



## Sahastradhara:

*A Zero-Waste Tourist Destination Program*

# WASTE WARRIORS

REDUCE RE-USE RECYCLE

2nd Quarter Progress Report  
(October - December, 2019)

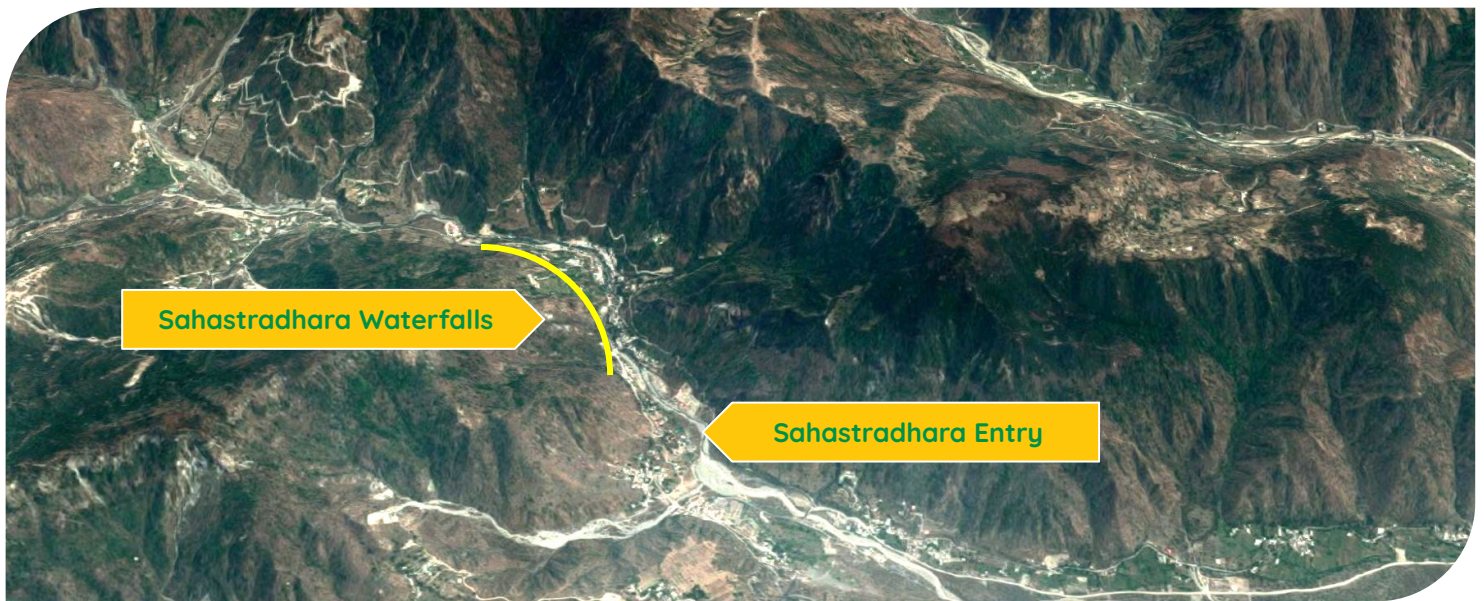
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## Sahastradhara - Reaching Zero Waste



Our goal for Dehradun's Sahastradhara is to transform it into a zero-waste tourist destination. We're working on SWM services, public awareness-raising and community engagement programs. We want everyone who comes there, lives there and works there to understand the importance of keeping these waterfalls clean and free from littered, dumped, and burned waste. Each person can become aware of the impact of individual actions on sensitive ecosystems, and we're working to help them make better choices for a cleaner future.



With the support of Make My Trip and after the interventions of the Sahastradhara team of Waste Warriors, a lot of aspects of the area have changed positively till December 2019. Earlier, there was no proper facility for waste collection and disposal. One would find waste everywhere, from dirty lanes, to small black spots at each corner and overflowing dustbins. Now, with the help of community members, volunteers from different colleges and corporates, and our own Green Workers, we have cleaned up many of these areas. Local community members are becoming more aware, with the primary challenge still being generating awareness amongst the floating tourist population.



## Key Stakeholder Engagement

- We had approached UK Tourism Dept. to provide us land for establishing a Dry Waste Collection Centre (DWCC). They had an abandoned hotel near the ropeway which they had allotted to us temporarily. They instructed us to contact the Gram Panchayat to get land for a more permanent DWCC.
- We approached the newly elected Gram Pradhans of two Sahastradhara villages, Karliguard and Dhanaula. The Karliguard Gram Pradhan has allotted us around 500 sq ft of land for establishing our DWCC, and we are still in talks with Dhanaula's Gram Pradhan to provide us land for composting.

## Solid Waste Management Operations



We've setup the remaining 20 dustbins at the start of this quarter, completing our target of 50. We have covered the entire area under the project and all the dustbins are within the reach of tourists. We also regularly change the locations of dustbins strategically so that we are covering every area as needed.



We have covered all the 100 establishments in our project area, and are now doing so with the help of two cycle rickshaws that are driven by our Green Workers. Due to the off-season, there are only a few businesses that are still open and currently daily waste collection is minimal, averaging 25kg recyclables and 150kg wet waste with non-recyclables.

## Better Public Dustbins



## Door-to-Door Collection





## Solid Waste Management Operations



Karliguard Gram Panchayat gave us a new place to establish our DWCC. This is around 500 sq ft of land available under an existing building, and by the riverside. We are currently using our temporary DWCC facility provided by the tourism department and will transition to the new centre after its construction and repair work is complete.

## Dry Waste Collection Centre



## Community Awareness & Outreach



We installed a 'Do's and Don'ts' signboard of size 6ft by 8ft. The board is installed near the bus stop and lists the key points for tourists to do and to avoid doing to help keep this area clean.


- With the help of local artists, volunteers from DIT, Graphic Era, Doon University, local community members and Green workers, we painted murals of 180 sq ft in size on 3 walls with awareness-raising messaging. Our first phase of murals targets the main market area since most tourists gather around there.

## Awareness Sign Boards & Murals





## Clean-Up Drives

 We conducted 6 clean-up drives this quarter - 12th Oct, 9th and 16th Nov, and 2nd, 4th, and 21st Dec. These drives included a diverse range of people, from local community members to students from DAV PG college, Graphic Era, IMS Unison University, Doon University and DIT, volunteers from IT park and few volunteers from Griffith University, Australia.

→ In all our clean-up drives we also conducted awareness-raising through our canopy set-up and IEC materials. We targeted black spots and areas where our Green workers cannot reach on a daily basis. We collected around 1000 kgs of waste altogether. Our last one was a mass clean-up where 60 people participated along with locals and was covered by the Times of India.

THE TIMES OF INDIA

### Doon NGO clears 200kg waste from Sahastradhara

TNN | Dec 22, 2019, 04:26 AM IST



## Q2 Progress (Oct-Dec) - By The Numbers:

6

Activities	Targeted	Achieved	Pending
Door-to-Door (IEC, sack distribution, collection)	100	100	0
Metal Public-use Dustbins (chained)	50	50	0
Awareness-raising signboards	12	9	3
Swachhta ke Sipahi (active members)	20	5	15
Events with DMC/Local Bodies	2	1	1
Composting Enclosures (dry leaves)	10	-	10
Area Beautification (murals)	10	3	7
Anti-littering placards (buses and taxis)	550	-	550
Clean-Up drives (with IEC canopy)	12	6	6
Clean Business Program Enrollment	30	-	30
Community Engagement Programs	12	6	6

## Our Challenges

- Acquiring land from Gram Panchayat to install composting units has been difficult as they have less land available and their concerns are that the units will create unpleasant smells and attract more monkeys. We have a meeting on 18th Jan with Gram Panchayat members where we will explain the composting process and will assure them that there will be no foul smell from our units.
- It has been a challenge to work with the slow pace of the local government and Gram Panchayat. However, now that their village elections completed in December, we expect the newly elected heads to fast-track our requests that are for the benefit of their area.
- A key challenge has been to raise awareness amongst in a floating population area. Thankfully, due to the off-season, we are seeing a drop in tourist activities which will give us time to strengthen our signboards and dustbin placements and create murals before the on-season.
- The pace of change and ownership amongst businesses to take responsibility of their area has been slow, but we are slowly increasing the number of active supporters.

## Our Goals for the Next 6 Months

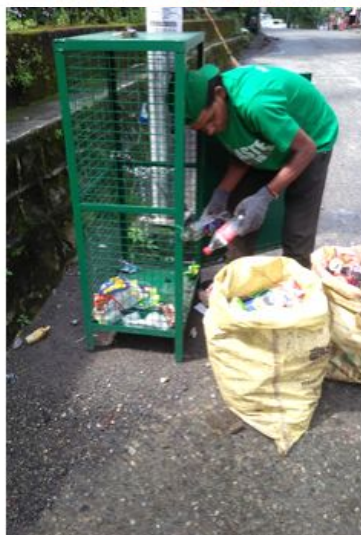
### → For Our 3rd Quarter (Jan-Mar):

- ◆ We will complete construction and repair of our new permanent DWCC on the land provided by the Gram Panchayat.
- ◆ We are going to organise an art festival with youth artists from different colleges and schools, with the help of students and locals, to promote mural art in different location in Sahastradhara.
- ◆ With the support of the Gram Panchayat, we are aiming to enroll 15 more local community members under our 'Swachhta ke Sipahi' initiative.
- ◆ With the help of our 'Swachhta ke Sipahi', we aim to enroll businesses into our Clean Business program, including initiatives to reduce all uses of single-use cutlery and plates, from plastics, to paper-foil and paper cups.
- ◆ We will install more awareness-raising signboards along the path from the bus stop to the main parking area to highlight our efforts in this high-footfall area.
- ◆ We will conduct 3 community engagement drives and 3 clean up drives.

### → For Our 4th Quarter (Apr-Jun):

- ◆ As tourist season begins, we'll start our initiative to distribute awareness-raising placards via taxi companies and city buses, targeting tourists before they come to the area. This is part of an effort to increase our 360° IEC signage, from the transport to the entry points to the locations and businesses.
- ◆ We will conduct 3 community engagement drives and 3 clean up drives.
- ◆ We will end the project year's initiatives by organising a large-scale event in collaboration with Sahastradhara DMC and other government bodies.





# WASTE WARRIORS

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