



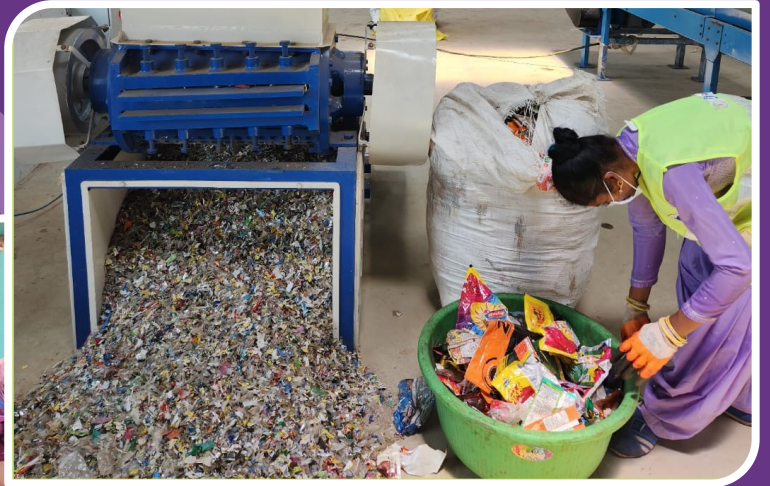
पेयजल एवं स्वच्छता विभाग
जल शक्ति मंत्रालय
भारत सरकार
DEPARTMENT OF DRINKING WATER AND SANITATION
MINISTRY OF JAL SHAKTI
GOVERNMENT OF INDIA
सत्यमेव जयते



LIFE
Lifestyle for
Environment



RURAL & URBAN LANDSCAPE FREE OF DRY & PLASTIC WASTE



HDFC Bank- Centre for Environment Education (CEE) are implementing the project 'Rural & Urban Landscape Free of Dry & Plastic Waste' in 6 Urban Cities and 3 Rural Districts across India. This initiative is designed to partner in Urban (cities and towns) and Rural (village-panchayat-block-district) areas to synergize the efforts with the Urban/Rural Local Bodies, State Pollution Control Boards, Environment, Forest and Climate Change Department (MoEFCC), Safai Mitras, Service Providers, Recyclers, Swachh Bharat Mission (SBM) and Swachh Survekshan (an initiative of Ministry of Housing and Urban Affairs (MoHUA), Ministry of Jal Shakti (MoJS) & other stakeholders to minimize negative impacts and risks to the environment and the citizen's health.

An unique initiative of
HDFC Bank-
Centre for Environment Education (CEE)

CEE

Centre for Environment Education

PROJECT BACKGROUND

The project aims to align with Stockholm 50+ beliefs addressing Nature, Climate, and Pollution. The project enables approaches and processes by enhancing sustainable non-biodegradable (dry) waste management practices. Through an interdisciplinary (different stakeholders), integrated (different processes), multifaceted (business approach), and holistic model (segregation, collection, optimizing transportation, processing, sustainable recovery, recycling, and safe disposal) the project emphasizes on the different elements of circular economy approaches: refuse, reduce reuse, recover, refurbish and recycle.

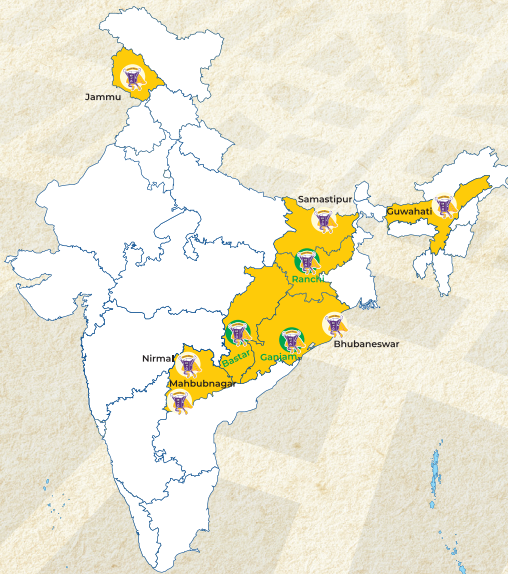
The project desires to encourage all stakeholders in the waste value chain and promote processes for improving material use efficiency, sustainable and safe environment across all forms of dry and plastics waste fractions. The project introduces innovative management systems- establishing collection and drop points in markets and cities, Plastic Lao-Thalia Pao promoting reverse logistics, and efficient digital Reverse Vending Machines collecting bottles and multi-layered plastics. Overall, it is to measure impacts (outcomes)

holistically through robust monitoring systems, including setting dashboards.

During implementation, the project along with partners brings citizens' consciousness about using plastics responsibly. The project aims to emphasize better trust and relationships between diverse stakeholders, by implementing strategies such as social mapping exercises to focus on people's knowledge, focused group discussions, mainstreaming the inclusion of informal sector performers (safai mitras, small aggregators, and informal recyclers), and amicably ensure a sustainable path ahead with the different plastics manufacturing and recycling associations i.e., Material Recycling Association of India (MRAI), All India Plastic Manufacturers Association (AIPMA), etc

The project in dialogue with proactive practitioners and policymakers addresses the use of some of the problematic or unnecessary plastics packaging and Single-Use Plastics (SUPs). This is being represented through redesign, and innovation, as a priority with stakeholders in the plastics fraternity.

PROJECT LOCATIONS



URBAN CITIES

(Samastipur, Mahabubnagar, Guwahati, Bhubaneswar, Nirmal, & Jammu)



RURAL DISTRICTS

(Ganjam, Bastar & Ranchi)

PROJECT DURATION

October 2021 to March 2025

PROJECT AIM & VISION

The project aims to promote integrated, interdisciplinary, multifaceted, dry waste & plastics recovery and recycling centers as SWACHH CENTRES. Wherein recovery, recycling and product making are intertwined in one place within adequate distances to optimize transportation costs, safety standards, product efficiencies, and better productivity during implementation.

The project attentions on 'segregation at source' as once the waste is mixed then it cannot be fixed. Sensitizing all citizens for ownership, to segregate at homes,

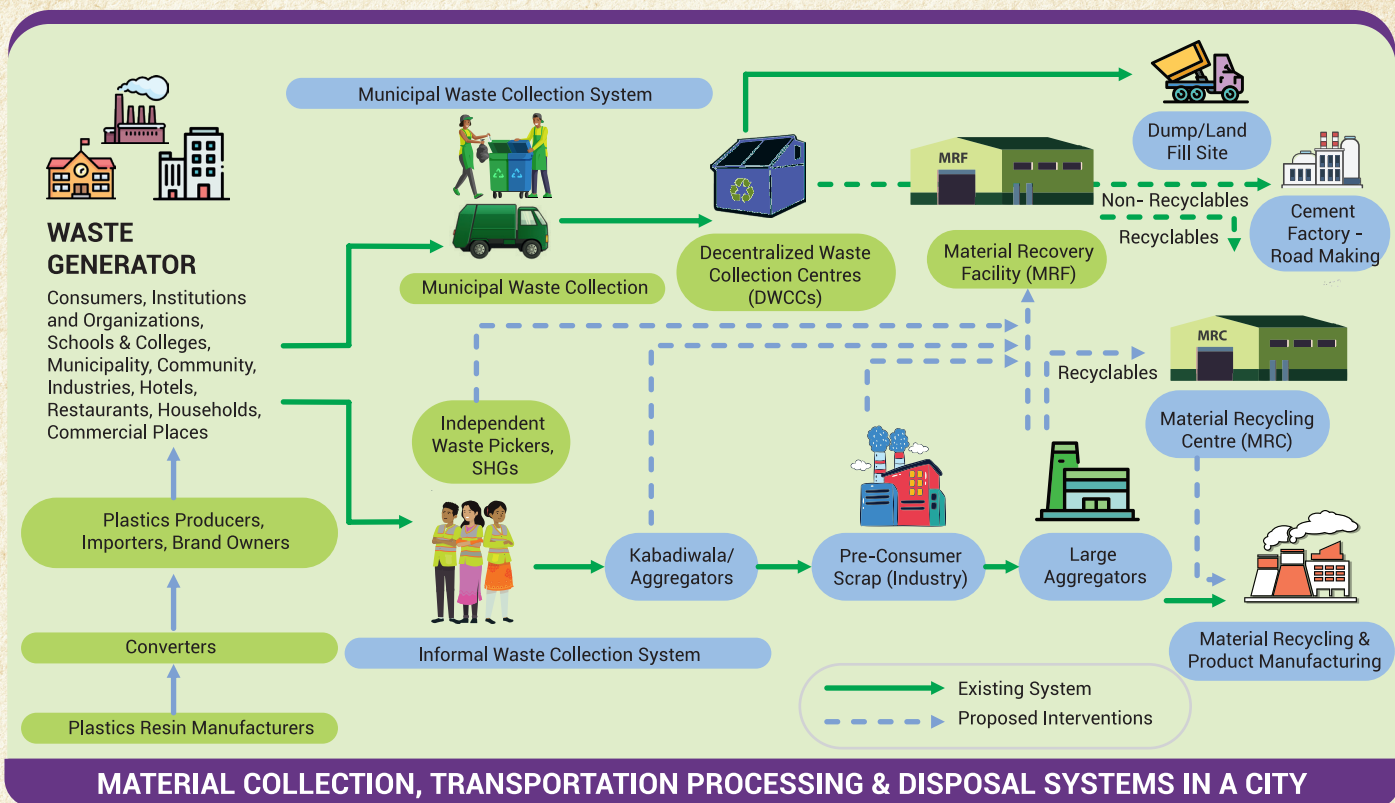
workplaces, and institutions for a low carbon economy-lifestyle as waste segregated at source is a resource.

Recyclables will be segregated through semi-automatic processes at SWACHH CENTRES, which will provide greater livelihoods to marginalized informal waste pickers & small aggregators, and reduce landfills /dumping sites. The project leverages on the Government of India's notification on Green Credits, RRR Centres, and Lifestyles for Environment (LiFE) Program.

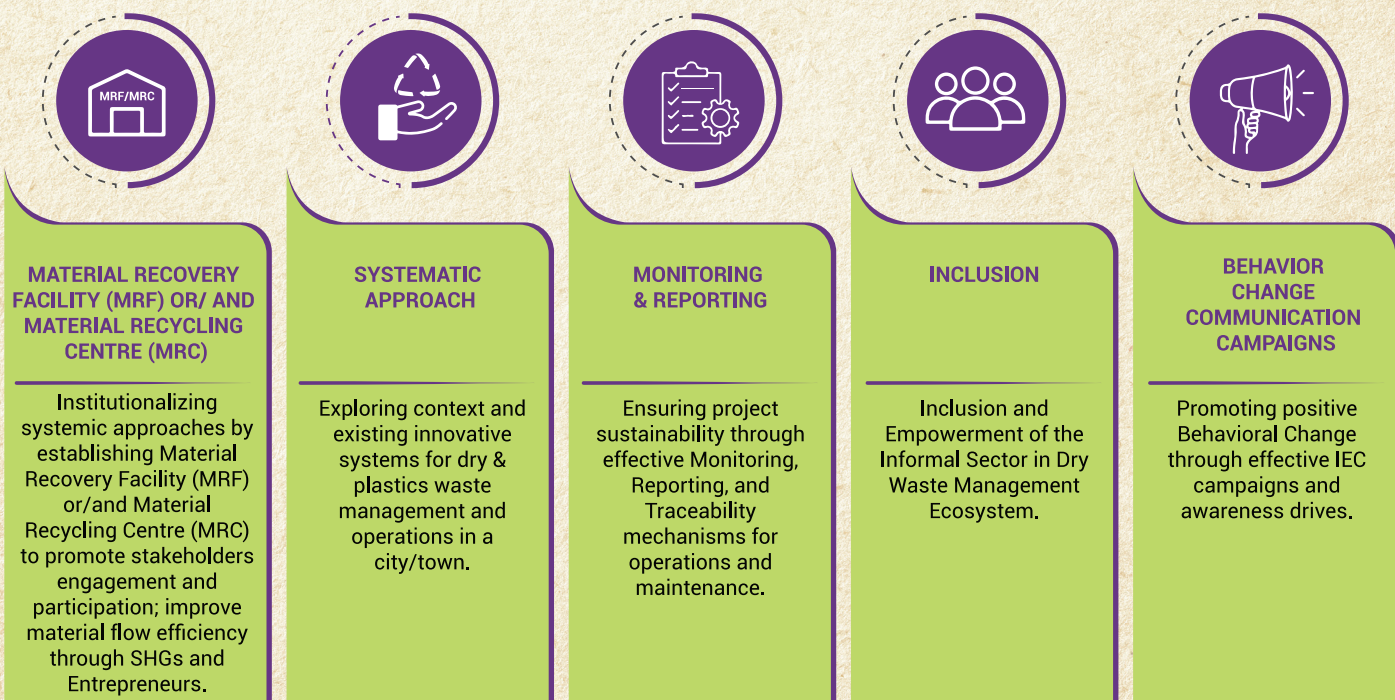
PROJECT STRATEGY

The project strategy in partnership with **HDFC Bank-CEE**, is to partner with Urban/ Rural Local Bodies/ Municipal Corporations/ Municipalities/ District Rural Development Agencies (DRDAs) for rural areas, Ministry of Housing and Urban Affairs (MoHUA), State and Central Pollution Control Boards, and Ministry of Environment, Forests and Climate Change (MoEFCC), Ministry of Jal Shakti etc. in envisaging a paradigm shift and Re-imagine the Way We Produce, Consume, and Dispose Plastics.

The project along with stakeholders develops efficient ways for material collection, segregation, transportation, processing, recovery and safe disposal systems in the city.



PROJECT KEY COMPONENTS



PROJECT STAKEHOLDERS

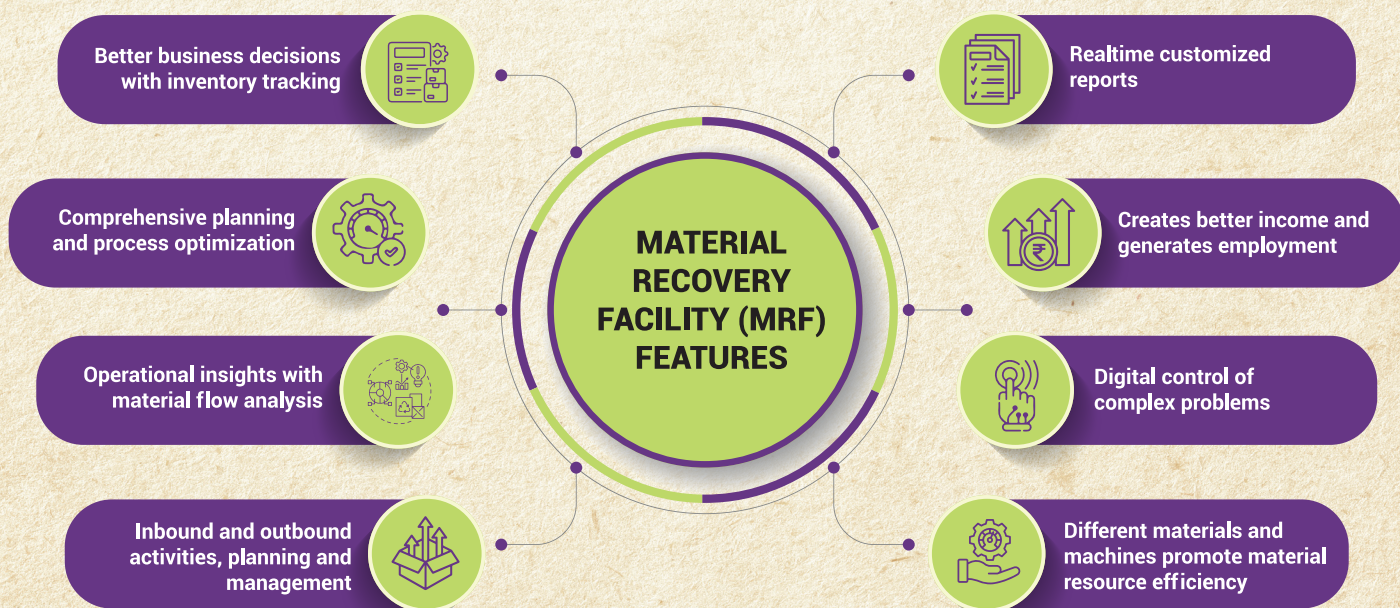
The project generates learning from a diverse range of stakeholders, donors, and corporate initiatives in the domain of waste management. The project promotes sharing of knowledge, skills, and practices to maximize & optimize costs and material use efficiency. It also encourages learning through exposure visits.



Waste at Source is a Re-Source



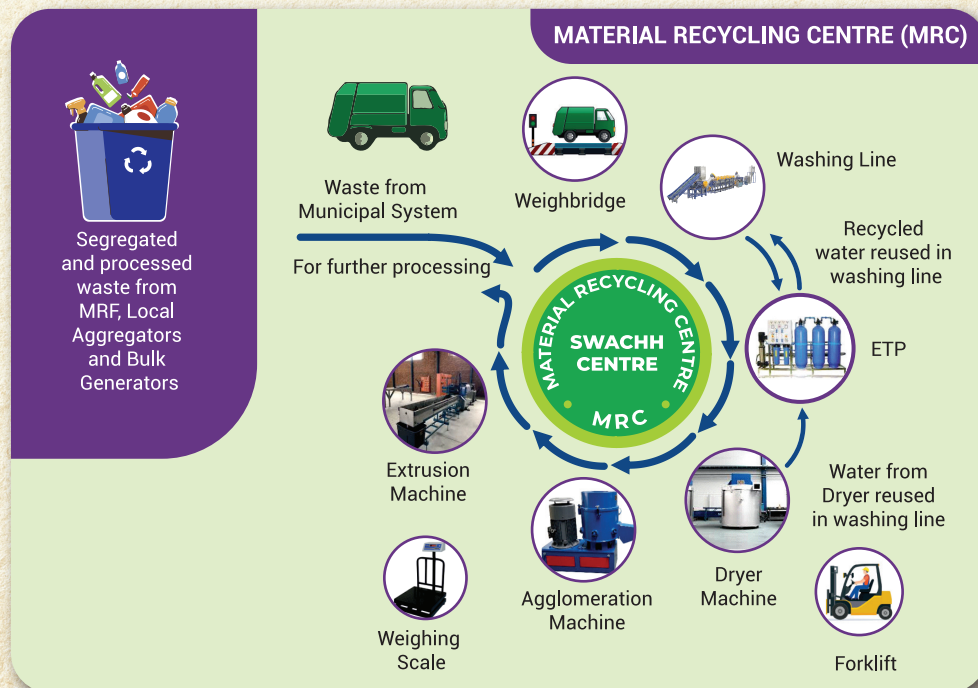
MATERIAL RECOVERY FACILITY (MRF) FEATURES



SWACHH CENTRES: MATERIAL RECOVERY & RECYCLING CENTRES

Swachh Centres (SCs) are a combination of Material Recovery Facility (MRF) or/and Material Recycling Centres (MRC) for recovering all types of dry and plastics waste materials. All collected dry and plastics waste are sourced to MRFs from City Municipal Corporations (CMCs), Waste Pickers, Implementing Partners (IPs), and other stakeholders in every city.

The MRFs enable segregation of all types of dry waste; including plastics that will add value to the waste supply chain. PET, PE, HDPE, LDPE, PVC, PS, and PP waste are mechanically bailed, shredded, etc., and supplied to recyclers (to produce pallets or other materials/ products), cement kilns (co-processing, Alternate fuels), road constructions, etc. All processes follow the SWM Rules 2016 & 2018. Different types of machinery gets installed for various operations at the MRF; movable weighing bridge, air blower machine; shredders; grinders and dry waste sorters (conveyor belts); and bailing machines.



MRCs have washing lines, dryers and effluent treatment plant (ETP). This is supplemented with extrusion machines to make different types of granules.

Both the MRFs and MRCs in the cities provides with basic amenities. This ensures better hygiene, safety, improved health & well-being of the Safai Mitras at the Swachh Centres.



Safe Drinking Water



Basic Sanitation



Sanitary Waste Incinerator



Bathing Facility for Safai Mitras



Lockers for Safai Mitras



CCTV Camera



Fire Safety

EXPECTED PROJECT OUTCOMES

- Establishment of 9 Swachh Centres across the project cities
- Enhance socio-economic conditions of more than 2000 waste-pickers (50% women) while developing an economically sustainable circularity approach.
- Better management of 20,000 tons of different types of dry and plastics waste in all locations including 300+ villages of the 3 rural districts of Ganjam; Odisha, Bastar; Chhattisgarh, and Ranchi; Jharkhand.
- Enhance capacities and knowledge practices of 9 waste management agencies, 100+ women SHGs, recyclers, aggregators, and related institutions.
- Checked more than 55,000 MTs of CO₂ emissions during the duration of the project.
- Empower communities' practices in the plastics ecosystems for taking better ownerships and responsibilities to address Circular Economy systems.
- Establish better sustainable models in the cities in partnership with the Urban Local Bodies (ULBs) and District Rural Development Agency (DRDAs).
- Set up a systemic approach in rural areas for waste management in line with SBM Grameen 2.0.

MAINSTREAMING SUSTAINABLE DEVELOPMENT GOALS



Increased incomes, access to services and opportunities for Safai Mitras



Empowering women Safai Mitras through inclusion & improved livelihood creation



Minimization of waste to landfills, reduction in greenhouse gases, marine litter, and safe handling of waste



Circular economy of waste, innovation and technology, energy recovery and promoting extended producer's responsibility



Partnership's alliances, engagement efficiency and efficacy at every level.



ABOUT CEE

Centre for Environment Education (CEE) was established in the year 1984 as a Centre of Excellence under Ministry of Environment & Forest and Climate Change Government of India, working in the field of environmental education and education for sustainable development. CEE is presently engaged in anchoring programmes on sanitation, dry & plastics waste management both in rural and urban areas in India. Engaged in building knowledge and capacities of civil society in extended producer responsibility (EPR) in plastics and other sectors. CEE is an internationally acclaimed institution in the field of EE, Education for Sustainable Development (ESD), and anchored the GEF Small grants of UNDP for nearly 20 years, in promoting 400+ hands-on action projects through civil society in Climate Change, Biodiversity Conservation, Land degradation, Waste and Chemicals and International waters. CEE has a pan-India presence and its head office is in Ahmedabad, Gujarat.

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