



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

### Program Quarterly Report (Jan 2022 to Mar 2022)

*In Partnership With:*

*Supported By:*



**MAKEMYTRIP  
FOUNDATION**



## Direct Action & Transformation Initiatives

- At present we are collecting segregated waste from 150+ shops/businesses in Sahastradhara.
- During this quarter, the Sahastradhara market is operating at a capacity of 90% with majority of shops opened. Hence the quantum of waste collected has also increased.
- Our team is working to raise awareness on source segregation & the collection of waste every day.



- Initially, In Sahastradhara, there was no waste collection service for households. The waste generated from these houses was either burnt or dumped at the river side/the nearby area.
- In the 3rd Q, our team has engaged & enrolled 122 households in 3 villages. A great acceptance of understanding the importance of source segregation of waste is evident in the way the residents are segregating the waste into wet, dry & domestic hazardous waste.



- Inspired by our work at Sahastradhara, the villagers are also raising voice to combat the garbage menace in their area.



- Meet Itwari Devi, a senior citizen who lives in one of the villages at Sahastradhara. Itwari Devi, unlike other residents of the village, understood that burning and dumping of waste particularly plastic & related waste has a huge negative impact on the environment. She and her family mobilised other residents in her village to adopt healthier waste disposal practices.

## Door-to-Door Waste Collection : Shops



## Door-to-Door Waste Collection : HH



## Story of change





## Community Engagement & Sensitization



### Awareness Session on SWM :

Our team has been working in Gram Panchayat Dhanaula and enrolling the households for waste collection.

- The awareness & outreach sessions help us to engage with the community. These programs also enable us to empower the residents to understand the importance of waste management for ensuring hygienic conditions in their villages.

## Awareness Sessions



- On Republic day 2022, we organised a community & volunteer-led clean up drive in Sahastradhara.



A team of 20 + volunteers collected 62 kgs of recyclable & non-recyclable waste from one of the dirtiest roadside dumpsites.

- Collected waste was segregated, sorted and sent for further processing.

## Clean Up Drive



In order to address the issue of littering on the road side & near the waterfall area at Sahastradhara, we have strategically installed dustbins at the location.



These dustbins have been placed to be within the reach of the tourists & locals.

- At present we have installed 40 dustbins and our team regularly collects waste from these bins.
- These bins are also bringing a behavioural change in tourists and the shift from littering to sensible disposal of waste is evident from the waste collected in these bins.

## Installation of Dustbins





# Key Indicators of the Project

Indicators	Q1 (Jul-Sep)	Q2 (Oct-Dec)	Q3 (Jan-Mar)	Total
<b>Eradicating Plastic Pollution</b>				
Tonnes of waste collected (quarterly)	10.5 MT	9.3 MT	6.3 MT	26.1 MT
Number of hotspots at the project site that have plastic load/ were used as waste dumping groups (quarterly)	7	3	2	12
% of dry waste collected and sent for recycling/reuse (quarterly)	57% (6053 kg)	48% (4567 kg)	68% (4231kg)	56% (14851 kg)
% of wet & other non-recycle waste collected (quarterly) (Note: No composting due to lack of infra.)	43% (4461 kg)	52% (4813 kg)	32% (2103 kg)	44% (11377 kg)

<b>Supporting Local Economies</b>				
Number of local job opportunities/ livelihoods generated - local Green Workers	6	6	6	6
Number of establishments supported - DTD waste collection service	40	82	150	150+
Monthly income generated from activities supported by the project (quarterly) - Sale of Recyclables and User-Fees	Rs 16906/- (Rs 12106/- - Sale of Recyclables Rs 4800/- User Fee)	Rs 18884/- (Rs 9134 - Sale of Recyclables Rs 9750/- User Fee)	Rs 19462/- (Rs 8462 - Sale of Recyclables Rs 11000 /- User Fee)	Rs 55252/-





## Project Progress - By The Numbers:

Project Deliverables	Activities	Over All Project Target	Achievement ~ Q3	Total Achievement Q1 +Q2+Q3
Community Engagement & Awareness-Raising	Clean-Up Drives	2	1	3
	Community Engagement Programs	2	1	3
Direct Action & Transformation Initiatives	Door to Door Waste Collection : Household	160	122	122
	Door to Door Waste Collection: Shops	100	150+	150+
	Mural Painting Competition	1	-	-
	Decentralized Waste Management Centre (DWMC)	1	-	Work in Progress
	Science lab competition with school students	1	-	-
	Installed Dustbin with New Branding and Maintenance	50	21	40
	Door to Door Awareness/Engagement Activities	2	2	4
Liasioning Events	Events with DMC/Local Bodies	1	2	4



## Way Forward

- In Q4 our aim is to strengthen the community by building relationships, identifying active citizens, & strong advocacy to lead the project towards sustainability.
- We plan to keep a day in every month as "श्रम दान दिवस". We would love to engage all the shopkeepers & residents of Sahastradhara on this day in keeping their area waste free.
- We also plan to beautify the walls at Sahastradhara by involving the school & college students to paint mindful messages and artwork on waste management.
- Our most critical objective is 100% enrollment of all households in the villages of Dhanola, Brahmpuri & Bandawali for waste collection.
- We would be taking up the following IEC activities in this quarter :
  - ◆ Awareness Raising
  - ◆ Wall art
  - ◆ Stone art
  - ◆ plastic gullak
  - ◆ Enrollment of schools for waste collection
  - ◆ Clean up drives





# WASTE WARRIORS

REDUCE | REUSE | RECYCLE

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