

# QUARTERLY REPORT

JULY - SEPTEMBER '24



कचरा मुक्त स्मार्ट

द्वारा एक कदम:

MAKEMYTRIP  
FOUNDATION

WASTE WARRIORS  
REDUCE RE-USE RECYCLE

# TABLE OF CONTENT

- Objectives & Key Pointers
- Proposed Deliverables
- Area of Intervention
- Key Impact Metrics
- Awareness and Engagement
- Ground Operations
- Achievements
- Challenges
- Testimonials
- Way Forward
- Team Structure

# 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 Q2 2024-2025



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

# 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 Kempty 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

**15+ MT**

TOTAL WASTE DIVERTED AWAY FROM THE LANDFILL.

**18**

AWARENESS AND ENGAGEMENT EVENTS CONDUCTED.

**277  
PEOPLE**

DIRECTLY & INDIRECTLY ENGAGED IN AWARENESS ON SOLID WASTE MANAGEMENT.

**23.6K**

Userfee collected in Kempty fall steps area

**39.4K**

REVENUE GENERATED FROM SALE OF RECYCLABLES.

**1**

CAMPAIGNS STARTED



# AWARENESS AND ENGAGEMENT

Deliverables	Target	July	August	September	Achieved
Menstrual hygiene workshop	2	2	0	1	150%
Cleanup drive	3	1	1	2	133%
Community Engagement Activities Large Scale	1	1	0	0	100%
Campaign Based Programs	2	0	0	1 (Ongoing)	50%
Stakeholder Meetings with District/Local (Consultation meeting)	4	3	0	2	125%
Wall Mural	1	0	0	0	0%
Project Video	1	0	0	0	0%
Sign Boards	5	0	0	2	40%
Training and exposure visit of Local Entrepreneur Staff	2	0	2	0	100%
Additional One Day events		1		2	

Month	Total Residential	No of Residential giving waste	Total Commercials	No of Commercials giving waste
July	1093	0 (no monitoring done due to ZP handling)	468	75 (steps area)
August	1093	173	468	180
September	1093	173	468	188



# CAMPAIGNS

## ECO STAY - SHIFTING TO SUSTAINABILITY

The Eco Stay campaign is the fourth initiative in our project, aimed at promoting sustainability and significantly reducing single-use plastic consumption in hotels. By working with selected hotels, the campaign encourages the adoption of eco-friendly practices that align with global environmental goals.

Key Sustainability Initiatives:

1. Eliminating Single-Use Plastic Water Bottles:
  - Replace plastic water bottles with refillable glass bottles.
  - Install water filtration systems in guest rooms and common areas.
  - Promote a "Bring Your Own Bottle" (BYOB) initiative to reduce plastic waste.
2. Encouraging Guests to Bring Their Own Toiletries: Motivate guests to bring personal toiletries to minimize single-use plastic packaging, thereby reducing waste.
3. Replacing Sachets with Reusable Containers: Use reusable containers for commonly provided items like sauces, oregano, tea, coffee, and more, eliminating single-use sachets.
4. Switching to Sustainable Straws: Replace plastic or paper straws with sustainable alternatives like steel or bamboo straws.
5. Replacing Paper Tissues with Cloth Napkins: Use washable cloth napkins in place of disposable paper tissues, reducing waste significantly.
6. Introducing Reusable Slippers: Provide guests with reusable, washable slippers, eliminating the need for single-use options.
7. Sustainable Procurement of Vegetables: Encourage hotels to procure vegetables in reusable trays or containers instead of plastic packaging, reducing overall plastic consumption.
8. Implementing Proper Waste Segregation:
  - Install clear and informative signage on dustbins to guide guests and staff on proper waste segregation.
  - Ensure proper waste management practices are followed by hotel staff to improve overall sustainability.

This is a two-month campaign. Initial meetings with participating hotels have begun, and campaign introduction brochures have been developed.

By adopting the Eco Stay initiatives, hotels can demonstrate a strong commitment to environmental stewardship. This not only helps in reducing their environmental footprint but also enhances their reputation among guests, particularly those who are environmentally-conscious. The campaign offers hotels the opportunity to provide a socially responsible and eco-friendly accommodation experience, which is increasingly valued by modern travellers.

**WASTE WARRIORS**  
REDUCE RE-USE RECYCLE

**MAKEMYTRIP FOUNDATION**

### Working Today For a Cleaner Tomorrow

Waste Warriors is a decade-old non-profit organization aimed at solving the waste management crisis of the eco-sensitive Indian Himalayan Region. The quantum of waste generated in these regions, including high-footfall tourist regions and remote, isolated villages, has increased significantly over the last decade, and all of the waste generated is either dumped or burnt which has a direct impact on human health, the wildlife, and local environment. Waste Warriors believes that human actions should not end up destroying the rich landscape of the region and designs programs to empower the local communities to manage their waste responsibly, while supporting the local administration.

**OUR IMPACT**  
FY 2023-2024

- 16,313 people** directly engaged to raise public awareness to improve waste management.
- 88MT** of waste collected to keep the Himalaya safe and clean.
- 25 Public Space Transformations** in high footfall tourist areas to address littering and waste burning.
- 3 Waste Bank's** to store collected dry waste and transport it to landfills efficiently.
- 31 Active Citizens** engaged through SWM toolkits and events.

**ABOUT EcoStay- Shifting to Sustainability**  
Duration: Two Months

The Eco Stay Campaign is an innovative initiative aimed at promoting sustainability and reducing single-use plastic consumption in hotels. By collaborating with hotels in Siya and Banglow ki Kandi, the campaign encourages the adoption of eco-friendly practices, offering guests a unique and responsible travel experience.

This campaign focuses on replacing single-use plastics with sustainable alternatives, training hotel staff on best practices, and providing incentives for both hotels and guests. By opting for Eco Stay rooms, guests contribute to environmental conservation while enjoying discounts, and hotels enhance their reputation as environmentally-conscious establishments. The Eco Stay Campaign not only benefits the planet but also positions participating hotels as leaders in responsible tourism.

**Engagements:**

- INTRODUCTION MEETING
- WASTE AUDIT
- BASELINE SURVEY
- TRAINING SESSIONS
- IMPLEMENTATION AND PROMOTION
- MONITORING AND EVALUATION

**WASTE WARRIORS**  
REDUCE RE-USE RECYCLE

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### Actions

- REDUCE RECURRING COSTS BY SWITCHING TO REUSABLES**
- ENSURE PROPER SEGREGATION OF WASTE THROUGHOUT THE PROPERTY BY INSTALLING DIFFERENT BINS FOR EACH CATEGORY OF WASTE: DRY, WET AND HAZARDOUS.**
- ENCOURAGE YOUR GUESTS TO BRING THEIR OWN TOILETRIES.**

### Rewards

- GET YOUR ECOSTAY CERTIFIED**
- BE PROMOTED AS A RESPONSIBLE BUSINESS ON WASTE WARRIORS SOCIAL MEDIA HANDLES**
- SPECIAL DISCOUNT OFFERS WITH SUSTAINABLE LIVING EXPERIENCE**

### DO ✓

- Eliminate single-use plastic water bottles by providing refillable bottles or jugs
- Replace plastic/paper straws and paper napkins with steel/bamboo straw and cloth napkins
- Use Soap/Shampoo dispensers instead of providing single-use bars and sachets
- Replace food sachets with reusable containers like for sauce, oregano, tea, coffee, etc.
- Replace single use slippers with regular slippers which can be used for multiple time.

### DONT ✗

- Don't use single-use plastic water bottle
- Don't Use single-use straw or cutlery
- Don't Use single-use soap, shampoo, and tooth paste
- Don't provide small plastic sachets/tea bags
- Don't provide single use slippers

# ONE DAY EVENTS

## MENSTRUAL HYGIENE WORKSHOP

Waste Warriors with the support of MakeMyTrip Foundation, held three menstrual awareness programme in Village Panchayats Banglow Ki Kandi and Siya.. Forty Six women and adolescent girls took part in the programme. The following topics were covered in an in-depth discussion on the same topic:

1. How can we create a strong society by dispelling all the myths about menstruation that persist in our rural communities and society?
2. How to maintain a good diet and hygiene during the menstrual cycle.
3. The benefits and drawbacks of sanitary pads.
4. How many problems, including infections and itching, are experienced by the continuous usage of sanitary pads in modern times.
5. The fact that disposable sanitary pads are not recyclable or biodegradable, which negatively impacts the environment.
6. Information was provided regarding the environmentally friendly items (menstrual cups, cloth pads, etc.) that are on the market and how each of them can utilize them to protect the environment and their own health by switching from disposable pads to eco-friendly alternatives.
7. At the end of the program twenty one packets of cloth pads were distributed to the respected woman.

In order to protect their health and the environment, the majority of women stated that they would use cotton pads going forward. Menstrual cups were also mentioned. Speaking with all the women was a fantastic experience overall.



# CLEAN UP DRIVE

Local Stakeholders, Market association, Shopkeepers and Waste Warriors conducted four cleanliness drives across this quarter and also took pledge towards cleanliness on the auspicious occasion of 78th Independence Day.

All key stakeholders of these two panchayat's participated in the cleanliness drives. About 106 people participated in these drives and the waste spread on the roadside and around the market was collected, waste ranging from reusable waste such as plastic, glass, cardboard, paper, foil, diapers, aluminum cans, tetra packs, chips packets, etc to hazardous waste.

The main goal of these events is to raise awareness among all stakeholders about environmental cleanliness and responsibility in their region, in order to maintain the natural resources of our hill station or mountain. Because waste is becoming an issue in every little and large place nowadays, it cannot be cleaned without public knowledge and full participation from community members. In these events the stakeholders are also asked to a pledge on cleanliness and to manage waste at their own level while adhering to the 3Rs (Reduce, Reuse, and Recycle).

At the same time, during the briefings it was suggested that the waste produced in their daily life should also be segregated into wet and dry bins and making a modest change in our daily routine by contacting our local cleaning partner, we may conserve countless natural resources and species.



# INTER SCHOOL PLASTIC BOTTLE COLLECTION DRIVE

During Plastic Free July, Waste Warriors, in collaboration with the MakeMyTrip Foundation, organized an Inter-School competition aimed at collecting plastic bottles and reducing plastic pollution in the Kempty area. Three prominent schools participated: Government Primary School, Government Inter College, and Maniven Rawal Saraswati Shishu Mandir. The initiative was part of the ongoing effort to make Kempty a Zero Waste tourist destination.

The primary goal of the competition was to foster a connection between the children of the Kempty area and the environment, while raising their awareness about the impact of plastic pollution. The enthusiasm among the primary and junior grade students was especially notable, as they contributed the largest quantity of plastic bottles.

The competition proved to be both inspiring and engaging for the participants. A total of 59 children took part, collectively gathering 86 kg of plastic bottles.

Maniven Rawal Saraswati Shishu Vidya Mandir Kempty emerged as the winner in both the school and individual categories. The school's Principal, Vishnu Prasad Nautiyal, expressed immense pride in the students' performance and extended heartfelt gratitude to the Waste Warriors Society for organizing such a meaningful event.



# CLOTH WASTE COLLECTION DRIVE

Based on the previous collection of cloth waste and the amount found in the dry waste, we organized another cloth waste collection drive in Bangalow Ki Kandi. During our visits to the Gram Panchayat for various awareness activities, the villagers frequently mentioned they had many old clothes and asked when we would collect them. In response, we organized a cloth donation campaign, successfully collecting 206 kg of cloth from 18 households. We were pleased to see that the villagers had stored their clothes in good condition at home.

This is a great example of responsible citizenship—if we consume any item, we must ensure its proper disposal. The collected cloth waste was delivered to Goonj Sansthan in Dehradun, where it will be repurposed into new items, allowing those materials to be reused.



# GROUND OPERATIONS



Month	Waste In	Waste Out/FG Out
July	4900 kg	8120 kg
Aug	4496 kg	4559 kg
Sep	5008 kg	3762 kg
<b>Total</b>	<b>14,404 kg</b>	<b>16,441 kg</b>

# ON GROUND DEVELOPMENTS

## TWIN BINS INSTALLATION

Waste segregation at the source is a key component of effective solid waste management. In the first year of the project, dry waste storage units (DWSUs) were placed at the major tourist destination, Kempty Falls. However, since both dry and wet waste are generated by tourists in this area, a change was necessary. Recognizing this need, the DWSUs are being replaced with twin bins to accommodate both types of waste. To test the suitability of the new bin structure, two twin bins have been installed so far. As the project progresses, additional bins will be placed throughout the Kempty Falls area. This initiative aims to encourage tourists to properly dispose of waste by using the correct bins for dry and wet waste. The wet waste collected will be composted at the designated wet waste units in the area, while the dry waste will be transported to the Material Recovery Facility (MRF) for further processing. This change will promote better waste segregation and more efficient waste management.



# MOU SIGNING BETWEEN ZILA PANCHAYAT AND WASTE WARRIORS

In the last quarter, the contractor responsible for the waste collection vehicle changed, and the Zila Panchayat took over the operations without a proper handover or prior notice. This transition caused significant operational challenges in both waste collection and processing.

To address this issue, a meeting was arranged between the Zila Panchayat and Waste Warriors to discuss possible solutions and explore ways to collaborate for effective waste management. During the meeting, the Zila Panchayat proposed that Waste Warriors take over the operations, and expressed their willingness to sign an MoU for the same.

Several follow-up meetings were held to negotiate the terms of the contract. According to the agreement, the Zila Panchayat will support Waste Warriors in implementing sustainable waste management practices in two panchayats. The contract also specifies that Waste Warriors will onboard an entrepreneur for on-ground operations, with Waste Warriors taking a lead role in Information, Education, and Communication (IEC), as well as monitoring and evaluation.

This collaboration marks a significant milestone in the project, paving the way for a sustainable waste management model led by the entrepreneur.





# ACHIEVEMENTS

- Signing of Memorandum of Association between Waste Warriors and Zila Panchayat for collection and processing of waste.
- Three consecutive months of 100% source segregation of waste at fall area shops generating both wet and dry waste.
- Three consecutive months of 100% userfees collection at the fall area.

# CHALLENGES

- Source segregation dip due to changes in the collection contractor and also non monitoring for few days.
- Lack of control of Zila Panchayat workers leading to improper waste handling.
- Unable to start the campaign at JW Marriott.
- We have still not received any land for the inert waste disposal, dumping still continues in front of the MRF.
- High pilferage of high value items.
- Lack of ownership of panchayat's for Dry waste storage units installed by them.

# 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 Kempty 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

- MoU signing between Waste Warriors and Local Entrepreneur.
- Initiating collaboration between panchayat's and Local Entrepreneur.
- 3 Twin Bins to be Installed for tourists to manage Dry & Wet Waste at Kempty Fall Stairs.
- Installation of safety fence.
- Finalization on MRF extension plan and quotation.
- User Fees campaign
- Eco Stay campiagn
- 1 Large scale community engagement activity
- 2 district/local stakeholder meetings
- Installation of signboards
- Completion of all wall murals.
- Completion and social media launch of all project videos.
- Implementation of Menstrual hygiene workshop.
- Strengthening the data collection system of the project.
- Pilot of wet waste composting of 20kg/day at the route area
- Allocation of dumpsite.

\* 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



**Mohammad Imran**  
Sr. Executive



**Anurag Bhatt**  
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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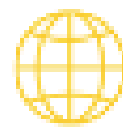
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## Thank You. Let's Discuss.

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