Waste Warriors
Reduce Re-Use Recycle

Ward 21 - A Model Ward in Dehradun

2019-20 Project Report by

Outreach & Partnerships Team

Waste Warriors Dehradun

Supported By: LAL Family Foundation

In Partnership With: Uttarakhand UEPPCB
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ABOUT WASTE WARRIORS

● Founded in 2012, Waste Warriors is a solid waste management NGO and registered society. We work through a combination of direct action initiatives, awareness-raising and community engagement programs, local advocacy, and long-term collaborative partnership with various government bodies and civil societies.

OUR MISSION

● Our mission is to develop sustainable solid waste management systems by being a catalyst for community-based decentralized initiatives in rural, urban, and protected areas, and to pioneer replicable models of waste management, innovative practices in awareness and education, and to formalize and improve the informal livelihoods and stigmatized conditions of waste workers.

Our Link With UN’s Sustainable Development Goals

The Outreach & Partnerships team at Waste Warriors is focused on empowering residential and business communities to adopt collaborative, responsible, and sustainable practices in their lives, which in turn is directly linked to the UN SDGs 11, 12, 13, and 17.

● Behavioral transitions towards SDG 12 is done through awareness campaigns that help citizens and business owners take responsible steps to manage solid waste. These efforts, in the form of door-to-door awareness, group workshops, community meetings, and waste collection systems, all leads to SDG 11, to build healthier and more sustainable communities that recognize the importance of SWM.

● On a city level, these efforts reduce mixed waste generated at households, and reduce the load on overburdened municipal systems and overflowing landfills. Our efforts in collecting dry waste, and composting organic waste, all combine to help reduce greenhouse gases produced if these types of waste were otherwise burnt or dumped. The impact of our efforts reflects under SDG 13, climate action, and citizens are taught to take on this responsibility.

● Lastly, we believe in building strong and long-term partnerships between local authorities and marginalized and underserved communities. The efforts under SDG 17 are a key component of our work.
WASTE MANAGEMENT IN DEHRADUN:

Dehradun has always faced continuous challenges to improve its waste management systems, and the result of a lack of source segregation, composting, dry waste collection, and waste processing has led to large amounts of mixed waste, unsightly street litter, overflowing bins, choked drains, and a whole lot more. In 2019-20, our Outreach and Partnerships team focused on developing Dehradun's first Model Ward. The intention is to show this city that it is possible for entire communities to change and make a difference. Our flagship initiative began in Ward 21 (MKP) at Dehradun's centre, with an estimated residential population of over 8500.

OUR INITIAL CHALLENGES

1. Ward 21 is both residential and commercial, resulting in huge undocumented amounts of waste generated daily.
2. The ward's segregated waste bins, for dry or wet, do not work due to the lack of awareness to use them correctly.
3. The lack of awareness of segregating waste at source results in mixed waste dumped in the municipal bins.
4. More than a dozen community municipal bins are placed in the ward, and most of them were regularly overflowing.
5. Garbage collection was extremely irregular and poorly timed with no information on when it would arrive.
6. Drains within the ward regularly become choked with waste, like plastics.
Local Community Leaders

Nandi Arya
Nandi has been living in Dehradun for the past 45 years and has always been involved in community development, but was unaware of the importance of waste segregation. Today, she wants to pass on what she has learnt over the years to as many people as possible. She is one of our most active community representatives and has directly raised awareness amongst hundreds of people in Ward 21.

Manju Arya
Manju has been raising awareness on waste for a while now. What brings a smile to her face is when she sees her 4 and 6-year-old daughters use the right dustbins to throw their waste. She admits that behavioral change has been quite a challenge over the years but she is happy to say that she and the people who worked with her have managed to bring about change. She feels proud to have accomplished the role of a responsible mother, wife, daughter-in-law and a good human being.

Rohan Chandel
Mr. Chandel is the Ward Councillor for Ward 21 (MKP) and is very keen on solving waste management issues in this Ward. He was among the first people we approached to kickstart this initiative and he has strongly supported our efforts from the start, and has actively reached out to various citizens in the ward to promote waste segregation.

Ashish Bhagwat
Ashish loves solving problems as it gives him perspective to understand how people think and react. He acknowledges the fact that problem-solving is difficult, but once you identify the root cause of the problem, it more often than not becomes easy. This is one of the key lessons he has learnt by being on the field and is happy to have changed the mindsets of a number of citizens in his community.

Sandeep Rawat
Sandeep went from conducting awareness surveys to coordinating waste collection and monitoring for us in Ward 21. He enjoys speaking to residents and green workers about the importance of waste management. Sandeep loves everyday challenges as he sees it as an experience to learn from. As a community leader, Sandeep leads the way by following and living a sustainable lifestyle.
Sagar Mashi, Green Worker

Sagar talks to almost everyone he collects from and his go-to line is “Didi agar aap alag alag karenge kachre ko, toh dustbin bharega nahi jaldi aur hum agey sukha kachra recycling bhi karenge”. He is very passionate about this work, especially for composting. He is assigned to work with a Nagar Nigam truck to collect dry waste in Ward 21, and he understands the importance of this service. He feels proud to be part of this initiative that contributes to making India a cleaner place!

Ankita Chamola, Assistant - Outreach & Partnerships

For Ankita, Ward 21 used to be a route she generally took to reach work. Now it is a place she gets to visit every day to follow her passion for waste management and to explore and understand her city like never before! She works with residents who have never thought of waste as something to be disposed of responsibly, let alone segregated. She believes it is certainly rewarding when she sees results!

Sulagna Sivprava, Associate Manager - Outreach & Partnerships

Sulagna joined the Waste Warriors family in September 2019, and it’s been a great journey of learning, unlearning and letting go of many old habits to become more earth-friendly! Her primary focus is to explore new ways to reach out to a wide range of stakeholders. She also designs engagement programs with the goal of making it more strategic, organized, and engaging. For her, working in waste management is more than just a job, it’s a lifestyle.

Naveen Kumar Sadana, Manager - Outreach & Partnerships

Naveen has been associated with Waste Warriors for the last 3 years and has played a pivotal role in addressing new challenges and onboarding newer communities. He has reached out and built strategic partnerships with multiple government departments year over year, which has proved to be beneficial in enhancing our program delivery, awareness, recognition, and credibility.

Chirag Mahajan, Communications Manager

Chirag has worked for Waste Warriors since 2017, first in Dharamsala and then in Dehradun. With a strong background in multimedia design and communications, he has supported the Outreach & Partnerships team to effectively use their communication channels to engage a wide range of stakeholders. The team’s implementation efforts have benefited from his innovative awareness designs, videos, reports, and a whole range of multimedia creatives for communities.

Avinash Pratap Singh, Chief Executive Officer

Avinash has been involved with Waste Warriors and its mission in different capacities in the fields ranging from Project Management, Training, Consultancy, to Strategic Organizational Development. Today, through the guidance of his mentor, Jodie, Avinash is now the Chief Executive Officer and works on restructuring the project management to have better systems in place for data-driven decision-making and impact assessment.

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Our Team

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Model Ward: Our Objectives

1. To transform Ward 21 into a model for community-based effective solid waste management.
2. To raise awareness and change behaviours to transform the way informed citizens think about their waste as a resource, and focus on responsible disposal.
3. To reach 100% source segregation of waste and enable regular and seamless collection in partnership with Nagar Nigam Dehradun and its SWM contractors.
4. To train and support residents of Ward 21 to adopt sustainable alternatives to compost their food/garden waste at homes.
5. To ensure participating businesses and market complexes practice source segregation and incorporate best practices of waste management for their business and their customers.
6. To empower and destigmatize waste workers and help build a sense of pride towards their work.

Model Ward: Our Strategies

1. Build a strong relationship with Nagar Nigam Dehradun and on-board them as resource partners for the Model Ward program.
2. On-board active citizens and community representatives with the goal of building community awareness and engagement and ensuring on-time collection.
3. Conduct 360-degree awareness programs that focuses on the journey of waste from its source and ties it into the current scenario of Dehradun’ solid waste management.
4. Provide accessible and cost-effective solutions to manage household organic waste and also reduce the improper disposal of recyclable waste.
5. Develop flexible solutions for households and commercial establishments where conventional programs cannot be implemented.
## Model Ward: Our Impact

<table>
<thead>
<tr>
<th><strong>HOUSEHOLDS PARTICIPATING</strong></th>
<th>Ward 21 residents are now actively segregating and handing over their recyclable waste.</th>
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<tbody>
<tr>
<td><strong>AWARENESS EVENTS</strong></td>
<td>In which residents from RWAs and colonies learnt about SWM best practices.</td>
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<td><strong>TRAININGS AND WORKSHOPS</strong></td>
<td>Detailed training programs conducted on SWM for institutions and organizations.</td>
</tr>
<tr>
<td><strong>AREA BEAUTIFICATIONS</strong></td>
<td>College volunteers and school children helped beautify dirty walls and informal dump sites.</td>
</tr>
<tr>
<td><strong>BUSINESSES TRANSFORMED</strong></td>
<td>Shops in the high-footfall MDDA market complex now segregate their waste.</td>
</tr>
<tr>
<td><strong>1500</strong></td>
<td></td>
</tr>
<tr>
<td><strong>26</strong></td>
<td></td>
</tr>
<tr>
<td><strong>20</strong></td>
<td></td>
</tr>
<tr>
<td><strong>100</strong></td>
<td>Active residents who are taking charge of waste management in their areas.</td>
</tr>
<tr>
<td><strong>24</strong></td>
<td></td>
</tr>
<tr>
<td><strong>20</strong></td>
<td></td>
</tr>
<tr>
<td><strong>1500</strong></td>
<td></td>
</tr>
<tr>
<td><strong>75</strong></td>
<td></td>
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- Empowering citizens to segregate
- Using art for awareness
- Collaborating with institutions
- Collecting dry waste from households
## Our Achievements

<table>
<thead>
<tr>
<th>Serial</th>
<th>Activity</th>
<th>Proposed Target</th>
<th>Achieved</th>
</tr>
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<tbody>
<tr>
<td>1</td>
<td>Total Households Reached in Ward 21</td>
<td>1,700</td>
<td>1,500</td>
</tr>
<tr>
<td>2</td>
<td>Continued engagement with households in previous RWAs/Colonies</td>
<td>3,106</td>
<td>3,106</td>
</tr>
<tr>
<td>3</td>
<td>New RWAs/Colonies added (approx: 300 families per RWA/Colony)</td>
<td>-</td>
<td>8</td>
</tr>
<tr>
<td>4</td>
<td>Programs with Nagar Nigam</td>
<td>5</td>
<td>10</td>
</tr>
<tr>
<td>5</td>
<td>Programs with other stakeholders</td>
<td>5</td>
<td>3</td>
</tr>
<tr>
<td>6</td>
<td>Building ‘Swachata ke Sipahi’ (active citizens group)</td>
<td>100</td>
<td>100</td>
</tr>
<tr>
<td>7</td>
<td>Community and Organizational Awareness Events</td>
<td>25</td>
<td>26</td>
</tr>
<tr>
<td>8</td>
<td>SWM trainings and workshops</td>
<td>25</td>
<td>24</td>
</tr>
<tr>
<td>9</td>
<td>Clean-up drives and beautifications</td>
<td>25</td>
<td>20</td>
</tr>
<tr>
<td>10</td>
<td>Commercial establishments managing waste responsibly</td>
<td>50</td>
<td>65</td>
</tr>
<tr>
<td>11</td>
<td>External trainings and workshops attended by project team</td>
<td>-</td>
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Testimonials

Ritu Gupta - Swachhata Ki Sipahi (Active Citizen)

"I have been living in Dehradun for the last 34 years of my life. Throwing garbage and littering on the streets had become quite common in the last decade, but I am happy that it is gradually reducing. Because of your awareness programs, people have now started to see waste in categories of organic, recyclable and hazardous; earlier there existed no such distinction in people's minds. I have even started to carry my dry waste back home when I travel.

Collection of waste has really ensured that we continue our efforts at segregating, because now we know that it is being recycled and not dumped. I see that a lot of people have even started to compost. Sitting at our homes at this age, we can't do much, but segregating waste and composting make us feel like we are doing something for the environment. It's very satisfying!"

Praveen Gulati - Manager - MDDA Fun & Entertainment City

"I feel very happy to be a part of this initiative by Waste Warriors. The thing that I like the most is that you have trained our maintenance staff and attached a waste-picker to collect waste from the premise. This is something I have never seen or thought of. It makes me happy that someone is benefiting from the waste we produce and it's not going to be dumped somewhere.

I still feel that there are many problems within the premise with regard to cleanliness, but we are now confident that Waste Warriors will help us in solving those and I am really looking forward to the day when we will be one of the cleanest commercial establishments in the city. I would really like to thank Waste Warriors for transforming the place into a clean complex."

Rohan Chandel - Ward Councillor, Ward 21 (MKP)

"I was elected as the councilor of Ward 21 only last year and it's my first term as an elected leader. Unmanaged waste is a menacing issue and I wanted to work actively on it, from the time I took charge. I am very thankful and happy to have had Waste Warriors as a partner to bring about this change through their awareness programs and collection service. It's a very beautiful feeling to see your city go back to what it was! I urge all other ward councilors to take this up as priority and work towards waste management in their wards.

Together we can make Dehradun a cleaner and greener city. Right now I am proud of the fact that ours is the only ward out of the 100 wards in the city that practices effective waste segregation and management."
Children play a major role in any community-based intervention. They are the ones positioned to become responsible adults with the potential to bring systematic changes to better our society.

We organized a model for a ‘Young Warriors Club’ in Ward 21 to directly engage children and their parents, helping them understand the various aspects of waste and where it comes from, and what responsible consumption means in order to reduce waste at an individual level.

We are hopeful this initiative will help us engage with the entire community to bring about a better understanding of waste and further help the people of Ward 21 adopt a sustainable lifestyle!

This Club module is now being developed into a downloadable format that any community across India can use as a tool to build awareness and teach children.

The composting component of our waste management training sessions was really well received by residents in Ward 21, as well as by several groups outside the ward and across the city.

When Nagar Nigam Dehradun organized a meeting on waste management responsibilities for residential communities and commercial bulk generators (those who generate 100kg+/day), we were humbled to be invited to share our views on waste management, to promote proper disposal of different waste categories, and to provide information on accessible and cost-effective solutions to start at-source and on-site composting.

We then started a campaign called "Turning Garbage into Gold", where we taught different ways and methods of composting food waste to 30 participating families. We were also grateful to conduct 3 SWM awareness programs with NCC Cadets, Clement Town Cantonment, and Rotary Club Dehradun, and to conduct 2 workshops on composting with Tehri House Club, (with 30+ IAS participants), and with 40 ‘Green Champions’ from IndusInd Bank, who had partnered with Centre for Environmental Research & Education.

We now have a groups of active citizens who are composting. They also organize workshops to bring their neighbors on board!
The first Swachh Colony Awards in 2019, initiated by Dehradun Smart City Ltd., was created to recognize and award organizations, institutions, and Resident Welfare Associations (RWAs) who have taken active measures to manage waste in their community.

Waste Warriors has been working extensively on awareness and providing end-to-end solutions for waste collection with 35 RWAs over the last two years.

Three of those RWAs, namely Kewal Vihar Welfare Society, Siddharth Paradise, and Indian Institute of Petroleum bagged the top three positions. The Outreach and Partnerships team worked hard with all three societies to promote source segregation and waste collection.

From tailoring shops to fast food corners to CA firms, to 75 unique commercial spaces, the MDDA Fun & Entertainment City market complex is at the heart of Dehradun. It’s one of the most frequented malls in Ward 21 with a large footfall. They struggled with waste management and overall area cleanliness.

It was important for us to intervene because shops and commercial establishments generated most of the bulk waste and were unaware of waste management practices, which contributed to Ward 21’s open waste dumps and Dehradun’s landfills.

To curb this, we worked with and distributed dry waste collection bags to all 75 shops and also assigned a waste worker to do regular collections at the end of each day.

The positive response to our methods to manage waste has been overwhelming and we have gained significant insights into running waste management programs with commercial establishments, which we will use as we expand into other wards going forward.
Stronger Government Partnerships

Dehradun Municipal Corporation (Nagar Nigam)

Nagar Nigam is the statutory body to ensure cleanliness and sanitation within the city. Our relationship with Nagar Nigam Dehradun has evolved and strengthened, and they have entrusted us with more responsibilities over the years. For instance, we were allotted a separate vehicle for dry waste collection in Ward 21 without having to bear operational costs.

We conducted multiple trainings with bulk generators and other ULBs, and were an implementation partner for their various pan-city environment related campaigns such as ‘Human Chain’ and ‘Plastic Ghar Wapsi Abhiyan’ with 40 schools in the city. For the upcoming year, we are in talks to take on the responsibility of IEC and waste processing for five wards in Dehradun.

Uttarakhand Forest Department

Uttarakhand Forest Department and our Outreach & Partnerships team have been collaborating over the last three years on cleanliness campaigns. Last year, we were successfully able to achieve the long-pending petition of fencing the Jakhan Forest, which was being used as an informal dumping ground. This move will help protect the local ecology and biodiversity.

We have also been official partners with the Forest Department for their annual tree planting festival ‘Harela Parv’ and held training workshops in their office on ‘proper mechanisms for waste disposal’. On India’s 73rd Independence Day, we were felicitated by Sh. Jai Raj (PCCF/HoFF of Uttarakhand Forest Dept) for our work towards conserving the environment.

Urban Development Directorate (Uttarakhand)

UDD (UK) is an autonomous state agency for urban planning and development control, and implements and regulates schemes like Swachh Bharat Abhiyan (SBA-Urban) and National Urban Livelihood Mission. We were invited by UDD as resource persons for SBA implementation training for 100+ representatives from UK’s 92 ULBs. We shared the various components of waste management from IEC to operating a Material Recovery Facility (MRF). We organized a site visit for ULBs attendees at our MRF for a first-hand experience to understand how to plan and execute a holistic waste management program in their municipality.
Composting at the CM House

With the support of Uttarakhand Irrigation Dept, we helped the CM residence create a whole system to be a zero waste campus. We conducted a composting workshop and helped a team construct and maintain three composting pits at the residence of Uttarakhand CM Shri. Trivendra Singh Rawat.

We were also surprised to learn that even the flowers which people bring as a token for the CM do not go into the garbage bin but are rather reused as incense sticks.

These composting pits continue to be maintained and help the CM residence compost their leftover food and garden waste.

Cleanup with CM on World Environment Day

On the World Environment Day, we hosted a clean up drive near Kargi Chowk, with Nagar Nigam, PCB, other NGOs and volunteers. Over a hundred people were there, including a JCB that was cleaning up Bindal river. The Uttarakhand CM and the Mayor of Dehradun attended this event and took time to participate in the cleanup (as seen below).

The clean up drive was hosted at Kargi because it is the primary garbage transfer station of the city. We worked together with govt. stakeholders to help spread awareness and highlight the urgent need to address Kargi’s current situation of open dumping and its hazardous effects on the Bindal river.

Awareness at Gandhi Park

Gandhi Park is one of Dehradun’s major landmarks and is considerably crowded on any given day. We have been organizing our community and outreach programs here with various active citizen groups, NGOs, volunteers and Nagar Nigam. Since 2015, we’ve also been the park’s waste management partner on behalf of Nagar Nigam.

Dry leaves are one of the main sources of organic waste in the park, and when they are burnt, which used to happen often in Gandhi Park, they contribute to pollution levels in the city. To prevent such pollution we, along with the support of Nagar Nigam, Rotary Club and other partners, established dry leaf composting enclosures. These enclosures ensured that the leaves were not burnt but were converted into compost which could now be used as garden compost. As of today, we manage 12 such enclosures and guide and train people on composting.

IAS Officers at USHA Colony

With the support of LFF, our O&P team has worked with officials and departments on SWM, especially plastics, for the last 3 years. It’s quite clear that everyone, regardless of their position in society, generates and deals with waste on a daily basis. When agencies like PCB ask us to host sessions on waste management for their staff, we take this opportunity to help officials and their staff to understand the importance of SWM and how to apply it in their own lives, in office and at home.

This is how we were able to start our awareness programs in colonies where the IAS, PCS, and other officials reside. USHA colony and Tehri House, among others, are colonies where we have conducted such sessions. We use this kind of community outreach to spread our message of source segregation, composting, and overall cleanliness amongst those who have considerable influence in society and the government.
1. **Inability to claim, sort, and process the recyclable waste collected in the ward:**
   Chennai MSW Pvt. Ltd. (Ramky Group) are Nagar Nigam’s contractors for waste collection and management for Ward 21, and for 69 wards in Dehradun. The driver and assistant for the waste collection vehicle is employed by and allocated to the vehicle by the contractor. Our team did not have access to the collected recyclable waste from communities that we engaged and organized. This recyclable waste was partially recovered by the contractor’s employees, but a lot of it still went to the landfill at Sheeshambada plant. Instead, it could have been processed at our material recovery facility.

2. **Lack of a regular dedicated vehicle for recyclable waste collection in the ward:**
   Our strong relationship with the Nagar Nigam assured us access to and the ability to coordinate a waste collection vehicle to pick up source-segregated recyclable waste from various communities. However, there were days when the vehicle could not be sent due to various reasons, including a lack of dedicated drivers and assistant, which then caused challenges in terms of pick-up logistics and consistency. This lead to trust issues with the some community members on whether or not we could deliver what set out to do.

3. **Excessive Procedural Work:**
   We regularly found active citizens to take on the task of ensuring timely and informed collections in their communities. But we found that it was a challenge for CMSW waste collection vehicle operators to share a consistent schedule, which meant the active citizens could not coordinate a timely collection from all participating families. As a result, this coordination task took up additional time from us. We could have used that time to conduct more community workshops or onboard more households in newer areas which we have not reached yet.
Since 2017, we’ve worked with 40+ RWAs/colonies and engaged thousands of individuals and families. Our model ward program, the first of its kind in Dehradun and Uttarakhand, is a huge step in the right direction. The overwhelming response and positive feedback shows that its impact needs to be replicated further. We now aim to scale up and take on two more wards to transform them into successful community-based models for solid waste management. We look forward to helping community members, including children, play an active role in this program to change behaviours in their communities.

- We will aim to collect, process, and treat all the major domestic waste categories in these wards, while also promoting food waste processing through home composting and other interesting methods, including the making of bio-enzymes.
- We will build a material recovery facility that will sort and process waste collected from households and commercial establishments in these wards.
- We will focus on new design interventions beyond murals to create aesthetic and interactive spaces in these communities, which also serve as IEC and branding-building tools.
- We will expand our efforts with local government bodies who will also help facilitate our operation and effectively implement our solid waste management program in the intended communities.
- We will continue to engage communities that were part of our awareness programs last year in Ward 21 and other RWAs through regular collection of recyclable waste and via the ‘Young Warriors Club’.
- We will reach out to more organizations and institutions to conduct workshops aimed at waste management. We will also develop an SWM teaching module that can be used by people to raise awareness.
- We will reach out to forums and platforms that carry out discussions on efforts aimed at building sustainability and mitigating climate change.
- We will focus our communications efforts to feature our community-driven waste management stories across traditional media outlets and social media platforms.
The Outreach & Partnerships team at Waste Warriors Dehradun extends our sincere thanks to the Lal Family Foundation for supporting us in our efforts. With your help we are making huge strides towards showing this city and India that it is possible to bring about systematic and behavioral change in individuals, families, communities, and private and public institutions.

As a result of your support, our family has now grown to a 8000+ stronger community of aware and responsible citizens in various colonies and organizations in Dehradun, of which 80% are also segregating their waste and helping to keep Dehradun clean.

We hope to continue our mission to raise awareness on the dangers of waste pollution and the importance of waste management, change behaviours, engage municipal systems, and empower communities. We will do our best to ensure that as many households and businesses as possible understand their responsibilities towards their waste and will segregate, compost, and encourage their family and neighbors to do the same.

We thank you for helping us make a difference in the lives of the citizens of Dehradun, and for supporting our vision of a cleaner India.

Naveen Kumar Sadana
Manager, Outreach & Partnerships
Waste Warriors Society, Dehradun
I Am A
WASTE WARRIOR
I Segregate My Waste!

DRY / RECYCLABLE  WET / ORGANIC

DRY WASTE / सूखा कुड़ा
- Plastic Packets
- Glass Bottles
- Plastic Bottles
- Tetra Pak
- Aluminium Foils
- Milk Packets
- Egg Trays

ORGANIC WASTE / जैविक कुड़ा
- Meat Scraps
- Vegetable / Fruit Peels
- Bananas / Fruits / Vegetables
- Leftover Baked Products

Office Address:
Waste Warriors Society
136/2 Shivam Vihar,
Rajpur Road, Jakhan,
Dehradun, Uttarakhand - 248001

Waste Warriors is registered under the Indian Societies Act 1860 - 243/2012-2013
Registered Address: 24 Pritam Road, Dalanwala, Dehradun, 248001