

2019

*"When there is
both inner and outer
cleanliness,
it approaches godliness"*

Clean and Green Ambaji Padyatra 2019

A Zero Waste to Landfill Event

Supported by & Under the guidance of



Initiated, Executed & Report Prepared by:





ZERO WASTE TO LANDFILL



ACKNOWLEDGEMENT

2019's Ambaji PadYatra has been a successful and a clean and green event because of the support of the concerned institutions, agencies, individuals and organisations. NEPRA is grateful to all who supported the Ambaji Padyatra 2019 and helped to make it a ZERO WASTE TO LANDFILL EVENT.

First of all, NEPRA would like to thank the following governmental organisations- Gujarat Pollution Control Board (GPCB), Pavitra Yatra Dham Vikas Board and Swachh Bharat Mission for their guidance and dedicated support during entire event of Padyatra. It would also like to thank the selfless support it got from the local administration especially the Collectors of Himmatnagar, Mehsana and Banaskantha. We would also like extend our heartfelt thanks to respective ULBs for their humble support during the cleanliness drive. We are indebted to Shri Arasuri Ambaji Mata Devasthan Trust has been remarkable to ensure the cleanliness and collection activities of NEPRA are carried out effectively. We would also like to extend our gratitude to Shri Bhadaravi Poonamiya Sangh Seva Trust, all participating Seva Kendras, and all the PadYatris who have been supporting NEPRA over the years.

Last but not the least, the organization would like to thank members of its own Ambaji Padyatra Team consisting of volunteers, sweepers, waste-pickers, drivers, supervisors and all those who have been an integral part of making the Ambaji Padyatra 2019, clean and green and a ZERO WASTE TO LANDFILL EVENT.

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EXECUTIVE SUMMARY

It is a well known fact that as population increases, the waste generated rises. In a growing populous country like India, waste generated is also seeing a rise in trend. The sources of waste generation are many. One often overlooks the festivities as a source of waste. India is a land of religious diversity. Over the years several institutions have seen waste as a burden and social problem and thus have largely managed by end of pipe solution- landfill. 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. However this year the pilgrims were less than previous years. The reasons for the fall in the number of pilgrimage as per NEPRA's research conducted are heavy rainfalls and spread of diseases like dengue during that period. Past experiences suggest that during 10-15 days long pilgrimage to Ambaji, almost to the tune of 60 ton of dry waste is generated in this annual event. As one travels the Ambaji path, one can see several points of waste generation. To be specific, the sources of waste generation observed are: refreshment camps referred to as Seva Kendras that offer food, drinks and shelter facilities, the pilgrims known as PadYatris who consume several products while walking, shops and institutions along the routes, etc. The different kinds of dry waste generated namely are: empty water bottles (PET), plastic glasses used to serve buttermilk and other drinks, empty polyethylene, thermocol disposal products. This year the waste generated was less compared to the previous years due to the fall in number of PadYatris and also increased awareness among the general public about proper waste management. NEPRA collected 48.92 tons of dry waste during the event. It should be noted that the reduction in dry waste can also be attributed to the repeated awareness campaigns by NEPRA since 2016 and the rigorous actions of the Government towards efficient waste management has brought about a socio-behavioural change in people.

Effective disposal value chain was created for the collected 48.92 tons of dry waste. The recyclables were sent for recycling and the non-recyclables were sent to cement factories for co-processing.

Given the quantum of waste that is generated, if not disposed properly, can lead to an adverse effect to the environment. NEPRA's role is envisaged here to ensure proper and efficient disposal of waste.

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 carries 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. Since then, each year NEPRA takes the responsibility to ensure that the Ambaji PadYatra is a Zero Waste to Landfill Event.

Given the religious nature of pilgrimages, the sources of waste generation are not fixed, but mobile, making cleanliness an utmost responsibility for all. NEPRA 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. NEPRA identified a critical gap in the system for waste disposal during pilgrimages which it successfully mitigated. This gap was related to the stakeholders lacking the materials required for proper channel for waste disposal. This gap was filled in with support from the logistics of NEPRA. NEPRA provided for efficient collection of waste by providing garbage bags, conducting awareness activities, etc. and also the disposal of waste by timely pick up of waste. The system was made more efficient by the use of tech-savvy methods like the use of geo-location and other app-based interventions. For the collection of waste at source, NEPRA organised a fleet of 20+ small vehicles and 10+ big vehicles which kept plying on different routes, collecting waste. There was a provision made for waste-collection through phone-calls. All these led to timely collection of various waste generated during the pilgrimage minimising the odd impact on environmental front. NEPRA created a post collection value-chain, for both recyclable materials and non-recyclable materials. NEPRA ensured that the recyclables are sent to recyclers and the non-recyclables are sent to cement factories for co-processing ensuring ZERO WASTE TO LANDFILL.

2019 marks NEPRA's fourth year dedicated towards ensuring that the AMBAJI Pilgrimage is Clean and Green. Over the years, NEPRA has ensured a positive waste related behavioural change. Due to repeated awareness and sensitisation activities each year by NEPRA, 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. Compared to 2016, this year noted a reduction in the use of Single-use plastics, especially with no water pouches seen. 2019 also marked the reduction in the use of thermocol disposal items and 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 local administration such as collectors of 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 over the years has also helped in making Ambaji Clean and Green Event, 2019 a success.

The success of the event can be traced with the statistics which suggests that NEPRA has been successful to mitigate 64 MT amount of CO2 equivalent emissions and has saved 2,20,495 kWh of energy!

“So long as you do not take the brooms and buckets in your hands, you cannot make your towns and cities clean”



INTRODUCTION

About Ambaji:

Ambaji is an important temple town with millions of devotees visiting the Ambaji temple every year. The Ambaji temple houses one of total 51 Shaktipeeth. Situated in Gujarat, the town is approximately 150 km from the capital city of Gujarat, Gandhinagar, and approximately 190 km from the vibrant city of Gujarat, Ahmedabad.

About Ambaji Mela:

Every year on Bhadarvi Poonam, more than 25 lakh+ devotees walk from far distant regions situated at various parts of Gujarat and from all over India to celebrate a spontaneous religious fair in Ambaji. This religious fair is known as the Ambaji Mela. The Mela is a religious carnival witnessing the gathering of several devotees of Goddess Amba, singing her praises and celebrating her grandeur. This year, Bhadravi Poonam was dated on 14 September 2019.

About Ambaji Padyatra:

- To celebrate the Mela on Bhadarvi Poonam, a great deal of preparations takes place from all stakeholders.
- A large number of pilgrims usually start walking on the Panchami tithi for their 10-15 days long foot pilgrimage to the temple.
- During these 10-15 days for their foot pilgrimage these pilgrims usually are supported by the people residing in the villages, towns, and cities which are situated along the major route followed by pilgrims by setting up Seva Kendras.
- These Seva Kendras facilitate pilgrims with basic necessities like providing pilgrims tea, coffee, snacks, lunch, dinner, mattresses to sleep, etc.

The entire 10-15 days long walk till Ambaji temple from different routes is the religious affair called the “Ambaji Padyatra”.

About Gujarat Pollution Control Board:

The Government of Gujarat constituted the GPCB (Gujarat Pollution Control Board) on 15.10.1974 as per provisions under the Water (Prevention and Control of Pollution) Act, 1974, with a view to protect the environment, prevent and control the pollution of water in the State of Gujarat, that occupies a prominent niche in progressive and industrial development of the country. The Board has been entrusted with the Central Acts and relevant Rules for pollution control as notified thereof from time to time. NEPRA's Ambaji Padyatra Clean and Green event 2019 was carried out under the supervision and guidance of Chairman of GPCB, Shri Rajiv Kumar Gupta I.A.S. Meetings were held with the GPCB board and it's several regional offices such as those in Ahmedabad, Gandhinagar, Himmatnagar, Mehsana and Palanpur enabling the event to be a success.

About Swachh Bharat Mission:

The Swachh Bharat Mission (SBM) was launched by the Prime Minister of India on 2nd October, 2014. The mission focuses on sanitation, cleanliness and upliftment of bottom of the economic pyramid of sanitation sector and the waste management sector. 2019 marked 150th Birth Anniversary of Mahatma Gandhi. SBM along with several stakeholders of sanitation and waste management sector aim to achieve Swachh Bharat by 2019, as a fitting tribute to Mahatma Gandhi. The cleanliness and collection drive of Ambaji Padyatra 2019 was aligned with SBM's mission and objectives. Awareness activities, collection and maintaining routes travelled clean were all contributing to the nation wide movement.

About Pavitra Yatra Dham Vikas Board:

The Pavitra Yatra Dham Vikas Board was constituted in the year 1995 in association with the Gujarat Tourism Corporation Ltd. Today the board works independently. Gujarat is a home to a number of temples of mythological and historical importance to which lakhs of pilgrims make a visit every year. The Pavitra Yatra Dham Vikas Board is responsible for the upkeep and development of these sites and ensuring the responsible and safe conduct of religious pilgrimages.

About NEPRA Foundation:

NEPRA Foundation, established in 2012, is a public charitable trust registered under Trust Registration Act, 1950. It is a not for profit 12A and 80G certified organization working extensively in the waste management sector. A few prominent activities of the Foundation are mentioned below:

- Sensitization and awareness activities for citizens and different organisations about proper waste disposal and waste treatment.
- Enable poorest of poor people to access a dignified livelihood through waste segregation. It has been successful to do capacity building of over 2000+ waste pickers.
- Enable for profit and public utility departments to minimize their carbon footprint.

PROCESS AND PLANNING

As 2019 marked NEPRA's fourth year to ensure the Ambaji PadYatra to be a Zero Waste to Landfill Initiative, the planning process was aided with a lot of insights from the past experiences. With its knowledge and experience NEPRA was sure to strive and ensure increased efficiency and effectiveness of their 2019 program. Below is the description of the process that was followed to accomplish the project.



Key Strategies

In order to get an idea of the total waste generation, the team did an assessment of the number of PadYatris expected this year. Based on historical data, around 25 lakh+ pilgrims were expected to visit the temple fair in 2019. But given the heavy rainfall and outbreak of airborne diseases preceding the Yatra schedule, it was anticipated that lesser pilgrims will be witnessed. Also due to the government's heavy emphasis on awareness activities, the per capita waste generated would also be lesser compared to earlier years.

Based on previous years of experience, NEPRA narrowed down on 4 main routes for carrying out the drive. These were: a) Ahmedabad-Gandhinagar b) Mehsana c) Banaskantha and d) Ambaji temple areas.

Post-identification of routes, the local administrative bodies were reached out for support. The Seva Kendras and Sanghs on the routes were assessed and contacted.

Awareness to all Seva kendras and Sanghs regarding segregation of waste was done. Banners, Jingles and Pamphlets of segregation were distributed to the in-charges of the sanghs and seva kendras days before they started walking or putting the stalls.

Number of resources for cleaning and supervision were reckoned. Appropriate accommodation and food for the labourers were arranged. Labourers from local communities were contacted and hired for collection and cleaning of waste on different routes.

Cleaning, Sweeping and collection spots were identified and labourers were deployed on different routes. Small vehicles collecting waste on different routes were arranged and the drivers were trained to meet at a common location from where they were trained to load the waste collected in the large vehicles and later to transport it to the Material Recovery Facility. A value chain was created and formalised for recyclables to be sent to recyclers and non-recyclables to be sent to cement factories for Co-Processing.



To elaborate on the various processes undertaken,

• Deciding Routes

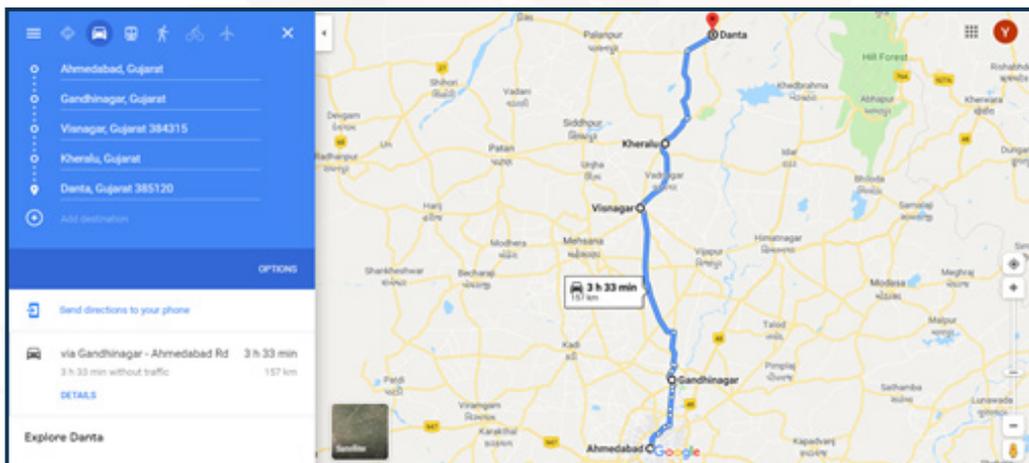
With the past experiences and knowledge about handling the vast event, NEPRA was quick to map and decide on the routes it would be covering for its Clean and Green Ambaji PadYatra 2019. NEPRA started by narrowing down the entire stretch of the PadYatra into 4 broad areas- i) Ahmedabad-Gandhinagar Region ii) Mehsana District iii) Banaskantha Region and iv) Ambaji Region.

Based on discussions within the organisation and with local administrative bodies of these regions, the following routes were chosen:

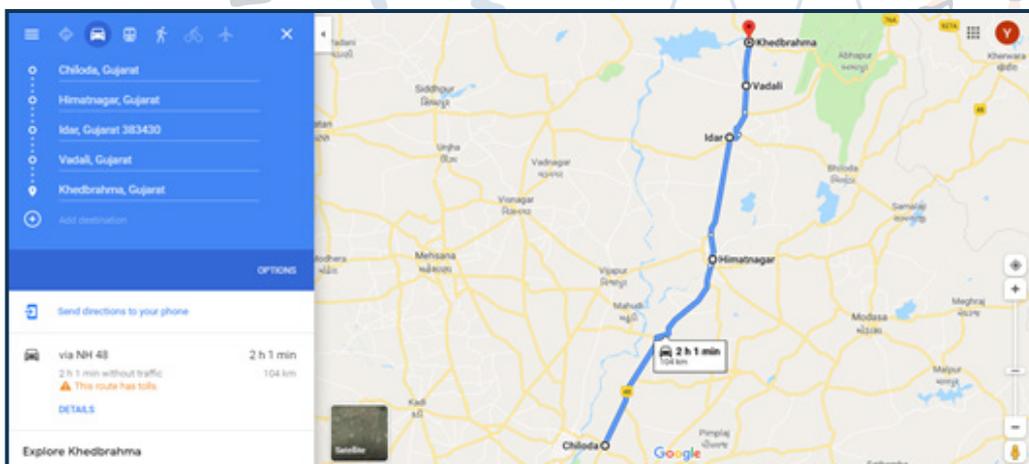
- | | |
|---|-----------------------------------|
| a) Ahmedabad-Gandhinagar-Visnagar-Kheralu-Danta | d) Chhapi-Magarwada-Jalotra-Danta |
| b) Chiloda- Himmatnagar- Ider- Vadali- Khedbrahma | e) Adalaj - Mehsana - Visnagar |
| c) Palanpur – Danta | f) Ambaji Temple Area |

For routes a) b) c) d) and e) NEPRA decided to undertake awareness, distribution of garbage bags,, sweeping of the roads, collection of waste and disposal of waste. For route f) it was decided to carry out mass awareness and sensitisation programs along with distribution of garbage bags.

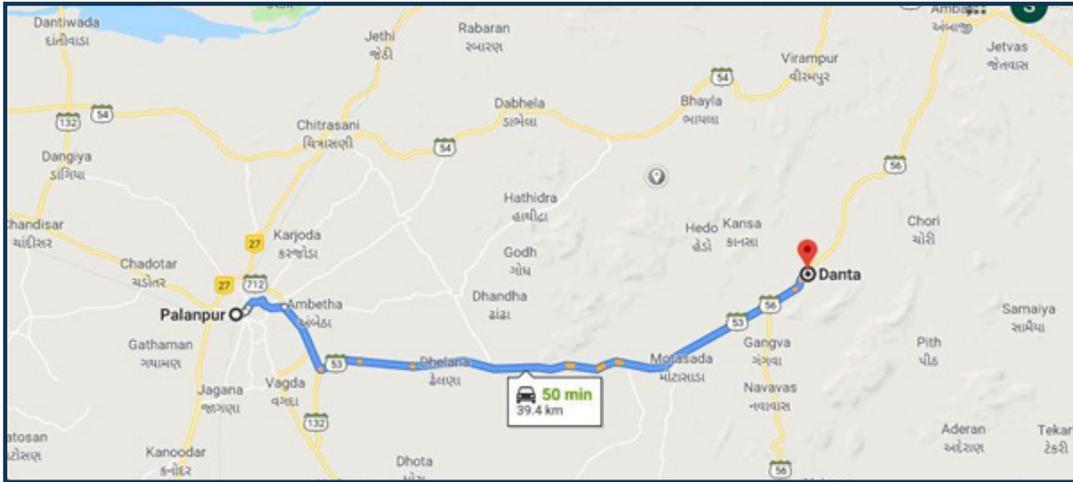
The ROUTES are mapped as follows:



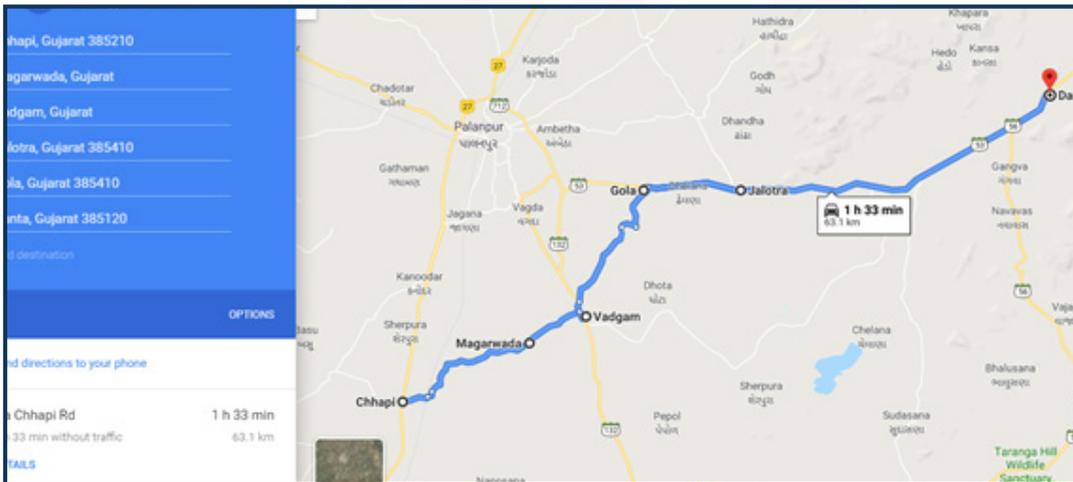
Ahmedabad-Gandhinagar - Visnagar - Kheralu - Danta



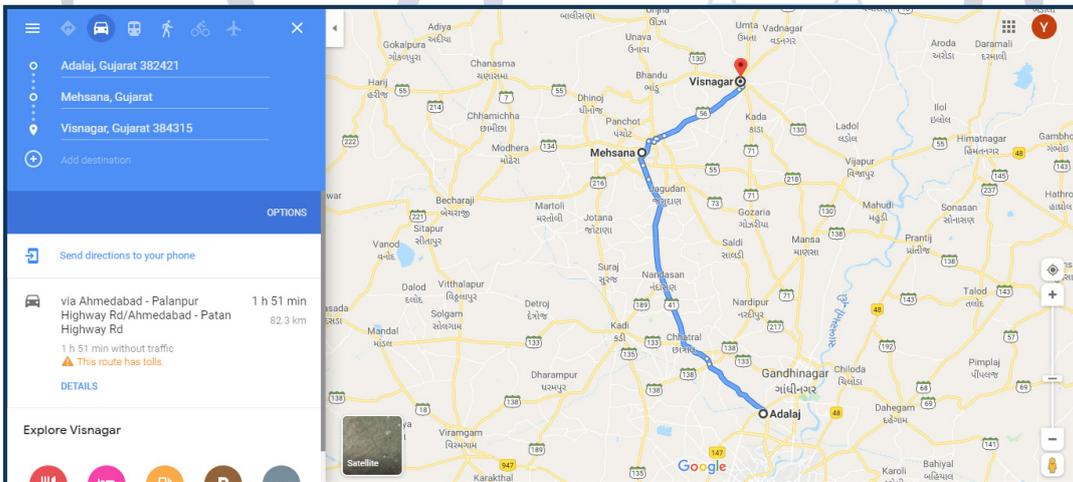
Chiloda- Himmatnagar - Ider - Vadali - Khedbrahma



Palanpur – Danta



Chhapi-Magarwada - Jalotra - Danta



Adalaj - Mehsana - Visnagar

• **Dialogue with the government bodies**

Once the routes were decided, NEPRA sent out proposals and information for the PadYatra to concerned state and local administrative bodies. The support of the state officials from Gujarat Pollution Control Board, Pavitra Yatra Dham Vikas Board, Mehsana Collector Office, Himmatnagar Collector Office and Banaskantha Collector Office needs a special mention, without which 2019 Ambaji PadYatra wouldn't be as efficient and successful.

• **Preparation of Banners, Pamphlets and Jingles for Awareness**

Awareness is the first step towards ensuring efficient disposal of waste. NEPRA chose three modes of awareness- Banners, Jingles and Pamphlets. The awareness banners used by NEPRA were unique as it not just sent out messages regarding proper waste management, but was also made out of 100% recyclable material. The jingle was thought of keeping in mind the religious affair and the festivity attached to it in mind. The pamphlets circulated by NEPRA were to ensure that the information regarding proper waste management was known by all individually. The details about the awareness has been discussed in the following section.

NEPRA **GPCB** **15 YEARS OF CELEBRATING THE MAHATMA** **સ્વચ્છ ભારત અભિયાન** **एक कदम स्वच्छता की ओर**

ક્લીન એન્ડ ગ્રીન અંબાજી પદયાત્રા - ૨૦૧૯

સ્વચ્છતા જાળવવા તમારો સાથ, સહકાર અને સહયોગ આપો

- તમારો કચરો અમને આપવા તથા ગાર્બેજ બેગ્સ મેળવવા સંપર્ક કરો ૭૨૧૧૭૪૪૦૦
- ૫૦ માઇક્રોન થી વધારે જાડાઈ ધરાવતી પ્લાસ્ટિક બેગ્સ જ વાપરો.
- સિંગલ-યુઝ પ્લાસ્ટિક ની વસ્તુઓ જેમકે ડીસ્પોઝેબલ પાણીના ગ્લાસ, થર્મોકોલ અથવા પોલિસ્ટીરોનની ઘાળી, વાટકા, ચમચી, કાંટો અને બાઉલ નો ઉપયોગ ટાળવો.
- તમારો સૂકો કચરો તમને આપેલી કાળી થેલીમાં અથવા કચરાપેટીમાં જ ફેંકવો.
- ભીનો કચરો રસ્તાની એક તરફ જમીન માં દાટી દેવો.

સ્વચ્છતા ત્યાં પ્રભુતા | સ્વચ્છ ભારત અભિયાનમાં ભાગીદાર બનો | પર્યાવરણ બચાવો

Pamphlet Design & Content
Courtesy NEPRA

NEPRA **GPCB** **15 YEARS OF CELEBRATING THE MAHATMA** **સ્વચ્છ ભારત અભિયાન** **एक कदम स्वच्छता की ओर**

ક્લીન એન્ડ ગ્રીન અંબાજી પદયાત્રા - ૨૦૧૯

આપણે પોતાની સડક-ગલીઓ વગેરેને ગંદા નહીં કરવા જોઈએ.

સડક અને જાહેર સ્થાનો પર કચરો ફેંકવો નહિ

સ્વચ્છતા ત્યાં પ્રભુતા | સ્વચ્છ ભારત અભિયાનમાં ભાગીદાર બનો | પર્યાવરણ બચાવો

Banner Design & Content
Courtesy NEPRA

NEPRA **GPCB** **15 YEARS OF CELEBRATING THE MAHATMA** **સ્વચ્છ ભારત અભિયાન** **एक कदम स्वच्छता की ओर**

ક્લીન એન્ડ ગ્રીન અંબાજી પદયાત્રા - ૨૦૧૯

પ્લાસ્ટિક્સ, ઘાતુઓ, કાગળ... રિસાઈકલ કરીને ઉપયોગી ચીજો બનાવી શકાય છે.

ભીનો કચરો અને સૂકો કચરો અલગ કરીને કચરાપેટીમાં નાખો

સ્વચ્છતા ત્યાં પ્રભુતા | સ્વચ્છ ભારત અભિયાનમાં ભાગીદાર બનો | પર્યાવરણ બચાવો

Banner Design & Content
Courtesy NEPRA

As Part Of The Awareness Campaign, Nepra Incorporated Awareness Banners Of The Swachh Bharat Missio



Banner Content

Courtesy Swachh Bharat Mission



Banner Content

Courtesy Swachh Bharat Mission

Since the pilgrims sing many devotional songs and chants, NEPRA prepared a jingle. The jingle made was given a folk touch, to make it catchy. The jingle was song dedicated to Ma Ambe, giving out a message of cleanliness.

The lyrics of the jingle curated by NEPRA were as follows:

Chorus:

પ્રેમ થી બોલો જય અંબે
જોર થી બોલો જય અંબે
હોશ થી ચાલો જય અંબે
જોશ થી ચાલો જય અંબે

Solo:

જગજનની માં જન જનની
આશ પુરે સૌ ના મનની
પણ રાખે શરત એક દર્શનની...
જુએ સ્વચ્છતા એ જીવનની...

Chorus: જય અંબે...

Solo: કચરો જ્યાં ત્યાં ન ફેંકો...

Chorus: જય અંબે...

Solo: સ્વચ્છતા ને આપો ટેકો...

Chorus: જય અંબે...

Note 1: Mentioning about NEPRA's role with basic do's and don't's

માં ના દર્શને જનારા આપ સૌ ભાવિક ભક્તોને જય અંબે...
યાત્રા દરમિયાન ખાણી પીણી હોય કે અન્ય પ્રવૃત્તિ, કચરો થવો સ્વાભાવિક છે, પણ ઓછા માં ઓછો કચરો થાય એવો પ્રયત્ન તો આપણે કરી જ શકીએ. સાથે સાથે સુક્કા અને ભીના કચરાને અલગ કરવાનું પણ યાદ રાખીએ. ભીના કચરાને જમીનમાં દાટી દઈ એના પર માટી દાબી દઈએ અને સુક્કા કચરાને કચરાની થેલીમાં ભેગો કરીએ. યાદ રહે કોઈ પણ કચરો બાળવો નહિ, અને સુક્કો કચરો જમીનમાં દાટવો નહીં. કચરો ભરવાની થેલી વિનામૂલ્યે મેળવવા તથા આપની પાસે ભેગા થયેલ સુક્કા કચરાના નિકાલ માટે અમને ફોન કરો 72111 74400 એટલે કે (બોતેર એકસો અગિયાર સાતસો ચુંમાલીસ ઝીરો ઝીરો) પર, અથવા તો નજીકના સેવાકેન્દ્ર પર કચરો ભરેલી થેલીઓ આપી દો. નેપ્રા તરફથી નમ્ર અપીલ... આપની યાત્રા સુખદ રહે, માં આપની મનોકામના પૂર્ણ કરે...

Note 2: Rules about waste disposal and usage of plastics, by GPCB, Swacch Bharat Mission and Ambaji Trust

માં ના દર્શને જનારા આપ સૌ ભાવિક ભક્તોને જય અંબે...
યાત્રા દરમિયાન આટલી વસ્તુઓનું ખાસ ધ્યાન રાખીએ. કોઈ પણ કચરો ક્યાંય ફેંકવો નહીં કે બાળવો નહીં. ભીના કચરાને રસ્તાની એક બાજુ જમીનમાં દાટી દઈ એના પર માટી દાબી દેવી. સુક્કો કચરો કચરાથેલીઓમાં એકત્ર કરી એનો યોગ્ય જગ્યાએ નિકાલ કરવો. સરકાર શ્રી ની નવી પોલિસી પ્રમાણે 50 microns થી જાડી પ્લાસ્ટિકની થેલીનો જ ઉપયોગ કરવો. સિંગલ યુઝ પ્લાસ્ટિક જેવા કે ડીસ્પોઝેબલ પાણીના ગ્લાસ, થર્મોકોલ અથવા પોલિસ્ટાઈન ના થાળી-વાટકા-બાઉલ-ચમચી-કાંટાનો ઉપયોગ ટાળવો. આપની યાત્રા સુખદ રહે, માં આપની મનોકામના પૂર્ણ કરે.

ગુજરાત પોલ્યુશન કન્ટ્રોલ બોર્ડ, સ્વચ્છ ભારત અભિયાન તથા અંબાજી ટ્રસ્ટ તરફથી જનહિતમાં પ્રસારિત...

• Training of workers and on-ground supervisors:

Workers and sweepers who comprise of the Bottom of the Economic Pyramid (BOEP) of the waste management sector were hired on a contractual basis. They were trained to use masks, gloves and sweeping tools and were briefed as to how to maintain the roads clean. For the 15 days that they were hired, their food, stay and shelter was taken care by NEPRA and they were paid on a daily basis. NEPRA saw Ambaji PadYatra 2019 as an opportunity to create employment for those who are unemployed. On field supervisors were trained as to how to use the technology devised for the yatra such as geo-location and the app created to record the quantity of garbage bags distributed on various routes.



Labourers were trained to use gloves and masks while sweeping and collection of waste

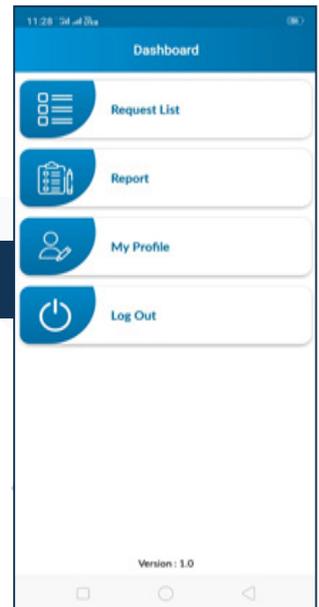


The labourers were given a sense of identity by associating them with NEPRA. They were given customised t-shirts for the same and NEPRA ensured that all volunteers regardless of job hierarchy wore the same t-shirts. The labourers were given due respect for the work.

Technology Intervention:

NEPRA created a mobile application to keep a track of garbage bags distributed and the amount of dry waste collected on different routes. The supervisors were trained to use the application, to add data when they issue garbage bags and collect waste.

Screen Shot of our mobile app



Allocation of vehicles and responsibilities

Allocation of vehicles, assigning workers and supervisors to each, was planned and decided well in advance, and a trial run was carried out to get the workers, drivers and supervisors familiar with the routes.

Trial run for the vehicles to familiarise the drivers and supervisors with the routes



“ There are few things certain in life – one is death, second is change and the other is a waste. No one can stop these things to take place in our lives. But with better management we can prepare ourselves to reduce the odd impact of waste created and reduce the chances of getting these waste dumped at landfills ”

NEPRA carried out the cleanliness drive for AMBAJI PADYATRA 2019 from 3rd September to 17th September, 2019.

This year Bhadaravi Poonam was on 14th September, 2019.

The statistics below help one understand the magnitude of the event:

Logistics Data		
Sr. No.	Type	Qty.
1	Small Vehicles	20+
2	Large Vehicles	10+
3	Labourers	100+
4	Supervisors	15+
5	Garbage Bags	62000+ pieces
6	Banners	700+
7	Pamphlets	50,000+

STEP 1: AWARENESS AND SENSITISATION ACTIVITIES

The first step was to ensure that all the stakeholders of the PadYatra were aware of the cleanliness drive. Our Awareness team made sure that all the Seva-Kendras (both mobile and fixed), Sanghs and municipalities on the routes decided were well aware. Banners and jingles emphasising on efficient waste disposal and management were distributed. A list of Do's and Don'ts' of waste management was printed on pamphlet which was circulated widely. The Awareness activities of NEPRA started a week before the actual PadYatra began. NEPRA approached different Sanghs walking pre-hand, explained to them about proper waste disposal and distributed garbage bags.

BANNERS: Every banners designed had a unique message about waste disposal rules and also projected NEPRA's contact number for issuing garbage bags and for collection of waste. The banners were made from 100% recyclable material. The banners were displayed roadside on different routes, at Seva Kendras and on NEPRA's vehicles.

JINGLE: The jingles were played at Seva Kendras approached. It was circulated on field with pen drive and on whatsapp.

PAMPHLET: The pamphlet that was circulated with the dos and donts to Seva Kendras, Sanghs, shops along the routes and Padyatris.

Our volunteers spoke to each head of the respective Seva Kendras, requesting them to:

- 1) Collect Dry Waste in Garbage Bags Provided
- 2) Call on the number given for pick-up of waste
- 3) Play the jingle at regular intervals
- 4) Display the banner and pamphlets at their stalls for awareness
- 5) To not burn waste
- 6) Bury wet waste on one side of the road, due to its bio-degradable nature.

A Few Pictures Of The Awareness Campaign:



Making Sanghs aware about the dos' and don'ts' and distributing garbage bags a few days prior to their walk.



Banner being put on a mobile Seva Kendra and fixed Seva Kendra



Banner being put on a mobile Seva Kendra and fixed Seva Kendra



Banners being displayed on vehicles of supportive citizens such as auto-drivers and banners displayed on roadside.



Volunteers conducting awareness activities and distributing pamphlets

STEP 2: DISTRIBUTION OF GARBAGE BAGS, SWEEPING OF ROADS, COLLECTION AND DISPOSAL OF WASTE

- NEPRA's supervisors were trained to issue garbage bags to different Seva Kendras and Sanghs, to attend phone calls for further issuing and for pick-ups based on geo-location.
- The supervisors post issuing bags to a particular entity will make a record of it on the mobile application devised by NEPRA.
- NEPRA's vehicles also continued to ply over the routes to ensure all the waste is lifted.
- The supervisors also got the waste lifted immediately in 30 minutes of a call or message with geo-location.
- The small vehicles lifted the waste from the respective locations and unloaded the bags at a common point, from where the waste was loaded to big vehicles (EICHER).
- The big vehicle transported the recyclables to NEPRA's Material Recovery Facility and the non-recyclables to the cement factories for co-processing.



Distribution of garbage bags



Collection of waste and loading of waste to be sent to MRF

The waste-pickers and sweepers ensured that the routes travelled are maintained spick and span. They were given the right toolkits to ensure not just the cleanliness of routes but also, self-hygiene.



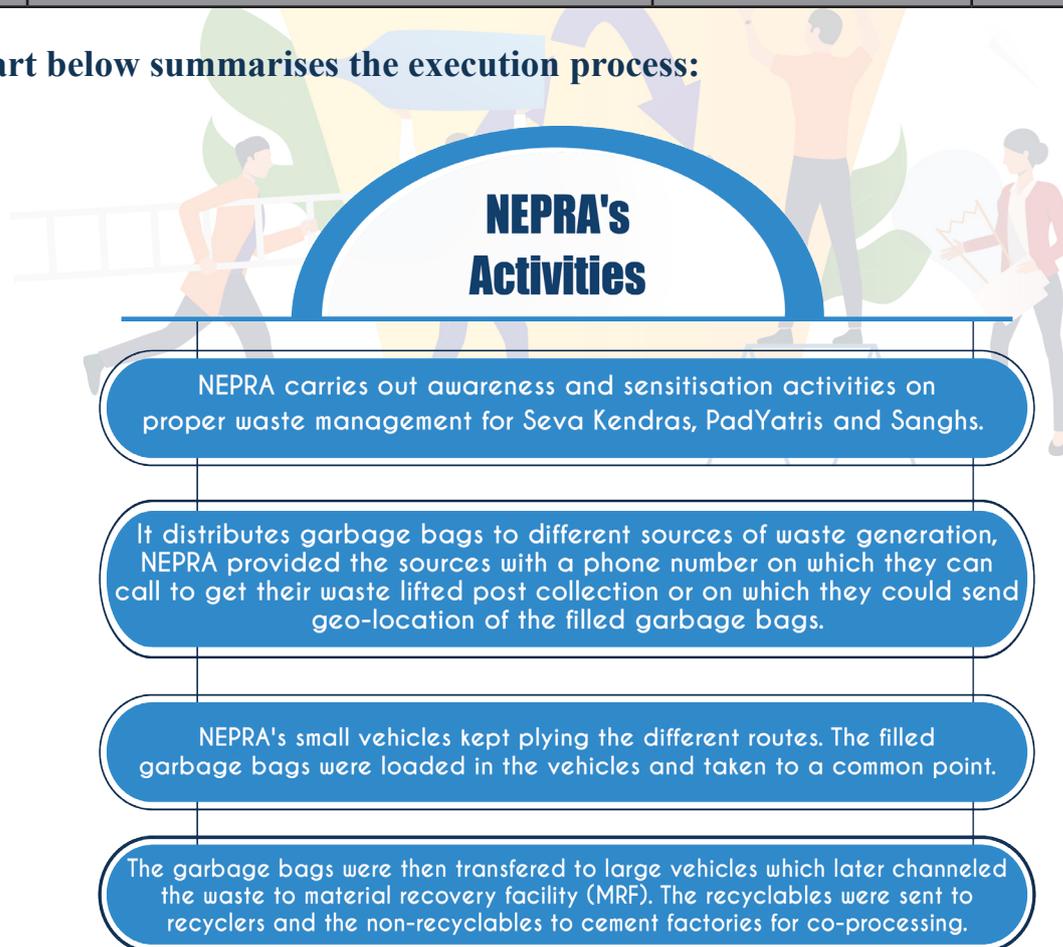
STEP 3: ENSURING ZERO WASTE TO LANDFILL

Once the big vehicles were sent to the Material Recovery Facility, the fate of the waste collected was decided- NO WASTE REACHED THE LANDFILL.

The waste was sorted and segregated. The recyclables were treated and converted into shreds, sent for recycling and the non-recyclables were sent to cement factories for co-processing. Below is the data of the waste collected:

Dry Waste Collected			
Sr. No.	Materials	Weight (tons)	Percentage
1	Different types of Plastics	9.6	19.62%
2	Different types of Papers	12.04	24.61%
3	Refuse Derived Fuel	27.28	55.76%
Total:		48.92	

The chart below summarises the execution process:



CONCLUSION

2019 marks Gandhiji's 150th birth anniversary. Thus, NEPRA's Clean and Green Ambaji PadYatra, 2019 has been a tribute to his ideology and mission. NEPRA has taken the onus to ensure cleanliness and do its bit to contribute towards environmental sustainability and to improve the environmental health. NEPRA realises that each step towards environmental well-being is vital in today's time. Thus, by aligning the Ambaji PadYatra to Swachh Bharat Mission, it hopes to do its bit and have a positive impact.

NEPRA realises the importance of Gandhiji's quote **"The earth, the air, the land and the water are no inheritance from our forefathers but on loan from our children. So we have to hand over to them"** and works towards ensuring a cleaner and greener planet for future generations.

The Ambaji PadYatra has been a great success. NEPRA has contributed holistically and positively to the waste management sector;

- Before and during the PadYatra, NEPRA has successfully impacted 25+ lakhs individuals, making them aware about efficient waste management and pro-waste management behaviour.
- NEPRA has ensured that the routes in concerned are maintained clean, by ensuring its regular sweeping, collection of dry waste from roadside and burying wet waste.
- NEPRA has cut down the amount of pollution by promoting recycling behaviour that has led to less, almost nil incidences of burning of waste.
- NEPRA has helped mitigate emissions equivalent to 64MT of CO₂
- NEPRA has hired people from Bottom of the Economic Pyramid for the duration of the Yatra, empowering them by giving them an identity, belonging to an organisation and ensuring their economic well-being.
- NEPRA has helped save 2,20,495 kWh of energy.
- NEPRA has successfully collected 48.92 tons of waste and channelled the recyclables to recyclers and the non-recyclables for co-processing.
- NEPRA has achieved its mission of making Ambaji PadYatra 2019 a Zero Waste to Landfill event.

THE OUTCOME

Environmental Impact

64

Metric Tons Of CO₂ Equivalent Emissions Mitigated

2,20,495

Tons Of Energy Saved

From Energy Saved Imagine what all can be done



We can run 1000 TVs for 2750 hrs



We can run Laptops for 3675 hrs



We can run 10,000 LED Bulbs for 2756 hrs

The outcome was calculated using United States Environmental Protection Agency (EPA)'s tool named Waste Reduction Model (WARM).

IMPACT MATRIX

600+ km of roads ensured to be clean and green

Impacted 100+ bottom of the economic pyramid workers of waste management

Engaged 350+ Fixed Seva Kendras and 200+ Mobile Seva Kendras

Distributed 62000+ Garbage Bags.

Collected 48.92 Tons of Dry Waste

64 Metric Ton of Co₂ Equivalent Emission Eliminated

2,20,495 kWh of energy saved

Over 17lakh+ Citizens Sensitized About Proper Waste Management Methods

Recycled 21.64 tons of dry waste

27.28 non-recyclable waste successfully sent for co-processing

A FEW GLIMPSES OF THE CLEAN AND GREEN PADYATRA

THE WASTE MENACE



Littering of waste due to no proper waste disposal arrangements.



THE PROCESS



NEPRA's on-field activities: Awareness drives (on-field volunteers & collaterals), Sweeping of roads, Collection of waste and Sending the collected waste to MRF.



THE RESULT



Behavioural change in people. People started segregating waste and ensuring that one puts the waste in a bin.



Littered waste was collected and the roads were swept on a regular basis, maintaining "Swachhta".



Before and After



Before and After

