



WASTE WARRIORS

REDUCE RE-USE RECYCLE

Sahastradhara: A Zero-Waste Tourist Destination Dehradun, Uttarakhand

Program Q1 Report
(July to Sept 2020)

In Partnership With:

Supported By:





Sahastradhara - Reaching Zero Waste



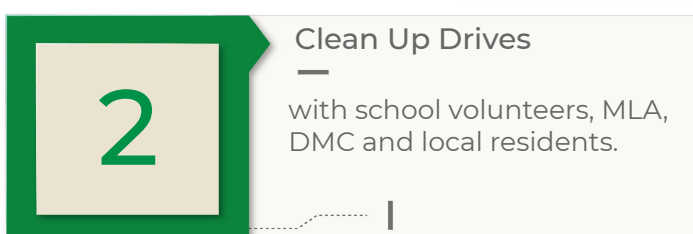
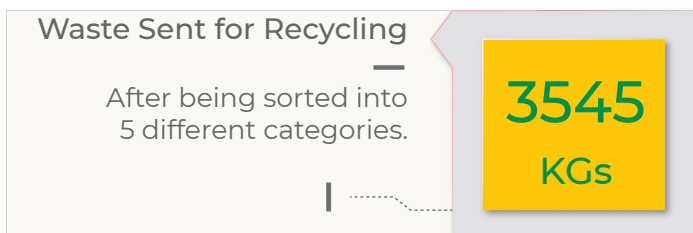
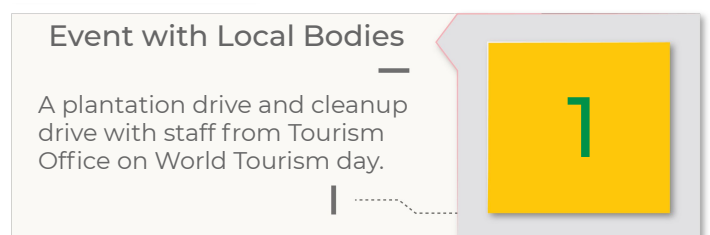
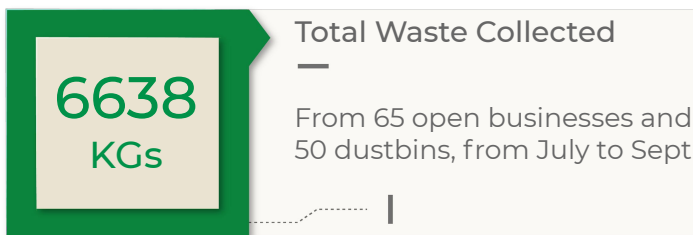
Our goal for Dehradun's Sahastradhara is to transform it into a zero-waste tourist destination. Since July 2019, we've been working to implement solid waste management services and public awareness-raising and community engagement programs to change the way tourists and local residents deal with their waste. We want to people to understand the importance of keeping these waterfalls clean and free from litter. We believe that each individual plays a vital role in keeping this area clean and we are here to help them make better choices that will lead to a cleaner area as more and more tourists arrive here.



Initially, Sahastradhara was a sight for sore eyes with no proper facility for waste collection and disposal. From dirty lanes to overflowing dustbins, one would find waste in almost every nook and corner. Now, with the support of Make My Trip Foundation and with the help of community members and volunteers, we have cleaned many such areas. With our awareness programs in place, local community members are realizing the importance of segregating waste at source. However, the main challenge still lies with generating awareness amongst the floating tourist population.

Q1 Progress - July to Sept 2020

Activities	Targeted	Achieved	For Q2	Comments
Village Enrollment	2	0	2	Will conduct enrollments surveys of 150 houses in 2 villages to start our door-to-door waste collection.
Decentralized Waste Management Centre (DWMC)	1	0	1	Submitted a letter to District Magistrate office requesting to build a temporary shed at Govt. land and the D.M. office has forwarded it to Destination Management Committee to allocate 3000 Sqr. Ft. of land to Waste Warriors for DWMC.
Total Waste Collected (in KGs)	-	6638	-	Collected from door to door collection, lane cleaning, and dustbins installed at our project location.
Awareness-Raising Signboards	3	0	3	Finalized the designs for these boards and have begun installing them in October.
Staff Training & Skill building	3	0	2	We will organise 2 training sessions with our staff on hygiene and language skills enhancement.
Events with DMC and Local Bodies	1	1	1	We will organise a stakeholder felicitation in which active citizens and shopkeepers will be awarded a certificate of appreciation by Destination Management Committee.
Area Beautification (murals)	7	0	3	We are recruiting volunteers to transform 3 identified locations/walls.
Anti-Littering Placards (buses and taxis)	550	-	150	We will be collaborating with Regional Transport Office and will distribute placards to taxis/buses coming to Sahastradhara.
Clean-Up Drives (with IEC canopy)	6	2	4	Young Warriors group in place to lead these cleanups with the help of our GW's and Supervisor.
Clean Business Program Enrollment	30	-	10	We are collaborating with Tourism Dept. and Municipal Corporation for this program and the businesses who will follow our Clean Business criteria will be subsidised in taxes by any of the respective Govt. Offices.
Community Engagement Programs	6	0	2	We will be conducting a source segregation and composting workshop with the local communities of Sahastradhara.



Local shopkeepers now help us keep Sahastradhara clean.

Our Impact in Sahastradhara

Penalty for Waste Mismanagement



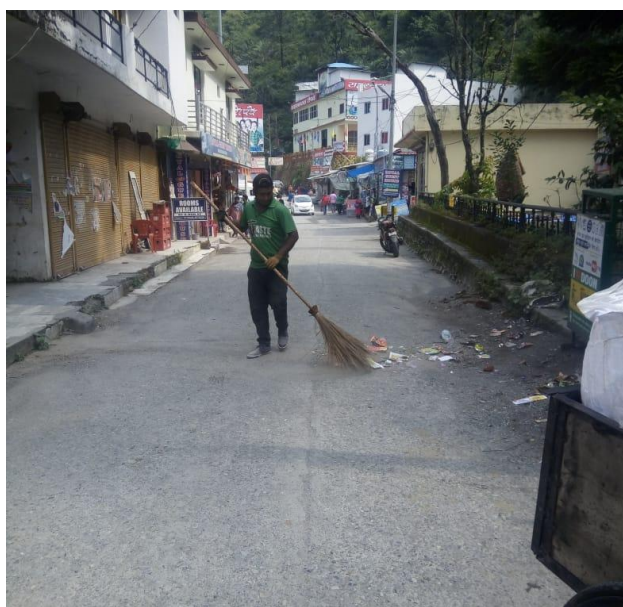
Rs.
1000

— Fine on shopkeepers for not segregating waste and for dumping/burning it.

To make Sahastradhara a zero-waste tourist spot, our Green Workers are cleaning lanes, collecting waste from businesses, and maintaining 50 dustbins installed at different places. But instead of using our services, some of the local shopkeepers are dumping their waste and making black spots in places where we have otherwise cleaned up during our clean-up drives. After repeated warnings and information about the negative impact of their actions, we took this issue to the Tourist Officer, asking him to take strict actions against these non-compliant shopkeepers.

Thankfully, the Officer immediately circulated a letter which states that all shops must have two dustbins for dry and wet waste, and the waste should be given to our team through our daily DTD collection service. No dumping or burning of waste will be entertained and a financial penalty of Rs. 1000 will be charged against such businesses per violation. This has had a big impact in the area and we are now seeing far less waste being dumped or burnt.

Intervention Impact Assessment



79.4%

— Local shopkeepers said that they segregate their waste at source.

Before our intervention in Sahastradhara, we had conducted a baseline survey of local shopkeepers about waste management at source and in their areas. They were not aware of source segregation, and most shopkeepers were burning their waste or dumping it in the river and were not aware of the negative impact of that on the water and the environment.

Our follow-up survey asked shopkeepers about our current state of waste management, and the results showed that most of respondents are now aware of and are segregating waste at source.

We believe that our intervention in our first year significantly raised awareness levels and also behavioral action on source segregation of waste and also educated local shopkeepers and villagers about the negative consequences of open dumping and burning of waste.

Our Challenges

- The lack of land was one of the biggest challenges we faced in order to move forward with our Dry Waste Collection Center (DWCC). After multiple rounds of liaising with the Destination Management Committee (DMC), the Irrigation Department and Village Panchayat, the Director of DMC has now forwarded our letter of request for land to the District Magistrate for a NO-Objection Certificate.
- Due to the COVID-19 lockdown, the ground-situation gave us very limited opportunities to conduct awareness events with the sparse floating population. However, door-to-door collection and dustbin maintenance was still operational wherever possible.

Our Goals for the Next Quarter

- 1. Taxi Placards:** As a passive awareness engagement strategy for tourists to not litter, we are planning to put up 150 awareness placards on city buses and taxis that ply from Dehradun to Sahastradhara.
- 2. Awareness Boards:** We are planning to install four big awareness boards on the way to Sahastradhara, to let tourists know that they will be entering a zero waste zone.
- 3. Painting Murals:** As part of our transformation initiatives, we are planning to paint murals by local artists who would paint 1200 sq ft. of walls in Sahastradhara. This is aimed at being both an engagement and beautification initiative.
- 4. Onboarding Villages:** We want to make decentralized waste management in nearby villages for this we will adopt two villages which comprises of 157 households. For this we will charge Rs. 50 per household as a user fees.
- 5. Decentralized Waste Management Center (DWMC) :** The file for our DWMC is now at District Administration's office for approval and NOC's, we are hoping to get all the required permissions by the end of october. This would help us to start the construction at the permitted location.

Gaining support from local MLA and community members.



We have renewed our contract from S'Dhara DMC





I Am A



WASTE WARRIOR

I Segregate My Waste!

DRY / RECYCLABLE

WET / ORGANIC

Supported By:



In Partnership With:



**THE DESTRUCTION OF A FOREST
STARTS WITH
1 PLASTIC BOTTLE.**

DO NOT LITTER!

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