

# QUARTERLY REPORT

APRIL - JUNE '24

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# OBJECTIVES

1. Develop a sustainable Solid Waste Management Model
2. Establish a waste collection and processing system with a special focus on local community development.
3. Execute IEC & Awareness for community support and participation.
4. Aid financial sustainability through govt sources, user-fee, sale of recyclables (SOR) & plastic credits, and EPR in the long run.
5. Govt capacity building through Outreach and Advocacy with the dual approach of top-down and bottom-up
6. Consultation for technological intervention to improve efficiency.

# KEY POINTERS

1. To raise awareness towards waste generators including commercial establishments, households, and tourists for reduced waste dumping, littering, and burning, as well as segregation at source.
2. To enhance existing infrastructure and introduce new infrastructure as per the gaps identified through liaising with different stakeholders and administrations.
3. To build the capacity of a local waste entrepreneur to improve the local waste value chain and sustainably operate the Material Recovery Facility.
4. To support in channelizing and consult on utilizing more government funds for waste management to make Kempton a Zero Waste Tourist Destination
5. To generate livelihoods for local communities and waste workers and uplift their capacities.
6. To promote sustainable alternatives and encourage reduce, reuse and recycle.
7. To continue to build the capacity of all stakeholders including District Administration, Gram Panchayats, Market Associations, Forest Department, Tourism Department, Department of Agriculture, contracted waste collection agency, etc.

# PROPOSED DELIVERABLES Q1 2024-2025



Proposed Deliverables	Status
5 Twin Bins to be Installed for tourists to manage Dry & Wet Waste at Kempty Fall Stairs.	In Process
60% Door-to-door waste collection and awareness raising for businesses and households (Including tenants)	Done
Infra improvements in the MRF and enhancing the collection efficiency at Kempty steps area.	In Process
Completion of MRF extension and also inauguration of wet waste units at the same location.	Pending
Finalisation of the entrepreneur.	Pending
6 Community Engagement Activites Large Scale	Done
Userfees collection to start in the bunglow ki kandi panchayat.	Pending
Swachh Yatra campaign initiate with Taxi association.	Done
Build better relationships with the Zila Panchayat workers with regular trainings and meetings.	Done
Complete all preparation for peak tourist season.	Done
Better alignment with local and district stakeholders.	In Process
Safety fencing behind the Material Recovery Facility at Siya.	Done

# AREA OF INTERVENTION

## VILLAGE AREA



Under this project we are covering two panchayats Siya and Banglow ki kandi. Focusing on awareness of the residents and commercials through events like Mohalla meetings, Clean Up drives, Stakeholder meetings, etc. Major percentage of this area are households and tenants.

## KEMPTY ROUTE



Route area is the National Highway serving as the main route towards Kemptoy Fall. This area witnesses high traffic during the peak season. It comprises mainly of commercial establishments specially restaurants and Maggie points. Our focus was on Door to Door awareness, source segregation & encouraging clean business program.

# KEMPTY FALL AREA



The main attraction for the tourists in this area is the Kempty Fall. It is a stretch of stairs from the main road leading to the fall. Variety of establishments are found for tourist shopping which generate both dry and wet waste on daily basis.

# MATERIAL RECOVERY FACILITY



Material recovery facility in the foothills of lower Himalaya has been funded by UPCL through DM Tehri to Forest department and now operated by Waste Warriors. The total land allotted for the facility by the village Panchayat Banglow ki Kandi is 1020 Sq. Ft. Operating capacity per day is 250-300 kgs with current operational area 600-700 sq.ft..

# WASTE COLLECTION



Waste collection happens on daily basis by Zila Panchayat in Kempty Route & Siya Panchayat. People unwilling to give waste deposit in Dry Waste Storage Units (DWSU's). Waste collection vehicle also un fills the DWSU's on regular basis in all the areas.

# KEY IMPACT METRICS

**22+ MT**

TOTAL WASTE DIVERTED AWAY FROM THE LANDFILL.

**7**

AWARENESS AND ENGAGEMENT EVENTS CONDUCTED.

**672  
PEOPLE**

DIRECTLY & INDIRECTLY ENGAGED IN AWARENESS ON SOLID WASTE MANAGEMENT.

**27.2K**

Userfee collected in Kempty fall steps area

**23.9K**

REVENUE GENERATED FROM SALE OF RECYCLABLES.

**3**

CAMPAIGNS CONDUCTED WITH MULTIPLE EVENTS



# AWARENESS AND ENGAGEMENT

Deliverables	Target	April	May	June	Achieved
Tourist Engagement Activity	3	1	0	2	3
Clean Up Drive	3	0	2	1	3
Clean Bussiness program Training	1	1	0	0	1
Stakeholder meeting	2	0	0	0	0
Plastic bottle and cloth waste collection drive	2	1	0	1	2
Swachh Yatra Events	3	1	1	2	4
Segregation Awareness Session	1	1	0	0	1
Swachh Mohalla	3	1	1	2	4

Month	Total Residential	No of Residential giving waste	Total Commercials	No of Commercials giving waste
April	1093	267	468	269
May	1093	268	468	272
June	1093	270	468	267



# CAMPAIGNS

## CLEAN BUSINESS PROGRAM

We are thrilled to announce the Closure of Clean Business program with the 25 restaurants in Kempton, all committed to source segregation and improved waste management.

The CBP has been a cornerstone initiative focused on instilling effective waste management practices at the source within businesses. Key components of our program include:

- Source Segregation
- Sustainable Alternatives
- Awareness Raising
- Leadership Building
- Composting

As the past restaurants, even in these we have been actively engaged in relationship-building, conducted awareness sessions, and facilitated hands-on activities. Our primary goal is to elevate waste segregation standards within these businesses, particularly within their restaurant operations, and utilize their influence to educate the tourists they serve.

Throughout the program, we have closely monitored the progress of each participating business, providing continuous support and guidance. Upon successful completion, these businesses will be acknowledged and rewarded for their commitment to sustainability and environmental stewardship.

Through the Clean Business Program, we plan to set some model restaurants that can be looked up to by the other business in terms of the ways they manage their waste and also their contribution towards the environment.



# SWACHH MOHALLA

We are pleased to share the progress and achievements of the Swachh Mohalla campaign in Sidh Mohalla, which was enrolled in the last quarter. Our efforts continued this quarter, focusing on engaging the residents in solid waste management practices and educating them on how they can contribute to making their area a Zero Waste Tourist Destination.

Two Mohalla Meetings were conducted with active citizens of Sidh Mohalla. The agenda was to identify the achievements and challenges since the campaign's implementation. Challenges were addressed with immediate solutions where possible, and assurances were given for further action by Waste Warriors on unresolved issues. After Providing residents with basic information on source segregation dry waste bags were distributed to residents to facilitate the separate collection and proper deposition of waste in vehicles or Dry Waste Storage Units.

With these activities, we conclude the active phase of our Swachh Mohalla Campaign in Sidh Road. In this we have also made five active citizens to take this initiative further. However, monitoring will remain an integral part of our initiative to ensure sustained progress and compliance.

Through this campaign, our aim has been to empower the community with the knowledge and tools necessary for effective waste management, fostering a cleaner and more environmentally friendly neighbourhood.

Total Units in the Mohalla	72
Units Giving waste to the vehicle and using DWSUs	65
Units Not giving waste to the vehicle	7



# SWACHH YATRA

The "Swachh Yatra" campaign by Waste Warriors at Kempton Falls is an exemplary initiative aimed at promoting responsible tourism and sustainable waste management practices. Given the high annual footfall of 10 lakh tourists, this initiative is crucial in preserving the pristine beauty of the mountains and the falls.

To start the campaign a baseline survey was conducted To gather information on drivers' routes, frequency of visits to Kempton Falls, and current waste management practices. Provided essential data to tailor the educational sessions and understand the practical challenges faced by the drivers.

Post the baseline survey one-on-one sessions were conducted with 57 drivers. The Drivers were educated about the Swachh Yatra initiative and the importance of taking ownership of waste generated by tourists during their trips.

Bags made of cloth waste were distributed to collect trash during trips. They were trained to empty these bags at designated dustbins along their routes.

To inform passengers about not littering during their journey an instruction audio was also provided to the drivers. Drivers will play this audio at the beginning of each ride, ensuring passengers are aware of proper waste disposal practices.

Creating a group of such drivers who are knowledgeable about waste management and can actively promote clean and green practices. Also Ensuring tourists are informed about the importance of not littering, thus fostering responsible behavior.

Overall, the "Swachh Yatra" campaign stands as a model for community-driven, sustainable tourism practices that can inspire similar efforts in other tourist destinations.



# ONE DAY EVENTS

## CLEAN UP DRIVES

In this quarter, you've organized three impactful clean-up drives in collaboration with various local stakeholders, including Market Association, hotels, tourists, and the proactive "Ladies of the Mohalla." Their enthusiastic participation has been pivotal in the success of these initiatives.

These drives have not only physically enhanced the community but also served as educational experiences, allowing participants to understand the complexities of waste management firsthand.

Together with 68 participants, you've collected 474 kilograms of dry waste, focusing on clearing roads, water streams, and farms. This collective effort highlights the community's dedication to addressing local environmental challenges and underscores the importance of collective action in maintaining a clean and healthy environment.



# SOURCE SEGREGATION PROGRAM

In April, we initiated waste management efforts in an uncatered area by conducting a source segregation training session with 13 women from Siya Village. During this awareness session, participants were educated about the significance of segregating waste at its source, the harmful effects of improper waste disposal, and the importance of adopting a proper waste disposal system.

Following the awareness session, residents began using Dry Waste Storage Units (DWSUs) placed in their village, and these units are regularly emptied by the collection vehicle. This initiative aims not only to educate but also to implement practical waste management practices that will contribute to keeping their village clean and aesthetically pleasing.

By fostering education and encouraging community involvement in waste management, we are promoting a sustainable and beautiful living environment for the residents of Siya Village.



## CLOTH WASTE COLLECTION DRIVE

A cloth donation drive was organized in collaboration with two Mohallas, Sidh Road and Godam Road, where 267 kg of clothes were collected from 29 households. This initiative aimed to divert textile waste from the community's dry waste collection station. Of the collected clothes, 40% were repurposed into car trash collection bags for the Swachh Yatra campaign. The remaining clothes were sent to Goonj for further recycling or distribution in slums. This drive not only helped manage textile waste but also supported sustainable practices and contributed to community welfare.



# NUKKAD NATAK

The Nukkad Natak program was organized at two locations as part of an awareness initiative for Zero Waste Kempty Falls. The main objective of these programs was to educate tourists about the growing plastic pollution in the mountain regions and the adverse effects of our dependency on packaged food materials, which harm both health and the environment.

The performances focused on raising environmental awareness, promoting health, and encouraging the source separation of waste into three categories: Wet, Dry, and Hazardous. Participants were urged to always dispose of garbage in designated dustbins. In the absence of a dustbin, they were encouraged to store their waste and dispose of it properly later.

This initiative aimed to foster a culture of responsible waste disposal among tourists and locals alike, contributing to a cleaner and healthier environment at Kempty Falls.



# TOURIST ENGAGEMENT PROGRAM

In our ongoing efforts within the Kempty Fall area, we continuously raise awareness among tourists, both local and international, who come to witness the captivating beauty of the waterfall. We employ innovative methods like the awareness canopy and the Chalk of Shame to engage visitors and promote sustainable waste management practices.

The tourist engagement canopy features different types of waste segregation bins, demonstrating upcycling concepts and raising awareness about proper waste management. This setup helps explain the initiatives run by the Make My Trip Foundation in Kempty and educates visitors on effective solid waste management practices.

The Chalk of Shame is an engaging activity where our team writes messages on the ground near littered areas, prompting tourists to avoid littering without directly speaking to them. This creative approach subtly encourages tourists to keep the area clean and reinforces the importance of responsible waste disposal.

These initiatives are crucial in fostering a culture of sustainability and environmental responsibility among tourists, ensuring the preservation of Kempty Fall's natural beauty.



# WASTE BANK BEUTIFICATION

The Waste Bank, located at Main Kempty Falls, was built by the District Panchayat to address the unmanaged waste disposal and burning that had been occurring for several years. This site was a significant dark spot for the Waste Warriors Kempty Project and a daily concern.

Through the tireless efforts of the Kempty team and continuous awareness meetings with shopkeepers and stakeholders, remarkable progress has been made. Once door-to-door collection services were provided, shopkeepers stopped dumping waste at this location. This change enabled a major legacy cleanup, during which 2180 kg of legacy waste was diverted from the Waste Bank to a proper end destination.

Following the cleanup, the Waste Bank area was transformed and beautified, earning praise from shopkeepers and stakeholders in the fall area. This transformation marks a milestone for the entire Waste Warriors team, highlighting the power of community collaboration and persistent effort.

Heartfelt thanks and gratitude go to everyone who contributed to this successful endeavor, making Kempty Falls cleaner and more beautiful for all to enjoy.



*Before*



*After*

# GROUND OPERATIONS



Month	Waste In	Waste Out/FG Out
April	3154 kg	1127 kg
May	8628 kg	3286 kg
June	10,311 kg	5852 kg
Total	22093 kg	10,265 kg



# ON GROUND DEVELOPMENTS

## CONSTRUCTION OF WASTE BANK BY ZILA PANCHAYAT

As mentioned in the report, following the major cleanup of legacy waste, a Waste Bank was constructed with the support of the Zila Panchayat at Main Kempty Falls. This facility is intended to store dry waste collected from shops in the fall area before it is manually transported to road access points.

Previously, waste bags were stored in open areas, which attracted animals like monkeys and goats, posing risks to their safety and creating a nuisance. The construction of the Waste Bank addresses these issues by providing a secure and hygienic environment for waste storage, ensuring better maintenance of the area overall.

This initiative not only improves waste management practices but also contributes to the cleanliness and safety of Kempty Falls, benefiting both local residents and visitors alike.

During peak tourist seasons, Kempty Fall generates approximately 180 kg of dry and wet waste daily, significantly impacting the ecological integrity of the area. Previously, waste was indiscriminately deposited near Rana ji's property along the national highway bypass road, attracting stray animals and causing environmental degradation.

With the Waste Bank now in place, we can effectively manage the area's waste in a sustainable manner, mitigating its adverse effects while also contributing to the value chain of waste management. This accomplishment is the result of relentless efforts by our team, who have diligently liaised with local and district stakeholders to realize this initiative.



# FENCING AROUND THE MRF

There was a major waste management issue at our Material Recovery Facility due to cows roaming and grazing in the area. These cows, belonging to local residents, would tear open waste bags, causing waste to scatter and creating a significant mess. This was a considerable concern for the locals and impacted the overall efficiency of the facility.

To resolve this issue, the Zila Panchayat supported us by putting up a fence around the Material Recovery Facility. This measure has been instrumental in preventing cows from entering the area, allowing us to manage the facility more effectively and maintain a cleaner, more organized environment.

With this support, we are now able to operate the plant more efficiently, ensuring that waste is properly contained and processed, ultimately contributing to a cleaner and more hygienic community.



# ACHIEVEMENTS

- Legacy waste cleanup and beautification at the Main Fall Area.
- Disposal of ten tons of Inert Waste.
- Collection start at the Siya Village.
- Construction of waste bank at the Main Fall Area
- Fencing at the MRF by Zila Panchayat's support.
- Successful formation of Young Warriors Club in Sidh road mohalla.
- Successfully completed three campaigns, that are Clean Business Program, Swachh Mohalla and Swachh Yatra.
- In kempty fall local stakeholders take ownership and visible cleanliness is seen.
- Successfully removed an unmonitored dustbin in Banglow Ki Kandi.
- Nukkad Natak Conducted in the main tourist area.
- 100% userfees collection from the shops at the fall area.

# CHALLENGES

- Shortage of Green Workers
- We have still not received any land for the inert waste disposal, dumping still continues in front of the MRF.
- Zila Panchayat discontinued his collection contract with Ritesh and has started his own vehicle for collection and even the driver is under their control. Due to which we are facing many onground challenges.
- Monitoring with the vehicle had to stop due to which the segregation level has gone down.
- No waste is entering our MRF khyarsi from 22nd June 2024.
- Due to tourist time and lack of interest of the shop keepers the segregation level has dropped.
- Maintenance of DWSU is still a problem and NIMBI attitude still remains.
- Difficulty in starting the userfees campaign due to changes on ground related to the collection and processing of waste.

# TESTIMONIALS



**Jagdei Devi**

Namaste, My name is Jagdei Devi, I am a resident of Gram Panchayat Banglow ki Kandi, the team Waste Warriors with support of MakeMyTrip Foundation working in my village since December 2022 for establishing a Sustainable waste management system and conducting lots of public awareness activity to empower our villagers.

After the appearance of the team of Waste Warriors, there has been a lot of change in the cleanliness of my village. Earlier in our village, there was not so much awareness about waste management. All the residents of the village used to mix their garbage and throw it in the nearest dump side of the village. There was filth everywhere, but ever since the team of Waste Warriors is working in Banglow ki Kandi village, I and the people of my village separate our waste into two parts (wet and dry Waste) and put it in the dry waste storage unit. I thank the Waste Warriors and MakeMyTrip Foundation from the bottom of my heart.



**Sonia Sharma**

Since December 2022, the team Waste Warriors has been doing the Swachh Mohalla program in my area with the help of MakeMyTrip Foundation and also I am an active citizen of my locality. Earlier we used to burn our dry waste and feed the wet waste to our neighbor Cow. Even from wet, tea leaves and horticulture waste were put in pots and made compost out of it. Ever since the Waste Warriors team has been working in our locality, they have taught us what the waste causes to the environment and why it has to be different; Also when it is to be given to the waste collection vehicle after separation. Since then, we have been depositing our waste to the vehicle and also motivating our neighbours to do the same. My mother in law always goes to the meetings organised by them and tries to learn many things about our daily life. My heartfelt thanks to the Waste Warriors and the team at MakeMyTrip Foundation.



**Manoj**

I am the President of Kemptly Fall Bolero Jeep Association. The Swachh Yatra campaign was run by Waste Warriors with the help of MakeMyTrip Foundation along with all of us taxi owners and drivers. Which was very enlightening for all of us. The team has met and individually explained to our association how each driver can play his part in saving the environment at his own level and promote responsible tourism initiatives. All of us were motivated that whenever we go on a journey, always put the waste in the dustbin and also motivate the tourists who come here to use the dustbin. For this, the team has also given placards to each taxi driver for awareness and a bag for dry waste collection, which has made our life very easy. This is a very good campaign, I think every vehicle driver should adopt it in their everyday life, only then we and our environment will be safe. I wholeheartedly thank the entire team of Waste Warriors and the MakeMyTrip Foundation for making us aware in a very unique way.

# WAY FORWARD

- 5 Twin Bins to be Installed for tourists to manage Dry & Wet Waste at Kempty Fall Stairs.
- Meeting with the District stakeholders for the current operational challenges.
- Finalisation of the entrepreneur.
- Finalize the extension plan for the MRF extension.
- 70% Door-to-door waste collection and awareness raising for businesses and households (Including tenants).
- Community engagement activities.
- Conducting two campaigns during this quarter.
- Local stakeholder meetings to be conducted after the district meetings for the operation.
- Conducting menstrual hygiene workshops.
- Conducting Cleanup Drives.
- Safety fencing behind the Material Recovery Facility at Siya.
- Finalising the concept and location for the Wall Murals.
- Installation of Signboards.
- Finalising the concept of the Short Films.

\* As the proposal is still under discussion way forward will also be updated post the discussion and finalization.

# MEET THE TEAM!



**Adison Stevenson**  
Sr. Project Manager



**Ankita Kunwar**  
Project Manager

## Operations



**Rohit Rangarh**  
Associate



**Mohammad Imran**  
Sr. Executive



**Rohit Rawat**  
Executive

## Outreach



**Geeta Dhyani**  
Associate



**Ritika**  
Executive



**Kiran Rawat**  
Executive



**Kareena**  
Executive

# ON GROUND PARTNERS

Zila Panchayat, Tehri Garhwal

Gram Panchayat, Siya

Gram Panchayat, Banglow Ki Kandi





# WASTE WARRIORS

REDUCE RE-USE RECYCLE

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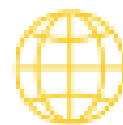
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## Thank You. Let's Discuss.

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