpose Sarva Vidyalaya High School.

*Students from 17 schools of Vadnagar during Mass Awareness Drive for Swachhta Hi Seva*

## DELHI NCR

In India's capital NEPRA Foundation along with Safai Bank conducted MLP awareness and collection drive for the following 3 schools:

Emerald floors, Sector 65
Heritage Xperential School
Vipul Belmonte, Sector 53

## MADHYA PRADESH

In the heart of India, NEPRA Foundation conducted two awareness sessions in the city of Bhopal. 100 students were effectively sensitised about efficient waste management practices with focus on plastics at **Arera Convent Residential School** and 65 students in **Government Secondary School, Guradi Ghat**.



*NEPRA Foundation's representative with students from Arera Convent Residential School*



*Awareness session in progress in Government Secondary School, Guradi Ghat.*

## Flyers shared with Students during the programs

### ZERO WASTE TO LANDFILL

#### WHAT IS WASTE?

Waste is unwanted materials and objects that people have thrown away. It is the substance/ material that is of no use to the consumer once the product is utilised by him/her. But wait, is waste something of no value? Think again! By proper disposal of your waste, we can move towards a cleaner, greener and fitter environment. Not just this, we can use our waste to make new things or use it to make fuels and other resources.

#### WHAT IS MLP?

MLP stands for "Multi-Layered Packaging". Your day to day packets of chips, chocolate wrappers, juice cartons, are all MLP. It comprises of various types of plastics, aluminum contents, etc. MLP is preferred for packaging due to its high shelf life and low cost. It is a convenient packaging option whose use is efficient given it's disposed correctly. The problem we face today is that due to its non-recyclable character and low economic value, it remains in the landfill. We at Neptra have devised a MLP value chain which helps us convert the discarded MLP into something valuable, such as by using it for making roads and utilizing it in cement factories.



#### WHAT IS SEGREGATION?

Waste segregation means sorting/ dividing waste into two broad types- dry and wet. Dry waste includes wood and related products, plastics, metals & glass etc.

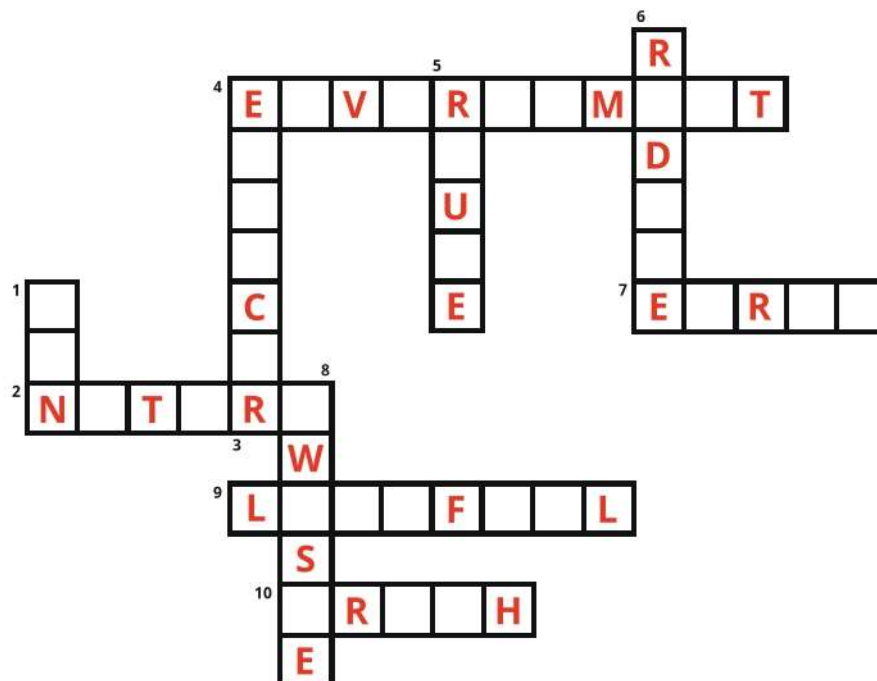
#### WHAT CAN YOU DO TO HELP?

1. Form an "Eco-Club" in your school, with two "MLP Monitors" from each class and one Green-Leader to organise all club activities.
2. These MLP Monitors will be in charge of spreading awareness about MLP in their classes, through activities.
3. They will pick a day of the week as "Collection Day," on which students of each class bring all the MLP they have used in school or at home over the week.
4. Students get 10 points for each piece of MLP collected.
5. The students with the highest scores each month will be celebrated by the Eco-Club and given badges at the assembly.
6. We will come and collect all the MLP collected by your school each month. The school with the highest score every year will win the NEPRA BEST ECO-SCHOOL award!

**The change starts with YOU. Together with YOUR help, we can be the drivers of great change!**

## Puzzle to spark environmental consciousness in Students

### CROSSWORD PUZZLE



#### DOWNWARDS

1. Red, blue and green it is labelled 'USE ME'
5. Use it again
6. Lessen the usage
8. Waste from electronics

#### UPWARDS

3. When you cannot repair you send it for trash

#### ACROSS

2. She is the mother of all, known as Mother \_\_\_\_\_
4. Our background, it surrounds us
7. I am green, I am blue your home and sustenance too



#### NEPRA FOUNDATION

206, Kalasagar Business Hub,  
Opposite Sai Baba Temple,  
Sattadhar Crossroads,  
Ghatlodia, Ahmedabad-380061,  
Gujarat.  
Contact: 079-40050400

RECYCLE REWARDS | NEPRA FOUNDATION

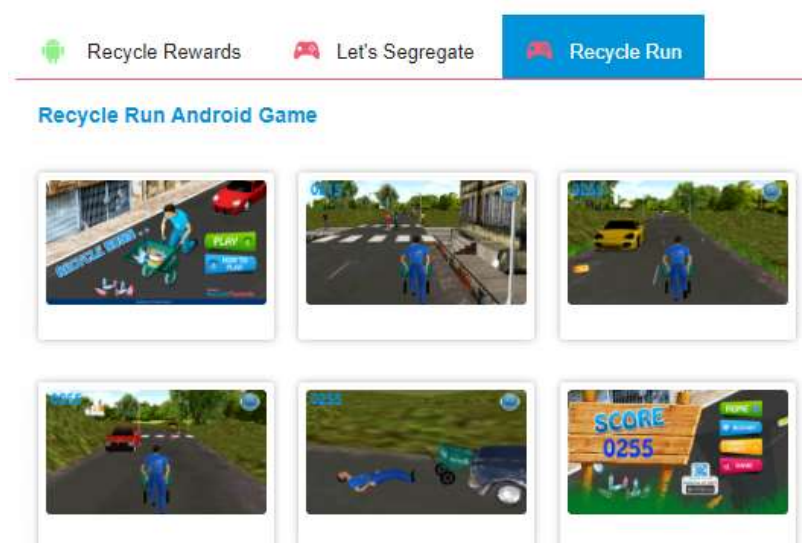
## Waste Management Games:

NEPRA Foundation uses games such as the following to enhance children's understanding of waste management. These games are basically developed to generate interest in students about waste and recycling.

- **Let's Segregate (Clean India recycle waste):** The players are segregate the waste according to their type in wet or dry waste category.



- **Recycle Run:** The game urges the player to collect waste while running



## **03 AWARENESS SESSION WITH URBAN LOCAL BODIES**

## AWARENESS SESSION WITH URBAN LOCAL BODIES

Dry Waste Collection Centres (DWCC) are locations where waste is collected by the Urban Local Bodies (ULBs). Most of the dry waste of the area including Plastics (recyclable as well as non-recyclables), wood, clothes, metals, glass etc. is collected at these centres. The recyclable plastic waste is segregated by waste pickers or DWCC workers.

*Small awareness sessions/and PWM Compliance related awareness meetings are usually held for the members of the ULBs on what kind of material is considered as RDF and why it is hard to dispose. Later, NEPRA Foundation carries out awareness sessions for the workers and supervisors of the DWCC.* It is important for them to understand that the RDF to be collected should not contain metal, glass, inert and wet waste.

**A normal awareness session include topics such as:**

### Different types of Waste

The workers are sensitised about different types of materials that comprise the dry waste category. They are taught about the feel and texture and how to differentiate the materials.

### RDF and its composition

The workers are made aware about what RDF is and how it can be used. They are taught to recognised non-recyclables and further segregate the ones to be used as RDF.

### EPR Compliance

NEPRA Foundation believes that the workers at the grass roots level must be made aware about the rules and regulations. The reason is psychological, knowing what impact their work will have given them a sense of value, belongingness to work and purpose. This in turn, helps increase their commitment and efficiency to undertake the task.

***The awareness session helps the DWCC workers to segregate the right RDF material for Thus, awareness and training for the DWCC workers makes the entire system efficient and speedier.***

The number of ULBs approached by NEPRA Foundation's representatives and had meeting regarding PWM Rules and its compliance:

Name of the state/ Union Territory	Number of ULBs approached for EPR meetings
Maharashtra	16
West Bengal	12
Rajasthan	11
Bihar	6
Uttarakhand	6
Chhattishgarh	4
Assam	2
Tamil Nadu	1
Goa	1
<b>Total number of ULBs</b>	<b>59</b>



*Meeting with Kalimpong Municipal Council Members*

Below is the state wise list of ULBs the foundation has approached for collection of Plastic waste and had small awareness session during meetings:

## Maharashtra

-Dahanu Municipal Council	-Nanded Municipal Corporation
-Satara Municipal Council	-Jalgaon Municipal Corporation
-MCGM, Malad	-Aurangabad Municipal Corporation
-Borivali Central Ward	-Vaijapur Municipal Council
-Jogeshwari, K E Ward	-Mokhada Nagar Panchayat
-MCGM, L Ward	-Jawahar Municipal Council
-MCGM, G North Ward (Statue of POP)	-Palghar Municipal Corporation
-Amravati Municipal Corporation	-Ambernath Municipal Corporation

## Rajasthan

-Mt. Abu Municipality	- Banswara (seized plastic waste disposal)
-Abu Road Municipality	- Phalodi, Jodhpur Municipality
- Sirohi Municipal Corporation	-Jaipur Municipal Corporation
- Udaipur Municipal Corporation (in association with NGO, FINISH society)	-Nimbahera (Sri Jan Seva Sanstha)
-Dungarpur Nagar Parishad	- Jalrapatan Municipality
- Nathdwara (Sri Jan Seva Sanstha)	



*Meeting with authority in Nanded, Maharashtra.*

## Bihar

- Nagar Parisad Sasaram	- Aurangabad Nagar Nigam
- Nagar Parisad Mehnar Vaishali	- Gaya Nagar Nigam

-Nawada Nagar Parisad	-Muzaffarpur Municipal Corporation
-----------------------	------------------------------------

West Bengal	
- Howrah Municipal Corporation	- Konnagar Municipality
- Kolkata Municipal Corporation	- Uttarpara Municipality
- Kalimpong Municipality	- Durgapur Municipality
- Darjeeling Municipality	- Aasansol Municipality
- Kurseong Municipality	- Uttarpara- Kotrung Municipality
- Siliguri Municipality	- Jalpaiguri Municipality

Uttrakhand	
- Augustmuni Nagar Palika Parishads	- Rudraprayag Nagar Palika Parishads
- Pithoragarh Nagar Palika Parishads	- Tilwara Nagar Palika Parishad
- Bhageshwar Nagar Palika Parishads	- Ukhimath Nagar Palika Parishads

Chhattisgarh	Assam
- Durg Nagar Palik Nigam	-Guwahati Municipal Corporation
-Raipur Municipal Corporation	-Silchar Municipality
- Ambikapur Nagar Nigam	
-Bhilai Nagar Palik Nigam	

Tamil Nadu	Goa
- Thoothukudi Municipal Corporation	-Goa Waste Management Corporation



*Awareness Session at collection centre in Rudraprayag, Uttarakhand*

their DWCC. During the process of collection, NEPRA Foundation held awareness session with the workers of Collection centres as they the primary in charge of collection.



*NEPRA Foundation's Representative with Kalimpong's Health Officer, Dr. Zimba to understand waste composition of the area*

## **04 WASTE PICKERS AWARENESS AND SENSITISATION ACTIVITIES**

## WASTE PICKERS AWARENESS AND SENSITISATION ACTIVITIES

One of the key stakeholders of today's waste management sector in the country are the waste pickers. ***More than 60% of dry waste is collected by waste pickers in India.*** Even after technological interventions in the waste processing mechanism, the last-mile waste collection still is dominated by the informal sector and is carried out by rag pickers and municipality workers. Due to the low level of literacy and awareness amongst them, they face several challenges. They do not adopt the basic hygiene practices such as using a mask and gloves for waste collection which results in the spread of diseases. Due to lack of awareness about ongoing market prices of waste, they get exploited by the middle men or the bigger waste collectors referred to as kabadiwalas. Another major concern is that the informal waste management sector is driven by women and children. Hence, ensuring women health & safety and curbing child labour is a top priority.

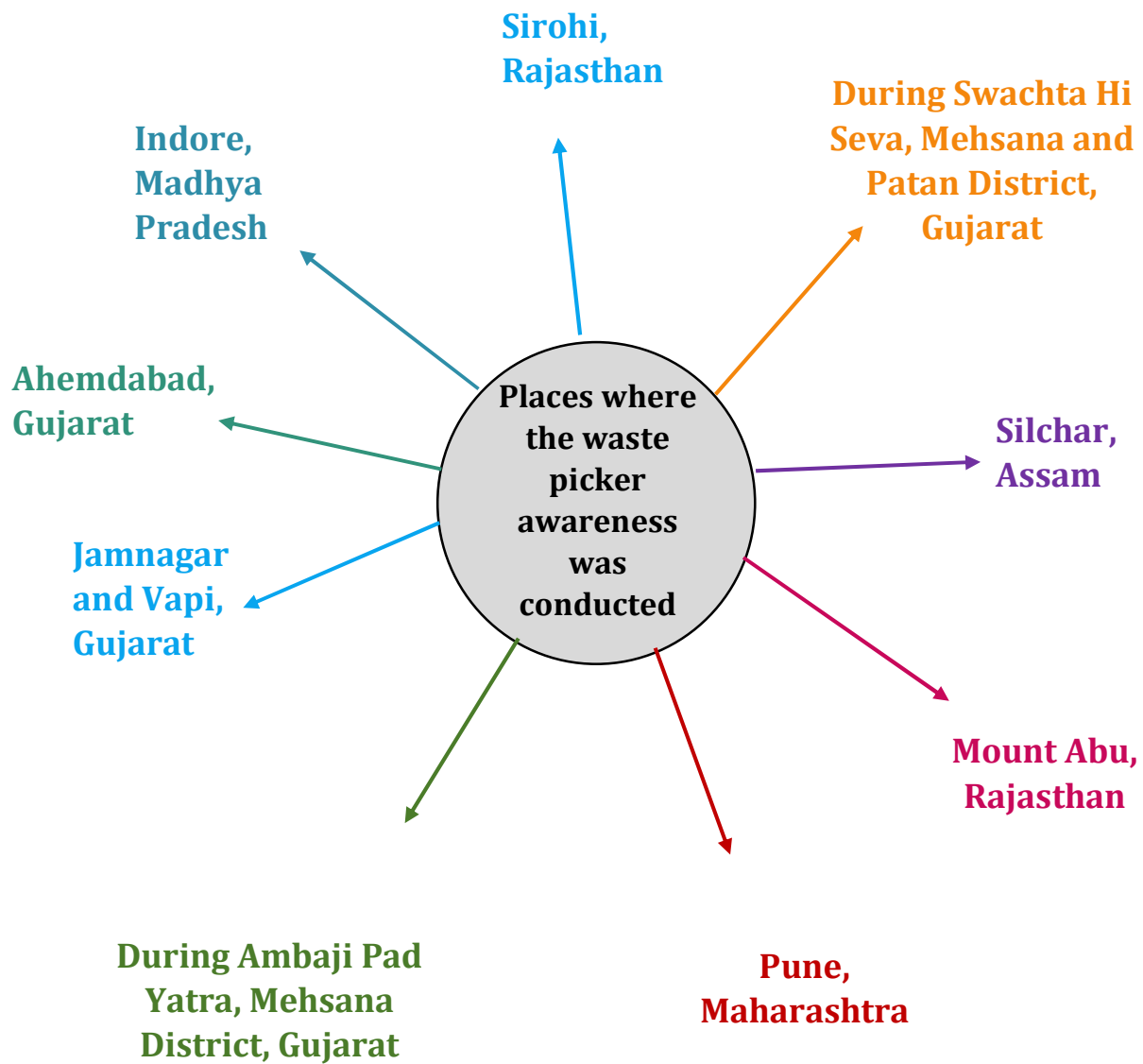
NEPRA Foundation's experience suggests that the informal section of the waste management community has a general idea of the materials which have economic value- plastics, E-waste, etc. but they lack detailed knowledge and information about the product. Their understanding about collection of different types of plastic is rare. NEPRA Foundation decided it was important to make them aware about the importance of health and safety while working, kind of plastic material that have values etc. NEPRA Foundation firmly believes that by uplifting the waste picker's community, the entire waste management sector can be made efficient. Thus NEPRA Foundation trains the waste pickers on different methods of segregation, gives them an understanding on waste collection and ensures that they take safety precautions while waste collection.

**A general waste picker awareness programme consist of the following topics:**

**Health and Hygiene:** It is to make them understand the importance of using PPEs like gloves and masks and also to ensure proper Health and Safety measures are taken while picking the waste.

**Different kinds of Plastics and Their Values:** Different plastic materials have different values. Hence, it is important that the waste pickers are made aware about it. For example, MLPs, which is usually considered of no use by Waste Pickers, has a value attached to it now. This information is transferred to waste pickers through awareness programmes. How to get more value out of the material?

## Waste Picker Awareness Programs: A summary



## Brief Case Studies from some of our Waste Picker Awareness Session:

### Ahmedabad, Gujarat

The city of Ahmedabad has number of waste-pickers running in 1000s residing in small pockets. Hatkeshwar is one of the main hubs of the 'Nadiya' (waste pickers) community. Most of the waste-pickers in this region are connected to a waste management agency so that they can get a fair payment on a daily basis in exchange of plastic waste. The transactions are simple, fair and transparent. Our volunteers on a periodic basis organise awareness sessions, interaction sessions and talks with the waste-pickers to ensure that health and safety guidelines are followed and the best material is collected by the waste pickers.



*Awareness Session with Waste pickers in Ahmedabad*



*Survey to understand the needs of waste pickers and design awareness programs*



*Waste pickers in Ahmedabad sorting material*

## Mount Abu, Rajasthan

In association with Mount Abu Nagar Palika, a hygiene training was organized for the local waste-pickers and municipality waste workers. After an ice breaking session and a small introduction to NEPRA Foundation, they were oriented on dos and don'ts of proper waste management to ensure better hygiene during waste collection and segregation.



*Awareness session being conducted by NEPRA Foundation for waste pickers and municipality waste workers*

## Jamnagar and Vapi, Gujarat

NEPRA Foundation conducts regular awareness sessions for waste pickers in these two cities.



*Awareness session being conducted by NEPRA Foundation for waste pickers in Vapi*

## Ambaji Pad Yatra (Mehsana District), Gujarat



*Waste pickers at the Ambaji Pad Yatra cleanliness drive after awareness session, equipped with all the necessary PPEs.*

Every year on Bhadarva Purnima, more than 25 lakh devotees walk from various regions of Gujarat and neighbouring states to celebrate a spontaneous Religious Fair at Ambaji Temple, Gujarat. During the 10-15 days long pilgrimage to Ambaji, over 60 metric ton of dry waste is generated. NEPRA Foundation employs several waste-pickers for this 10-15 days and trains them and to keep the streets clean and picking up dry waste on the way.



For the duration, their food, accommodation and health is also looked after by NEPRA Foundation. Awareness and Training session of 30 to 45 mins per day was held for the waste pickers for consecutive 15 days.

*Awareness session for Waste Pickers held before the start of each day's work.*

## Pune, Maharashtra

In Pune, NEPRA Foundation has conducted awareness sessions for many waste pickers and has connected them with waste management companies. The communication methods consist of a small awareness session on health, hygiene and different kind of plastic materials. . Through this mass awareness program, NEPRA Foundation was able to reach 900+ waste pickers.

## Indore Madhya Pradesh

With the setting up one of the biggest waste management company in Indore, NEPRA Foundation started holding awareness sessions for BOEPs. The awareness was conducted to help BOEPs understand the importance of taking health and safety precautions while collecting waste and how they can get better value for the collected waste.



*Awareness session being conducted with local waste pickers in Indore, Madhya Pradesh*

## Silchar, Assam and Sirohi, Rajasthan

Small Awareness session were taken in Silchar, Assam and Sirohi, Rajasthan of the waste picker while ULBs were approached there. NEPRA Foundation plans on expanding its reach to spread awareness and empower waste pickers throughout India. Hence, whenever a ULB is approached, the foundation is connected to the waste pickers of that area and then conducts a small awareness/education session with them.



*Dump Site visit and meeting with waste pickers at Sirohi, Rajsthan*

## Swachhta Hi Seva

2nd October, 2019 marked Mahatma Gandhi's 150th birth anniversary. This day observed a week long program throughout the country called "Swachhta hi Seva". As part of the initiative, **NEPRA Foundation volunteers along with the municipality of Mehsana district** carried out collection of dry waste from roads and ensured that the roads are kept clean. For the same NEPRA Foundation trained waste-pickers and sweepers and deployed them on different routes. Awareness session and training of the waste pickers and sweepers was conducted for the event for 3 continuous days. In **Patan district**, **NEPRA Foundation along with District Rural Development Organisation, Swachh Bharat Mission and Reliance Foundation** carried out a Plastic Waste management training- its effective disposal and management in batches. In 6 talukas, clusters of waste pickers workers were formed who were effectively made aware and trained about the best practices for plastic waste management.



*Waste Pickers after awareness session ready for waste collection in Patan.*

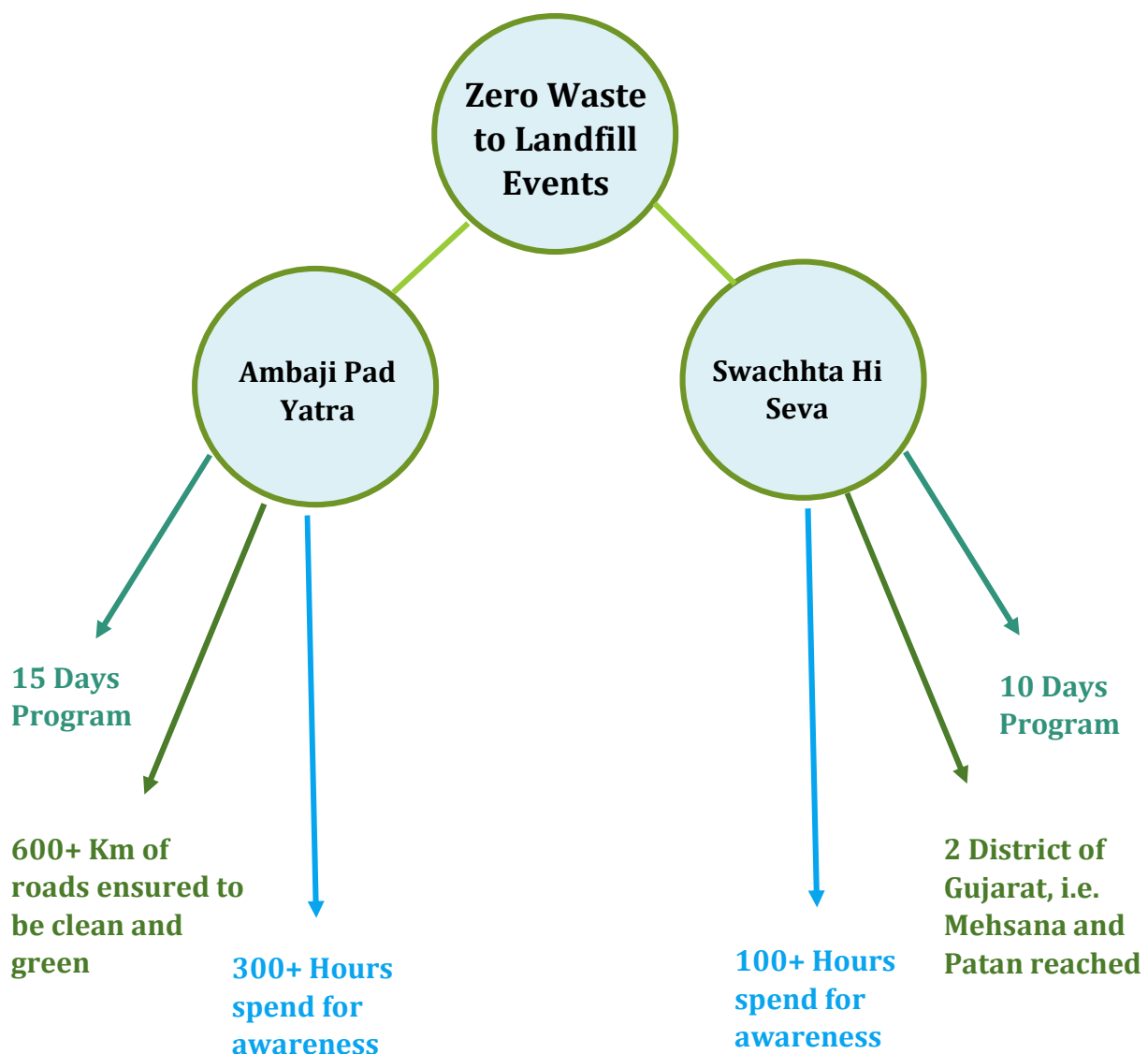
## **05 ZERO WASTE TO LANDFILL EVENTS**

## ZERO WASTE TO LANDFILL EVENTS

Events and festivals are generally organized in outdoor areas and are occasions when large numbers of people come together. These events usually produce huge amounts of waste. NEPRA Foundation aids public event and festival organizers achieve zero waste status. During such programs, NEPRA Foundation along with collection and Disposal, host awareness drives in different form to reach as many people as possible.

NEPRA Foundation's Zero waste to landfill events are of diverse nature. From facilitating GPCB during World Environment Day Celebration (collection and disposal of waste) to covering Swachhta Hi Seva event in different districts of Gujarat. ***But, the Zero Waste to Landfill Events where mass awareness was carried out by NEPRA Foundation's representatives in 2019 were:***

1. **Ambaji Pad Yatra 2019**
2. **Swachhta Hi Seva 2019**



## 01 Ambaji Pad Yatra, 2019

It is a well-known fact that as population increases, the waste generated rises with it. The trend is same in India where population growth is becoming a problem. The sources of waste generation are many. It ranges from every day household waste generation to institutional waste generation. Festivals and other public events are one of the major waste producing sector, which



*Distribution of garbage bags at Seva Kendras*

are often overlooked. India is a land of religious diversity. There are many religious events where many groups of people come together to celebrate the festival. The waste generated during these events are usually seen as a burden and social problem and thus have largely been managed by end of pipe solution- landfill or open air burning.



*Waste Pickers and sweepers cleaning routes*

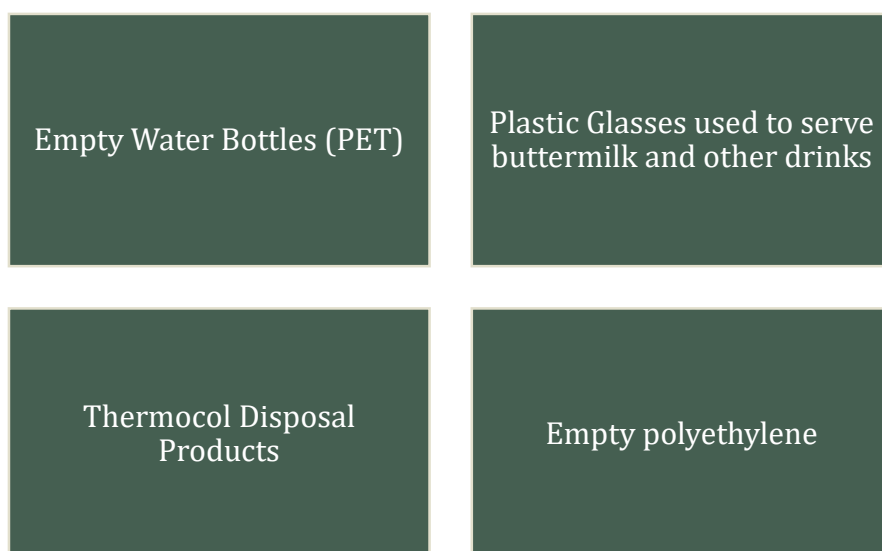
People flock in large numbers on account of various religious affairs, one such being the AMBAJI PADYATRA. Previous data suggests **that every year on Bhadarva Purnima, 25 lakh+ devotees walk from various regions of Gujarat and neighbouring states to celebrate a spontaneous**

**Religious Fair at Ambaji Temple, Gujarat.** The event usually is of 10 to 15 days. Past experiences also suggest that **during these 10-15 days pilgrimage to Ambaji, almost to the tune of 60 Metric Ton of dry waste is generated.** As one travels the Ambaji path, they can see several points of waste generation.

## The sources of waste generation observed are:



## Type of Dry Waste generated during the Yatra:





*Shop to shop awareness and distribution of garbage bags*

NEPRA Foundation has been involved in the Awareness, channelizing the waste pickers to waste management companies, thus ensuring Sustainable Disposal of waste generated during the Pad Yatra from 2016. This year the waste generated was less compared to the previous years due to the fall in number of Pad Yatris and also increased awareness among the general public about proper waste management. A dry waste management company calculated 48.92 tons of dry waste collected during the event. ***It should be noted that the reduction in dry waste can also be attributed to the repeated awareness campaigns by NEPRA Foundation since 2016 and the rigorous actions of the Government***

***towards efficient waste management has brought about a socio-behavioural change in people.***

Over the years NEPRA Foundation has been known to carry out effective awareness and sensitisation activities about proper waste management system. It has also worked extensively to uplift the marginalised sections of the waste management sector. Taking Ambaji PadYatra as an opportunity, NEPRA Foundation carried out awareness and creates employment for the people residing at the Bottom of the Economic Pyramid (BOEP). We embarked on this journey of ensuring an environmentally sustainable Ambaji PadYatra in 2016.



*One on one Awareness session at Seva*

Given the religious nature of pilgrimages, the sources of waste generation are not fixed, but mobile, making cleanliness an utmost responsibility for all. NEPRA Foundation recognised that all the stakeholders such as the pilgrims, seva camps, government, etc. are keen on maintaining cleanliness and show pro-waste management action, provided they are stimulated to follow a responsible behaviour towards waste disposal.

It was observed that the stakeholders are willing to create awareness and ensure proper waste collection. One critical gap identified which hampered the system of waste management during the Yatra was lack of proper channel for waste collection and disposal. This gap was filled in with support from the logistics of other dry waste management company based out of Ahmedabad.



*Awareness to local vendors*

Efficient collection of waste was done by the waste pickers in garbage bags provided by the foundation. Neptra Foundation ensured that the recyclables are sent to recyclers and the non-recyclables are sent to cement factories for co-processing, via a dry waste management company, thus ensuring ZERO WASTE TO LANDFILL.



*Awareness session with Pad Yatri*

2019 marked NEPRA Foundation's fourth year dedicated towards ensuring that the AMBAJI Pilgrimage is Clean and Green. Over the years, we has ensured a positive waste related behavioural change. Due to repeated awareness and sensitisation activities each

year by NEPRA Foundation, the Seva Kendras, PadYatris and other stakeholders in 2019 were well aware as to how to collect waste in bins, segregate and seek NEPRA's assistance for its disposal.



*Before and After NEPRA foundation's Action during Ambaji.*

### Compared to 2016, this year:

- Reduction in use of Single-use plastics, especially with no water pouches seen.
- Reduction in use of thermocol disposal items
- Increase in the use of reusable utensils.

The Clean and Green Ambaji 2019 campaign/ event was indeed a ZERO WASTE TO LANDFILL EVENT with selfless support by the several districts especially with a special mention for collector of **Himatnagar, Mehsana and Banaskantha, municipalities** and the dedicated support of **Gujarat Pollution Control Board (GPCB), Pavitra Yatra Dham Vikas Board, Swachh Bharat Mission, Gujarat and Ambaji Trust**. The role of **Sanghs such as Sri Bhadravi Poonamiya Sangh Seva Trust** who have been supporting NEPRA Foundation over the years has also helped in making Ambaji Clean and Green Event, 2019 a success.



*Inauguration of Ambaji Pad Yatra by the Mehsana Collector, SDO Mehsana.*

## 02 Swachta Hi Sewa

On 15th August 2019, Honourable Prime Minister Narendra Modi announced a war against single-use plastic items and increase public focus on recycling and proper waste disposal. As part of the campaign, a three phase program was launched called “**Swachta Hi Seva**”:

- Phase I : Awareness Programs
- Phase II : Mass Rally and Shramdaan (Cleanliness Drives across the country)
- Phase III : Disposal of plastic waste collected during the program

As part of Swachta Hi Sewa, all government institutions had taken the responsibility to contribute towards saving the environment. *With the support of **District Magistrate, Mehsana, Shri H. K. Patel** and the **local administration**, NEPRA Foundation took up the initiative to reach out to all government institutions and help them dispose the single-use plastics properly.*

### Phase I and II: Awareness Programs and Mass Rally and Shramdaan

In the first phase, NEPRA Foundation along with the local administration, reached out to the schools in respective Nagar Palika to spread out the message and ways to eliminate single-use plastics. Awareness sessions were conducted across schools to mobilize the community.



*NEPRA Foundation’s representative sensitising school students about Gandhi Ji’s vision of Cleanliness before mass cleanliness drive*

On 2nd October 2019, three cleanliness drives were initiated in Mehsana District. This was also the occasion of 150th Birth Anniversary of Father of Nation, Mahatma Gandhi and to mark the occasion, the various cleanliness cum awareness drives were planned.

Based on the geography of the event, the activities carried out are mentioned below:

- Vadnagar:** A massive awareness rally with over 3000 students from around 18 schools walked for over 15 kilometres starting from New Bus Depot, Vadnagar to GMERS, Vadnagar demonstrating various slogans and banners on eliminating the usage of single-use plastics. Labourers wore T-shirts which were made from recyclable plastic.
- Mehsana & Kadi:** Awareness Rally with over 500 students from 5 schools was organized at both Mehsana and Kadi. Labourers wore NEPRA T-shirts made from recyclable plastic. Students carried placards with messages on proper waste management and for stopping the usage of single use plastic.



*Mass Awareness rally with students dressed as Gandhi ji to spread awareness about Gandhi Ji's vision for a cleaner India.*

- Patan:** NEPRA Foundation along with District Rural Development Organisation, Swachh Bharat Mission and Reliance Foundation carried out a Plastic Waste management training- its effective disposal and management in batches. In 6 talukas, clusters of waste pickers workers were formed who were effectively trained and oriented about the best practices for plastic waste management.



*Awareness session with Locals about dry and wet waste in Patan*

Below are the list of schools and institutions along with whom NEPRA Foundation carried out the various activities:

<b><u>Vadnagar</u></b>	
Kumar Shala No. 1-3	BN High School
Vadnagar Nagar Palika	Aanart School
Bhalesara School	Gurukul Vidyalaya
Ganeshvaas School	Saraswati School
Nadiol School	Jawahar Navoday School
Arjunbari School	GMERS Medical College
Naveen Vidyalaya	ITI, Vadnagar
Amarthor School	Polytechnic, Vadnagar

<b><u>Kadi &amp; Mehsana</u></b>	
Kadi Sarv Vishwa Vidyalaya	Rotary Club, Kadi
Adarsh Mahavidyalaya	Kadi Nagar Palika
CN Arts and BD Commerce College	Mehsana Nagar Palika
Mahila Arts College, Kadi	

### **Phase III: Disposal of plastic waste collected during the program**

The waste collected during the Mass Awareness and Shramdaan drive was later sent for recycling and co-processing depending on its nature (Recyclable and Non-recyclable waste). NEPRA Foundation distributed garbage during Shramdaan event to facilitate collection of waste. Labours were also allocated for route cleaning. The waste collected was later sent for sustainable waste disposal to a waste management company.



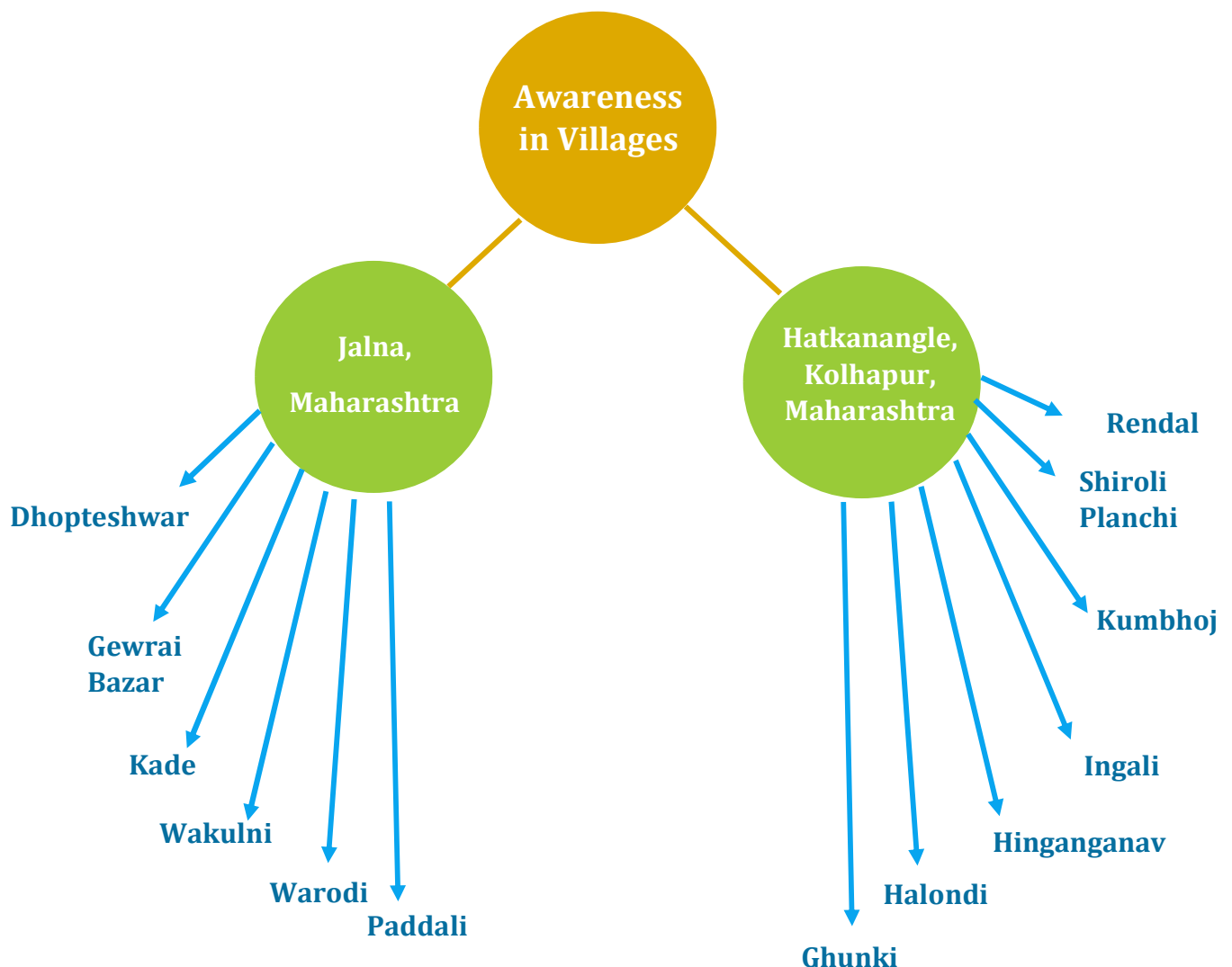
*Labour collecting waste during Swaccha Hi Seva mass cleanliness program in Vadnagar (Hometown of Honourable Prime Minister Narendra Modi)*

## **06 AWARENESS FOR VILLAGES/GRAM PANCHAYATS**

## AWARENESS FOR VILLAGES/GRAM PANCHAYATS

In the last year, NEPRA Foundation tried to reach as many people as possible. The meetings were held on different levels. In certain areas, awareness meetings were held by gram panchayats for the people of the village to start waste management system in their village. These meetings did not just concentrate on Plastic Waste Management but the management of all the waste generated in the village.

- NEPRA Foundation's representative went to 6 villages in Badnapur Taluka of Jalna District of Maharashtra to create awareness related to waste management.
- NEPRA Foundation also did awareness in the flood affected villages of Hatkanangle cluster, Kolhapur, Maharashtra.



An awareness session was also conducted for the Self Help Groups as well as local public of these villages. The awareness drive included information regarding:

- **Waste and its type**
- **Segregation and its importance**
- **Why plastic and other dry waste should be segregated**
- **Collection of waste by Self Help Groups (SHG)**
- **Why burning waste is not a good practice**
- **Sustainable Disposal methods for Wet and Dry Waste**
- **How to earn from waste**
- **Importance of Recycling**

In Jalna, after the awareness session of two days, the people of the villages started with their first ever wet waste composting which was successfully converted into compost after 15 days. The Zila Parishad Jalna also went ahead to introduce Waste Management Program for their Badnapur Block. This shows the effect of awareness at ground level.



*Awareness session with Self Help Group in Jalna, Patan*



*Training on Composting to villages by NEPRA Foundation's Representative in the presence of Collector*

In Kolhapur, NEPRA Foundation's Representatives visited villages of Hatkangale Cluster after floods. He visited the dumpsites with the authorities of villages and had meetings related to how the proper waste management after flood can be achieved in the area.



*Conversation between village authority of Siroli Pulanchi and NEPRA Foundation's representative*

## 07 TALES TO TELL

## TALES TO TELL

### **A TALE OF OUR CHANGE DRIVERS FROM MYSURU, KARNATAKA**

It all started on 5 November, 2019, at Purna Chetna Public School, Mysuru, Karnataka. NEPRA Foundation conducted an awareness program for 50 students, part of the student council of the school from grade 6 to grade 8 and the head boy and head girl from grade 12. The program started with a small introduction of students, teacher and about NEPRA Foundation. The team then spoke to the children on the following topics:

- 1) What is Waste?
- 2) What are the different types of waste?
- 3) What is Segregation and why it is important?
- 4) What can be done with dry waste?
- 5) The 3 R's- Reduce, Reuse and Recycle
- 6) Motto: Zero Waste to Landfill.
- 7) What roles the students can play in their circle of influence about waste management?



*Students from Purna Chetna Public School during awareness session By NEPRA*

The students later shared the experience about the condition of waste management in Mysore, what happens at their homes and at the city level. Post their sensitization, the children elaborated on the fact that people themselves aren't aware of the potential waste has to be converted into a resource. The students looked interested and they had decided to sensitize the other kids in school, taking waste management awareness as a school council initiative. They also showed their interest in charting a plan out, to bring about a city wide change towards dry waste management. They vowed towards ensuring ZERO WASTE TO LANDFILL.

It did not stop there. ***After one month, the kids conducted peer-learning session on Waste Management in their own school.*** They initiated a collection drive in school on their own. And, that wasn't it. ***They went ahead to be contagious, spreading the word on plastic waste management and MLP from village to village.*** They

made charts with visuals for people to understand what the different types of

waste are and how to segregate. They performed skits in villages to grab people's attention towards the issue and they also promoted collection of plastics and MLP differently and assured its timely pick-up and sustainable disposal.



*Students performing skit in the villages to spread awareness about Waste Management*

**Who knew a “WHAT YOU CAN DO TO BE CHANGE DRIVERS?” talk during the awareness session lead to KIDS BEING THE INFLUENCERS!**



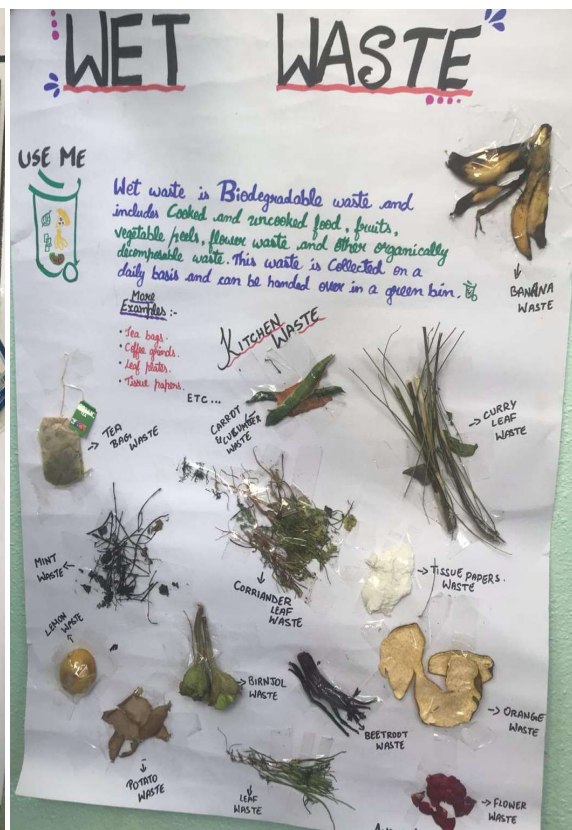
*Difference between Dry and Wey waste being described by students through the medium of skit to villagers and fellow students*

NEPRA Foundation thus effectively led children to be influencers. The kids taking the responsibility of making their future cleaner and sustainable. They did this all by their own- to take the initiative and now to spread the word. This one incident proves it that kids truly can be change drivers and bring about a difference in the society.



Models such as the one implemented in Mysuru by NEPRA Foundation are economically viable and feasible. Through train the trainer program, we have effectively empowered the children and youth to spread the word about efficient waste management. This, in turn, will help us move closer to our ZERO WASTE dream.

We aim to expand this model PAN-INDIA in the coming months.

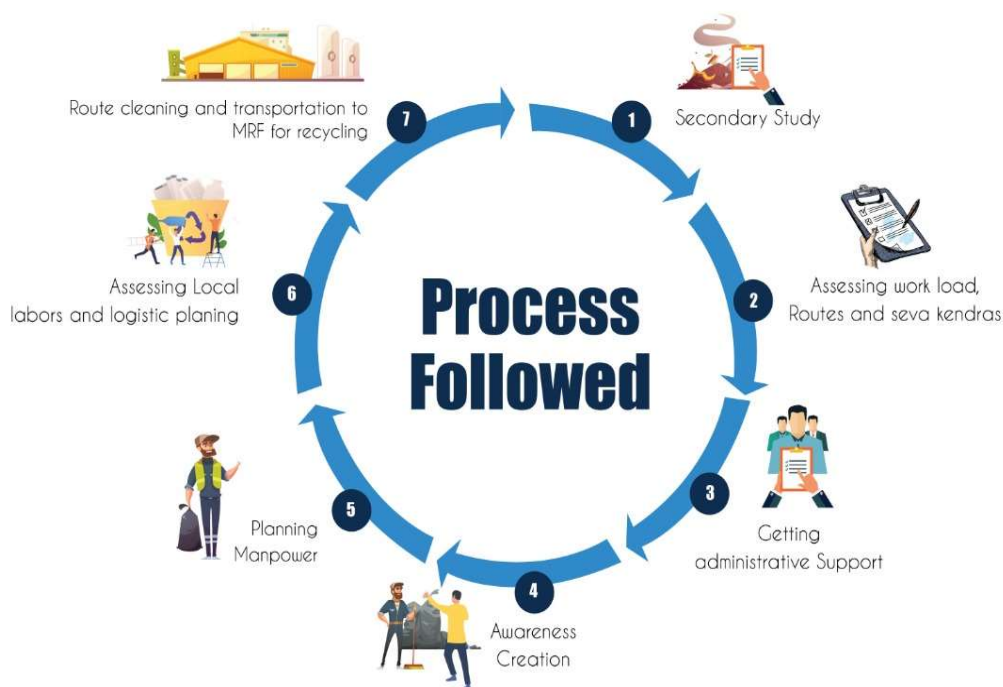


Charts prepared by the Purna Chetna Public School students for Villages People Awareness

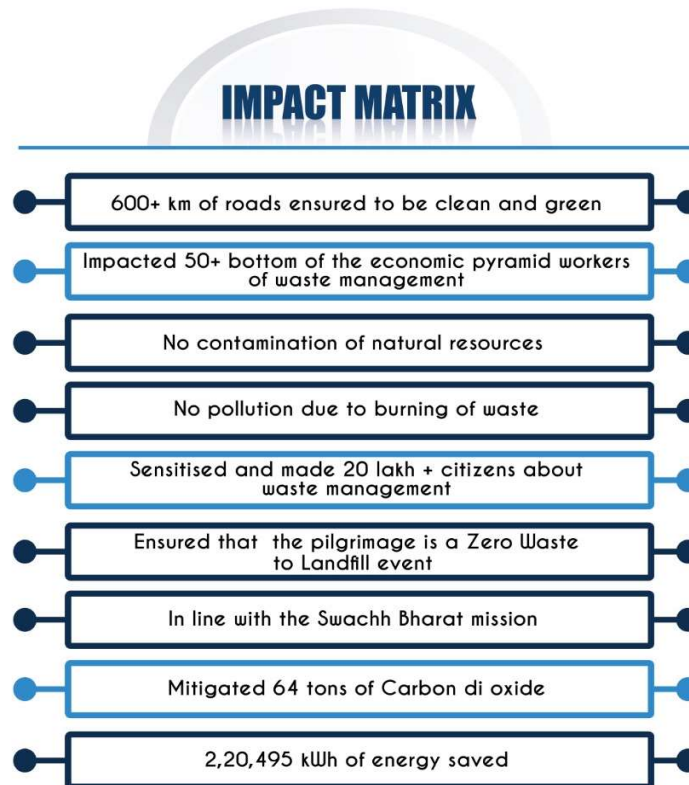
## **II) CLEAN AND GREEN AMBAJI PAD YATRA: THE JOURNEY IN THE LAST 4 YEARS**

*“Cleanliness is next to Godliness”*, this phrase was first recorded in 1778, but the origin of it is ancient, found in the Babylonian and Hebrew religious tracts. Ambaji Pad Yatra- Clean and Green Drive is one of NEPRA Foundation’s landmarked Zero Waste to Landfill events. The event, in all true sense enables our foundation to stand by the phrase. Since the last 4 years, the foundation has taken the responsibility of ensuring that the PadYatra is clean and Green.

Each year, the event has positive socio-economic-environmental impact. The process flow followed for the event is graphically represented below:



Assuming that on an average every year, the event runs for 15 days, the impact the Pad Yatra has in a year is represented in the matrix below:



*(The data represented is that of 2019 event)*

The total quantity of dry waste collected during all the 4 years of AMBAJI PADYTRA combined: **214.683 tons of waste**

**As a RESULT**

Through this event, there was mitigation of total **367.5 MT equivalent CO2** as part of its operations for ensuring a clean and green Ambaji Pad Yatra

The beauty of India is its diverse nature. Being a secular country, several religious events and pilgrimages take place annually in different parts of the country. To name a few, Ambaji Pad Yatra, Jagannath Yatra, Kumbh Mela, Eid pilgrimage, Sabarimala pilgrimage, Eid, Christmas events, etc. NEPRA Foundation offers sessions to sensitize people about

effective waste management in religious events and pilgrimages. The Ambaji PadYatra has become an annual Zero Waste to Landfill event for NEPRA Foundation.

## 08 IMPLEMENTATION PARTNERS



## SOME OF THE IMPLEMENTATION PARTNERS

Some of the implementation partners of NEPRA Foundation's awareness program are listed below.



**Safai Bank of India** mimics the working of a regular Bank. There is a **Branch**, there are **Account Holders** and there are **Branch Coordinators**. Safai Bank of India is a project by Mumbai Sustainability Centre, which is a Section 8 non-profit company registered under the Companies Act of 2013. NEPRA Foundation has collaborated with Safai Bank of India for conducting awareness sessions in schools and aids the collection and sustainable disposal of MLP collected. The platform is currently working with NEPRA for Multi-Layered Packaging (MLP) waste only.



*Collection of MLP waste collected by school students with our implementation partner, Safai Bank of India*



**Shwas** is a non for profit organization that works for educating underprivileged kids in Ahmedabad since the last 11 years. Currently they are working with 650 kids by educating them every day. They also admit potential kids to private school by taking care of all of their expenses. NEPRA Foundation has collaborated with Shwas in Ahmedabad to educate the children of the waste picker community.



*Kinjal Shah, SHWAS Founder with kids*



Under the ‘Green Cochin Mission’, Green Worms Eco Solutions LLP’ worked towards making the Cochin Carnival a ZERO WASTE EVENT. The carnival is Fort Kochi’s biggest gala organised by the District Tourism Promotion Council (DTPC), Ernakulam. It is celebrated every year in the last two weeks of December. The event is a gala affair with the port city welcoming the New Year in an extravagant way- with decorations, food, games, etc. The event comprised of volunteers ensuring proper waste management practices and spreading awareness about it. Schools were sensitised to create and train students to further spread the word. The event helped recover 120 tons of waste which was channelled to the right disposal. The NEPRA Foundation funded the clean and green mission and financially aided Green Worms Eco Solutions LLP. The foundation supports several such activities and also carries out various Zero Waste to Landfill event of its own.