



# WASTE WARRIORS

REDUCE RE-USE RECYCLE

Sahastradhara: A Zero-Waste Tourist Destination  
Dehradun, Uttarakhand

Program Q3 Report  
(January to March 2021)

*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 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.



Door-to-Door Survey and Awareness at Village Dhanola.

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. With the support of Make My Trip Foundation since 2019 and with the help of community members and volunteers, we have cleaned many such areas here.

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.

Category	Activities	Annual Target	Q1	Q2	Q3	Till Date	Target Percentage
<b>Area Transformations</b>	Clean-Up Drives (with IEC canopy)	6	2	3	7	12	200%
	Anti-Littering Placards (buses and taxis)	550	0	0	150	150	27%
	Awareness-Raising Signboards	3	0	0	12	12	400%
	Area Beautification (murals)	7	0	0	0	0	0%
<b>Waste Management</b>	Total Waste Collected (in KGs)	-	6,804	3,660	6,359	16,823	-
	Total Dry Waste sent to WWS MRF (in KGs)	-	3,687	1,678	2,881	8,246	-
	Decentralized Waste Management Centre (DWMC)	1	0	0	0	0	0%
<b>Community Engagement and Enrollment</b>	Community Engagement Programs	6	0	1	5	6	100%
	Village Enrollment	2	0	0	1	1	50%
	Clean Business Program Enrollment	30	0	0	0	0	0%
<b>Training and Events</b>	Staff Training & Skill building	3	1	0	0	1	33%
	Events with DMC and Local Bodies	1	1	0	0	1	100%
<b>Cont'd Operations from Previous Year (post-COVID lockdown)</b>	Dustbins maintained	-	50	50	46	46	-
	Businesses participating in DTD waste collection	-	-	50	82	82	-
	Active Citizens Enrolled	-	22	22	25	25	-

Our key implementation challenges:

- Area Beautification:** Due to circumstances arising from COVID protocols and restrictions, we were not able to find artists and volunteers for murals, and can only address the pending murals as conditions improve.
- Village Enrollment:** We had onboarded Dhanola village and were due for our second one in May, but due to a second COVID lockdown, we have halted this and will continue this as conditions improve.
- Clean Business Program Enrollment:** After the first lockdown, we observed that most businesses in the area had shut down. Although we had aimed to enroll businesses when the tourist season started, this second lockdown halted this plan. However, we have already been interacting near-daily with shops that were open so they are already taking good steps towards segregation and waste disposal.





We have conducted 7 clean-up drives in this quarter in which our active citizens and people from shops and villages took part. We cleaned up heavily littered black-spots and the places which our green workers found difficult to reach by themselves.

### ~800KG Cleaned Up

Dry waste collected from the different black spots and dumping areas in the area.



We have installed 150 anti-littering placards in 20 buses which ply to and from sahastradhara, and also installed 12 small anti-littering signboards with slogans aimed at the tourist population to create sense of responsibility and awareness of dustbin use.

### 150 Placards

Anti-littering placards installed in 20 buses with support from drivers & conductors.

## Waste Management



Our 5 workers with 2 rickshaws are collecting waste from 120 established businesses and from our newly adopted village, Dhanola.

### 6359 KG Collected

Waste collected in this quarter by our green workers going DTD and from clean-up drives.



Our green workers segregate the waste into multiple categories and transport it on our truck to our MRF.

### 2881 KG Recyclables

Dry waste sent to our Dehradun MRF which will be processed and sent for recycling.





We conducted community events where our focus was on community responsibility. Our Sr. Manager Naveen Kr. Sadana addressed community members and spoke of the impact of waste on their lives and gave positive solutions to overcome this impact.

## 200 People

Residents in Sahastradhara are now aware of the impact of waste, they know why it is important to segregate waste, and of its value beyond the bin.



We onboarded Dhanola village and have done community events and door to door engagements in 50 households here. We've distributed reusable waste bags and instructed them on source segregation. Each home will give Rs.50 as user fees starting from May 2021.

## 50 Households

Households are now segregating their waste and giving it to our vehicle which has reduced dumping sites in the village.

## Citizens & Business Participation



We've conducted 5 community engagement activities for shopkeepers and villagers to learn about the benefits of source segregation. We distributed waste awareness pamphlets to help them understand source segregation easily.

## 90 Participants

From residents to shopkeepers and staff, many people in these community events directly learnt how to deal with their waste and how they can help.



We are recognizing active citizens from the area, from shopkeepers to residents, and with their help we are encouraging other people to be part of this initiative towards a clean Sahastradhara.

## 25 Swachhta ke Sipahi

Active citizens were recognized for taking part in our events like clean-up, community engagement programs etc.



## Our Challenges

1. The lack of land was one of the biggest challenges we faced in order to move forward with our proposed Dry Waste Management Center (DWMC). 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.
2. 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, business engagement, and dustbin maintenance was operational where possible.

## Our Goals for Q4 (Apr-June 2021)

1. **Onboarding Bandawali Village:** We want our decentralized SWM model to be accessible by more local villages, which is why we aim to adopt Bandawali village, consisting of 100 households. Each participating household will contribute Rs. 50 as a user-fee.
2. **Dry Waste Management Center (DWMC):** The file for our DWMC is now at Sub-Divisional Magistrate's office for approval and NOC's, we are hoping to get all the required permissions by the end of May. This would help us to start the construction at the permitted location.
3. **Composting Training:** We will conduct a training for our green workers on organic composting. With the help of this training our green workers will be able to manage incoming organic waste from households and shops in this area at the upcoming DWMC, instead of sending it to designated landfills.
4. **Impact Assessment:** If the situation permits by June, we will aim to conduct a survey covering households, shopkeepers, active citizens, and other key groups to assess the impact of our work for our second year here in this area. This information will be useful to see how effective our work has been and where we can plan to make specific improvements.

Installed small awareness boards with anti-littering slogans.



Clean-up Drive with students.





# I Am A



# WASTE WARRIOR

## I Segregate My Waste!

**DRY / RECYCLABLE**

**WET / ORGANIC**

Supported By:



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

**DO NOT LITTER!**

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