



# Sahastradhara: A Zero-Waste Tourist Destination Dehradun, Uttarakhand

Program Annual Report  
(July 2020 to June 2021)

*In Partnership With:*

*Supported By:*

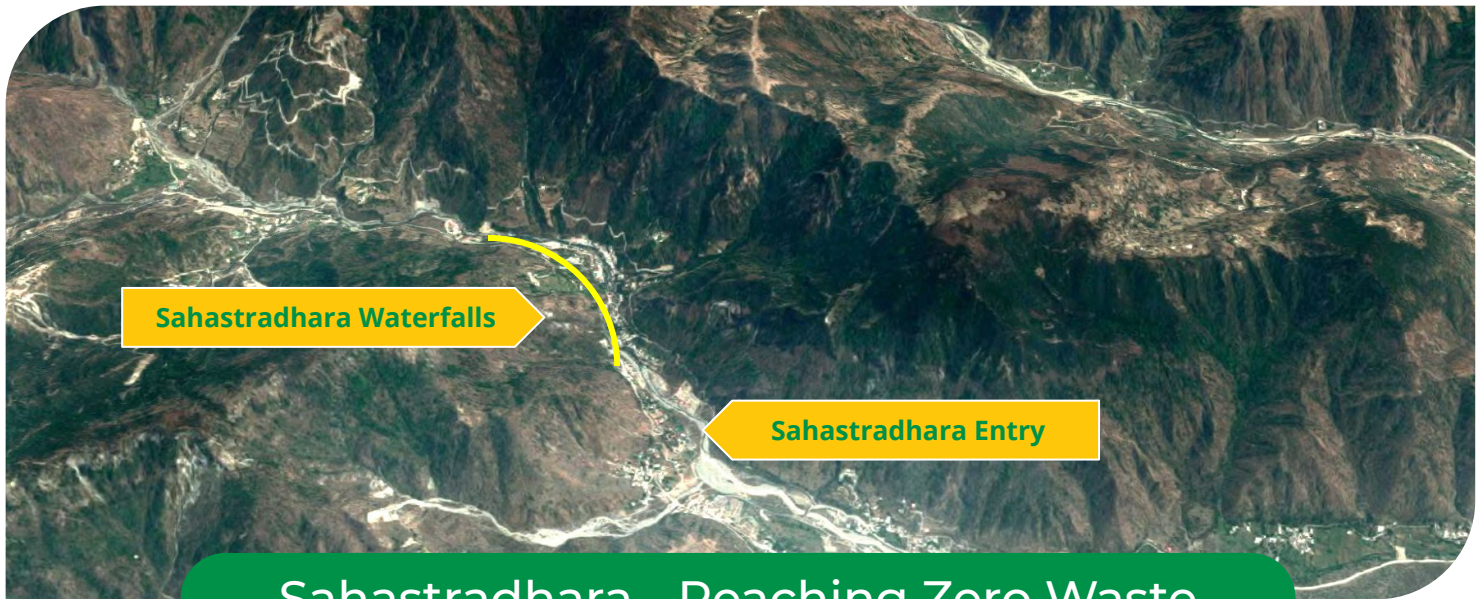




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Sahastradhara Waterfalls

Sahastradhara Entry

## 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 Surveys & Awareness in Dhanola village

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 July 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 and are supporting our efforts to help them. However, the main challenge of generating awareness amongst the floating tourist population is a task that will require the ongoing support of local communities.

# Our Partnership with MakeMyTrip Foundation



MakeMyTrip Foundation's vision is to be a catalyst for positively impacting destinations, people and the environment by promoting sustainable travel and tourism. The four pillars of their charter include inspiring responsible tourism, supporting local communities, helping maintain ecological balance, and restoring and preserving heritage. Through these they are contributing towards reducing carbon footprints, eradicating plastic pollution, and supporting local economies.<sup>(1)</sup>

Waste Warriors is a waste management organisation which began in 2010 in the littered mountains of Dharamshala with a vision to clean India. Since then, over 400 million tourists have visited Uttarakhand and Himachal where they work, so there is a need for systems to mitigate the impact of waste pollution in these eco-sensitive regions. Their team of 90 people work in Dehradun, in Dharamshala, by the Ganga river in Rishikesh, and in villages around Corbett Tiger Reserve and Govind Wildlife Sanctuary.

## Our Approach

Community Engagement & Awareness-Raising

Govt. Partnerships & Implementation Support

Direct Action & Transformation Initiatives

Collection & Processing of Waste

## Our Objectives

1. To raise awareness amongst the community on the importance of proper solid waste management and the hazards of littering, dumping, and burning of mixed waste.
2. To reduce the amount of mixed waste going to the municipal dumping ground by encouraging segregation at source from all participating community members and providing daily and affordable door-to-door dry waste collection services.
3. To minimize and prevent littered waste on roads, water bodies, trails, waterfalls, and tourist hotspots.
4. To set up and operate DWMC (Decentralized Waste Management Centre) for segregation and value addition of recyclable waste.
5. To set up a composting unit to handle wet waste (biodegradable waste) within Sahastradhara.
6. To partner with local authorities to effectively implement our initiatives, in line with SWM Rules 2016 and with Swachh Bharat Mission, Gramin.



# Our Team & Our Green Workers

## Naveen Kumar Sadana, Senior Manager - Outreach & Partnerships

Naveen has been associated with Waste Warriors since 2016 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.



## Ashish Negi, Operations Associate

Ashish is from Dehradun and worked as a Quantitative Aptitude Content Developer for an online coaching website, before joining us as a Project Associate. He takes care of on-ground implementation of the program, working directly with Sahastradhara communities and supervising our Green Workers. It's his first stint in a non-profit and he has been enjoying this change of work and the sense of purpose that it gives him.



Vijender



Sanjog



Vishal



Akash Kumar

## Community Leaders



**Anil Negi:** He has been living in Sahastradhara since birth and now owns a dairy shop. He is always coming up with new ideas and techniques to reduce the littering and burning of waste in Sahastradhara.

**Anup Payal:** He owns a restaurant and guest house in the main market area of Sahastradhara. He is very friendly and one of the most liked members in the community. He proactively organizes clean-up drives and tries to solve queries of other shopkeepers on waste management.

**Bali Dogra:** He owns a restaurant near the Sahastradhara bus-stand which is the most crowded and heavily littered spot in the area. He is also the one who takes great ownership of the area and asks tourists to use the dustbins instead of littering.



**Kamal Dabral:** He owns a fruits and vegetables shop in Sahastradhara's main market. He lived in France for the last 10 years and speaks highly of their cleanliness standards. He is very determined to bring in that level of cleanliness into Sahastradhara. His passion for the cause is unmatched and inspiring.

## Program Achievements Since 2019

Impact and Outreach			
Outreach	2019-20	2020-21	Total
Villages	0	1	1
Households	0	60	60
Businesses	120	82 (post-covid)	82
Green Workers	5	4	4
Community Participants	684	716	1400



Category	Heads	July 2019 to June 2020			July 2020 to June 2021		
		Target	Achieved	Pending	Target	Achieved	Pending
<b>Community Engagement &amp; Awareness Raising</b>	Clean-Up Drives (with IEC canopy)	12	6	6	6	12	0
	Community Engagement Programs	12	6	6	6	7	0
	Swachhta ke Sipahi	20	22	0	22	10	12
	Village Enrollment	0	0	0	2	1	1
	Anti-Littering Placards Distribution (for public transport)	550	0	550	550	150 (Bus & Taxi)	400
	Clean Business Program Enrollment	30	0	30	30	0	30
<b>Direct Action &amp; Transformation Initiatives</b>	DTD collection (HH + Business)	100	120	0	180	142	-
	Decentralized Waste Management Centre (DWMC)	1	0	1	1	0	1
	Installing and Maintaining Dustbins	50	50	0	50	50	0
	Area Beautification (murals)	10	3	7	7	1	6
	Anti-Littering Awareness-Raising Sign Boards Installation	12	9	3	3	26	0
<b>Government Partnerships &amp; Implementation Support</b>	Events with DMC / Local Bodies	2	1	1	1	1	0
<b>Capacity Building</b>	Staff Training & Skill Building	0	0	0	3	3	0



## Overall Impact Areas

	Q1 (Jul-Sep)	Q2 (Oct-Dec)	Q3 (Jan-Mar)	Q4 (Apr-Jun)	Total	Year Beginning	Year End
<b>Eradicating Plastic Pollution</b>							
Tonnes of waste collected (quarterly)	6.8 MT	3.6 MT	6.3 MT	9.9 MT	26.8 MT	13.2 MT	26.8 MT
Number of hotspots at the project site that have plastic load/ were used as waste dumping groups (quarterly)	12	10	10	3	35	35	20
% of dry waste collected and sent for recycling/re-use (quarterly)	54%	46%	45%	60%	53%	11% <i>(due to lockdown)</i>	53%
% of wet waste collected (quarterly) <i>(No composting due to lack of land/infrastructure)</i>	46%	54%	55%	40%	47%	89% <i>(due to lockdown)</i>	47%
<b>Supporting Local Economies</b>							
Number of local job opportunities/livelihoods generated - local Green Workers	4	4	4	4	4	4	4
Number of establishments supported - DTD waste collection service	120	100	82	82	82	120	82 <i>(due to lockdown)</i>
Monthly income generated from activities supported by the project (quarterly) - Sale of Recyclables and User-Fees	45,583	11,438	80,524	115,714	253,259	0	253,259
<b>Gender Inclusion &amp; Empowerment</b>							
Number of women beneficiaries - Women in households we've taught source segregation to	0	0	0	45	45	0	45
Monthly income generated for women beneficiaries from activities supported by the project (quarterly)	NA	NA	NA	NA	NA	NA	NA



We conducted community events in this area where our focus was on community responsibility. In this session we also included village community members along with shopkeepers and spoke regarding the impact of waste on their lives and gave positive solutions to overcome this impact.

### 350 People Engaged

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 60 households here. We've distributed reusable waste bags and instructed them on source segregation. Each home started paying Rs.50 as user fees from May 2021.

### 60 Families Onboard

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

### Citizens & Business Participation



We engaged with shopkeepers on the benefits of source segregation and created a sense of responsibility amongst them. We distributed waste awareness material to help them as well as tourists to understand source segregation easily.

### 120 Shopkeepers

These in-person events helped many shopkeepers learn how to deal with their waste and how they can help the area to better together.



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.

### 12 Swachhta ke Sipahi

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





We have conducted 12 clean-up drives this past year. In these cleanup drives our active citizens and people from shops and villages took part. We cleaned up 35 heavily littered black-spots and the places which our green workers found difficult to reach by themselves.

### ~2350 KGs Cleaned Up

Out of which approx. 1050 kg dry waste collected from the different black spots and dumping areas in the area.

## Area Transformations



We have installed 150 anti-littering placards in 20 buses which ply to and from sahastradhara, and also installed 12 small anti-littering signboards at the location and 10 table tents in restaurants 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.



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

### 26.8 MT Collected

Waste collected in this year by our green workers going DTDC and from dustbins installed at the location.

## Waste Management



Our green workers segregate the waste into multiple categories and transport it on our truck to our Material Recovery Facility 16kms away.

### 14.2 MT Recyclables

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





Clean-up Drive Event



Table Tents Installation



Door-to Door Collection



Sahastradhara Gram Pradhan Visits Our Harrawala MRF



Painted Anti-littering Slogans



Big Entrance Board Installation



Community Engagement Event



Villagers Clean Littered Spot



## Our Challenges & Impact of COVID

- 1. Land allocation** was and continues to be one of the biggest challenges we faced in order to move forward with our proposed Dry Waste Management Center (DWMC).

In 2019-20, the UK Tourism department gave us temporary space for waste segregation. In January 2020, the space was taken back by Tourism to initiate construction there. In March 2020, Gram Pradhan of Karligarh allocated temporary private space to our team. In July 2020 post-lockdown, the space was taken back due to private construction.

Since July 2020, our ground teams have been segregating dry waste directly on the 3 cycle rickshaws that are operating in the Sahastradhara area. The segregated waste is being in large reusable bags and given to the waste collection truck the next day for transfer to the Waste Warriors Material Recovery Facility near ISBT Dehradun, 16kms away.

The land we have requested for is 3000 sq. ft. After coordinating 19 meetings with stakeholders, including Gram Pradhan, Village Council Members, Irrigation Dept., Tourist Dept., DM and SDM, Tehsildar, Patwari etc., we are currently awaiting the final No-Objection Letter from the office of the Dehradun District Magistrate.

- 2. COVID-19 lockdown/curfews** made the situation on the ground difficult and 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. As tourists numbers have increased significantly after the second wave, the need to continue and expand awareness and engagement efforts in the area persists.

## Our Way Forward

- 1. Construction & Operations of the DWMC:**

This DWMC will enable our Green Workers to segregate waste into dry and wet waste. This will help our green workers to sort dry waste into multiple categories, and store those categories up to a point that makes the transport of it meaningful for the MRF near Harrawala. The DWMC will also prevent the wet waste from businesses and households from getting wet in the rains.

- 2. Village Enrollment:**

Although Sahastradhara is a significant tourist destination for Dehradun, the area also has 3 villages with around 164 households that we want to target, none of whom have access to a proper waste management system. We aim to continue our DTD waste collection operations in Dhanola village and engage and enroll 2 villages, namely Kishanpuri and Bandawali. We will ensure that the Gram Pradhans and villagers agree to contributing a user fees, which will amount to Rs. 9,840 per month if 100% of households are enrolled.

- 3. Clean Business Program:**

With tourist influx increasing and as tourism-linked businesses and shops open up, we aim to re-initiate our efforts to start the pending Clean Business Program which will, through its criteria based on the best practices for waste management and sustainable alternatives, promote responsible consumption and tourism amongst both businesses and tourists.



# 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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