

Sort Karo- end to end awareness campaign

Approach

01 Need-gap analysis

In order to understand the baseline waste practices in the area, the programme team did a need-gap analysis. This included door-to-door survey, focus groups and one-on-one conversations with local residents. From this, they gained a better understanding around:

- Primary reasons for not segregating the waste
- Existing infrastructure of waste collection & storage
- Current waste collection practices
- Percentage of waste segregation at source

02 Interventions

Insight

90% of the respondents stated that ULB only send one truck for all types of waste and that Safai Sathis don't separate the waste they collect. It was clear that IEC activities around waste segregation was needed in the community.

Impact

Impact area	Before	After
Segregation at source	Less than 32% were segregating into two waste streams	More than 79% started segregating into three waste streams
Segregated door-to-door collection	Only 29% of the Safai Sathis were carrying separate bags for dry waste	97% of Safai Sathis started carrying separate bags for dry and wet waste
3 community bins for segregated storage	Only 46% of the buildings met the minimum waste storage requirements	100% buildings had the required waste storage
Dry waste diverted from landfills	180 Kgs per week was being collected	480 Kgs per week was being collected after the initiative

Learnings & Insights

- The waste management system is stuck in a vicious circle of inefficiencies at a systemic level. For the success of the project, it's important to break that circle by each player doing their part and encouraging other to do the same
- Waste segregation requires all players in the waste value chain to collaborate. If one part of the waste stream is not aligned with the wider system, the intervention will not work