



ONEARTH
FOUNDATION



MAKEMYTRIP
FOUNDATION

SUSTAINABLE SHORES

Q2 PROGRESS REPORT



2024

Table of Contents

Introduction	_____	01
Activities Conducted	_____	02
KPI Performance Overview	_____	09
Plan for Next Quarter	_____	14
Annexure	_____	15

Sustainable Shores



Introduction



Clean-Up Drive at Morjim Beach conducted on the eve of Independence Day

OneEarth Foundation is dedicated to environmental conservation and community engagement. With a proven track record of successful clean-up activities and collaboration with government bodies, we understand the importance of sustained interventions for lasting impact. This quarterly progress report presents the activities, achievements, challenges, and plans for the Sustainable Shores Project from July to September 2024.

In the second quarter, the Sustainable Shores project deepened its community engagement efforts and expanded its focus on behavior change and environmental awareness. Building on the groundwork laid in the first quarter, this period saw increased participation from schools, local residents, Self-Help Groups (SHGs), and other community stakeholders.

Activities Conducted



Cloth Bag distribution at Peter Alvares Memorial High School Morjim

To commemorate Plastic-Free July, we conducted a major awareness campaign targeting the harmful effects of single-use plastics (SUPs). The highlight was an event held on International Plastic Bag-Free Day (July 3rd), where school children in Morjim exchanged single-use plastic bags for upcycled cloth bags. The initiative emphasized the importance of reducing plastic waste and encouraged students and their families to adopt reusable alternatives, with a strong message to avoid single-use plastic in daily life.

In parallel, two significant clean-up drives were organized, removing over 500+ kg of waste from Morjim Beach. These drives not only helped in physically cleaning the beach but also served as a platform to raise awareness about responsible waste management. Through active engagement with local residents, SHGs, and the fishing community, these efforts reinforced the need for collective action to protect coastal ecosystems from pollution.

As part of our ongoing collaboration with local SHGs, awareness sessions were conducted to highlight the role women can play in promoting sustainable waste management within their households and broader communities. These sessions aimed to empower women with knowledge of eco-friendly practices, which they can share within their networks to create a ripple effect of change.

Activities Conducted

A key initiative during this quarter was the Swachhata Hi Seva campaign, held from September 17th to October 2nd, coinciding with the 10th anniversary of the Swachh Bharat Mission. This campaign included a clean-up drive in Morjim, which culminated in a felicitation ceremony for the Safai Sathi—sanitation workers who have been instrumental in maintaining cleanliness in the community. The recognition of their efforts helped strengthen their morale and commitment to keeping Morjim clean. Additionally, a health camp was organized for these frontline workers, ensuring that their health needs were addressed as part of our ongoing support.

Finally, the quarter saw the completion of a baseline survey in Morjim, which provided critical data on current waste management practices and the community's engagement levels. This survey will be instrumental in guiding future activities, measuring progress, and ensuring that our interventions are effective in achieving the project's objectives.

Table 1: List of Activities Conducted and Details

SR. NO	DATE	ACTIVITY	TOTAL PARTICIPANTS
1	03/07/2024	Workshop at Peter Alvares Memorial High School Morjim (Topic: Hazards of single-use plastics, sustainable alternatives for SUP, followed collection of SUP Bags and distribution of cloth bags) Around 6 Kg of SUP Bags were collected	97

Activities Conducted

SR. NO	DATE	ACTIVITY	TOTAL PARTICIPANTS
2	03/07/2024	Workshop at Peter Vidya Prasarak School Morjim (Topic: Hazards of single-use plastics, sustainable alternatives for SUP, followed collection of SUP Bags and distribution of cloth bags) Around 12 Kg of SUP Bags were collected	202
3	02/08/2024	Workshop at Vidya Prasarak High School (Topic: impact of single-use plastics, sustainable alternatives, beach cleanliness, and promoting eco-friendly community practices.)	107
4	05/08/2024	Workshop at Vidya Prasarak Primary School (Topic: impact of single-use plastics, sustainable alternatives, beach cleanliness, and promoting eco-friendly community practices.)	102

Activities Conducted

SR. NO	DATE	ACTIVITY	TOTAL PARTICIPANTS
5	10/08/2024	Government Primary School Morjim (Topic: impact of single-use plastics, sustainable alternatives, beach cleanliness, and promoting eco-friendly community practices.)	41
6	15/08/2024	Beach Clean-up Drive (200 kg of waste collected)	45
7	24/08/2024	Workshop at Mandrem High School (Topic: impact of single-use plastics, sustainable alternatives, beach cleanliness, and promoting eco-friendly community practices.)	44
8	17/09/2024	Training Session with Safai Sathi of Morjim Panchayat (Topic: Importance of health and safety and use of protective gears, importance of effective segregation of waste and ways to do it)	15

Activities Conducted

SR. NO	DATE	ACTIVITY	TOTAL PARTICIPANTS
9	20/09/2024	Beach Clean-up Drive (124 kg of waste collected)	15
10	23/09/2024	Workshop with SHG group (Topic: importance of waste management, impact of littering on marine life and human health, and the need for collective action to prevent plastic pollution)	30
11	27/09/2024	Felicitation of Safai Sathi working in Morjim Panchayat followed by a health camp for them.	43



Table 2: Overview of activities conducted in till second quarter as per project deliverables

ACTIVITY	TARGET	ACHIEVED (Q1)	ACHIEVED (Q2)	TOTAL
BEACH CLEAN UP	12	01	02	03
WORKSHOPS WITH ULBS AND GOVERNMENT STAKEHOLDERS	02	-	-	-
WORKSHOPS WITH FISHING COMMUNITIES.	05	01	-	01
WORKSHOPS AND AWARENESS SESSIONS WITH EDUCATIONAL INSTITUTES/CITIZEN GROUPS.	10	04	07	11
TRAINING SESSION WITH SAFAI SATHIS	02	-	01	01
WORKSHOPS WITH BEACH SHACK OWNERS	02	-	-	-
HEALTH CAMPS FOR SAFAI SATHIS	04	-	01	01



Workshop conducted with Safai Sathi's working at Morjim MRF



Clean-Up Drive at Morjim Beach



Women participating in 'Bin it Right' game

KPI Performance Overview

Table: Project KPIS

KPI	Target	Achieved (Q1)	Achieved (Q2)	Total
Total Direct Beneficiaries	2176	212	741	953
Total Indirect Beneficiaries	6000	636	2223	2859
Total waste projected to be diverted	40 T	210 Kg	342 Kg	552 Kg

Note: Indirect beneficiaries are calculated based on the multiplier effect of 3.

Table: Other KPIS

KPI	Status	Additional Notes/Comments
Complete the selection of a beach location and acquire all necessary government authorizations.	Partially completed	Morjim Beach has been selected for adoption. Received a no-objection and partnership letter from Village Panchayat Morjim. Official authorization for physical C4C still awaited from Goa Tourism Department. Since morjim being prime real estate, getting physical space is taking un due time. We propose to replace C4C with bins and benches made from Marine plastic waste.

KPI	Status	Additional Notes/Comments
Conduct cleanup drives with quantifiable waste collection goals and participant targets for tourists, students, and government stakeholders.	In process	Three cleanup drive has been conducted, collecting a total of 552 kg of waste.
Hosting of workshops with colleges and government stakeholders with a specified participation rate and postworkshop action plan.	In process	Nine workshops have been conducted in educational institutes in and around Panaji
Facilitation of exposure visits to government officials/stakeholders, with subsequent documented feedback or commitments.	Pending	-
Establish formal linkages with a target number of local businesses and community organizations	In process	Two workshop with community groups conducted
Conduct ghost net workshops and marine conservation awareness workshops with measurable increases in participant awareness.	In process	1 workshop conducted with fishing community.
Collaborate with local fishing communities to sensitize and recover the target number of discarded nets.	In process	

KPI	Status	Additional Notes/Comments
Installation and operationalization of 1 Water ATM and 1 Reverse Vending Machine within the project timeline.	In process	-
Achieve a target number of bottles collected through the Reverse Vending Machine and Water ATM.	Pending	-
Launch a campaign on cigarette butt pollution and eliminate the target number of plastic straws/bottles through sensitization and providing alternate materials.	In process	-
Conduct awareness sessions with local businesses, aiming for a certain participation rate and commitment to reducing cigarette butt pollution.	Pending	-
Completion of the baseline assessment, including quantifying waste, number of businesses, and tourist footfall.	Completed	-



Felicitation of Safai Sathis of Morjim Panchayat



Awareness Session at Mandrem High School



Health Camp for Safai Sathis of Morjim Panchayat



Felicitation of Safai Sathis of Morjim Panchayat

Plan for Next Quarter

October 2024 to December 2024

With the tourist season starting and shacks opening towards the end of November, we can proceed with the interventions around shacks and commercial establishments.

1. Clean-Up Drives

Conduct five beach clean-up drives to maintain beach cleanliness and engage the community in conservation efforts.

2. Sessions and Workshops

Shack/Hotel Owners: Conduct a session to introduce sustainable shores and promote sustainable practices among local businesses.

Government Stakeholders: Organize a workshop to discuss policies and strategies for coastal conservation.

Fishing Community: Facilitate a session to involve the fishing community in sustainability initiatives.

Educational Institutes and Citizens: Implement three workshops to educate students and citizens on waste management and environmental conservation.

3. Formalizing of informal Safai Sathis - Social and Financial Inclusion

Enroll 10 informal safai sathis in the social and financial inclusion schemes listed in the grant agreement.

4. Launch a campaign against Cigarette Butt Pollution

5. Installation of Sign Boards at Garbage Vulnerable Points

To address the ongoing issue of littering and improper waste disposal, we plan to install sign boards at key garbage-vulnerable points identified along Morjim Beach. These locations were suggested by the Village Panchayat Morjim based on areas where waste accumulation is prevalent. The sign boards will carry messages promoting waste segregation, responsible disposal of wet and dry waste, and the harmful effects of single-use plastics. This initiative aims to create awareness among beachgoers and encourage proper waste management practices in the area.

6. Installation of Water ATM and Reverse Vending Machine

As part of our effort to promote recycling and responsible waste disposal, we will install a Waste ATM and a Reverse Vending Machine at strategic locations.

7. Installation of dustbins and benches made from marine plastic waste

Annexure



Official Letters

Access all official correspondence related to the Sustainable Shores project via this Basecamp link:

[\[Basecamp Link to Official Letters\]](#)



Participant Lists

Review the participant lists for all project activities here:

[\[Basecamp Link to Participant Lists\]](#)



Baseline Survey Form

The baseline survey form used for gathering initial data can be accessed here: [\[Basecamp Link to Baseline Survey Form\]](#)



Photos and Videos

View and download photos and videos of project activities via this drive link: [\[Drive Link to Photos and Videos\]](#)




Monthly Reports

Detailed monthly reports for April, May, and June, documenting the activities, achievements, and challenges faced during each month, can be accessed here: [\[Basecamp Link to Monthly Reports\]](#)

Thank You

Contact

 MeWo space, Dempo Towers,
Patto, Goa

 team@oneearth.world

Stay connected

