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# Project cities: Relevance

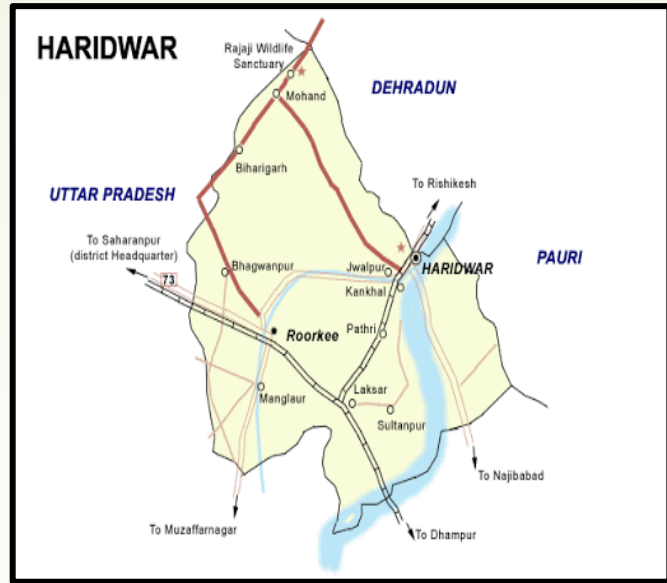
## HARIDWAR

Ganga entering plains – major pilgrimage spot

Residential population of 2.29 lakhs with an area of 12.3 km sq.

Nearly 2 crore tourists every year. During Kumbh Mela – 10 million

City generated 237 TDP of solid waste in 2015 – 8.5% plastic waste IPE Global 2009



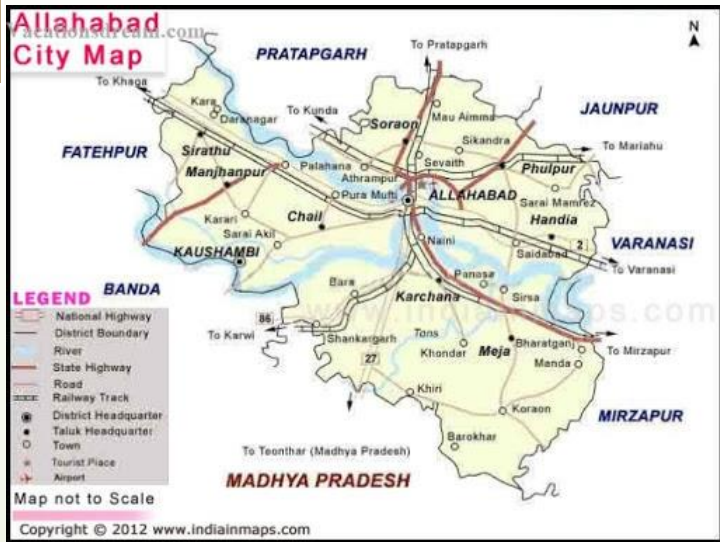
## PRAYAGRAJ

Confluence of three rivers – pilgrimage spot

Residential population of 11.1 lakhs, with area of 82 km sq

High footfall during major melas/events like Magh Mela; 24 crore people during the last Kumbh

Many open littering spots in the city, near the Sangam area



# Findings from the Perception Survey

City		Perception
HARIDWAR	Ganga Sabha	' <b>Plastic cans</b> are still one of the major plastic item used by the visitors'. 'Apart from that clothes and plastic sheets are found in river waste'. Lack of strict penalization and fines.
	Nagar Nigam	'Need measures or alternatives to improve <b>city waste disposal system</b> - which currently end up on landfill sites'.
	School Children	' <b>Forty-Four percent students</b> perceive that they know little about plastic pollution, while 32 percent perceive that they know quite a lot'.

General awareness of the issue amongst all stakeholders we interacted with – All respondent groups indicated at specific problems to find solutions for!

		streets which eventually end up in the river'.
PRAYAGRAJ	Navik	'The plastic used for <b>packaging of feed for Siberian crane</b> is thrown by the visitors into the river during boat rides. 'Navik ka nadi se Sambandh hai Sukhne ya Pradushit hone pe arthvyavastha par prabhav padega'
	Kalpvasi	' <b>Some perceive that burning is a solution</b> to get rid of plastics, not aware of proper means of disposal of plastics'.
	School Children	' <b>Ninety-six percent</b> of students feel that the disposal of plastics should be taught'.



# Factors contributing to the marine litter problem

## BEHAVIOURAL



Conflict between **religious practices and the need to reduce plastic use**

**Understanding** of the issue of plastic pollution **only limited** to polythene

## INFRASTRUCTURAL



**Lack of collection systems and infrastructure** – 203 plastic litter hotspots in Prayagraj

**Slums** not on collection radar and **major leakage points** in Haridwar

**Lack of affordable alternatives** for pilgrims/ small businesses/ regular customers

## SYSTEMIC



**Lack of economic value chain** for managing plastic waste

**Huge influx of people** during festivals/melas – lack of capacity to deal with the waste

No effective evaluation of services provided by private contractors



# Achievements

## Stakeholder connect

Connected to more than 10 stakeholders from diverse background

Linked with faith based leaders

## Recommendation letter from Municipal Corporation in Haridwar

Invitation by Ganga Sabha to carry out awareness generation activities during Kumbh Mela

## Capacity building and awareness generation campaigns

In the form of BIG sessions and awareness generation activities. Reached to 1500+ numbers

Used creative means – street plays, magic shows, signature campaigns, rally etc. at the prime locations. Reached to 5000+ people. Eco clubs formed in school

Used local volunteer groups – Swachhagrahis and sanitation workers

## Communication

Used traditional and social media  
Social media – 14 posts divided into issue- activity- call for action .

Traditional media – 35 posts in 2.5 months – 15lakh+ circulation copy

Designed leaflets in Hindi, brochures for stakeholders

Radio – 1.25 crore listeners

Outreach video – 50-52 LED screens in Prayagraj, main LED screen in Haridwar

Jingles – through radio and speakers at prime locations

## Mega Event – Humara Sankalp Plastic Mukht Ganga

Organised at major location – Sangam and Har Ki Paudi

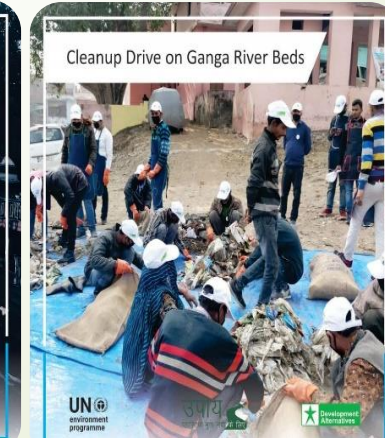
In Haridwar with support from Ganga Sabha

Participation by influential speakers – administration, Civil Society, Faith leaders, academia in both the cities

More than 2000 people attended and took pledge

Organised signature campaign in Haridwar

In Prayagraj a small demonstration – collection of 1500 PET bottles and handing to Nagar Nigam, with support from sanitation workers





# CAMPAIGNS AND WORKSHOPS



**Prayagraj Smart City Limited**  
(Formerly Allahabad Smart City Limited)  
1<sup>st</sup> Floor, P-Square Mall, Civil Lines, Prayagraj, Uttar Pradesh 211001  
CIN - U-74999UP2017SGC096432 Email Id: ascdald@gmail.com

Letter No.: 344/PSC/L/2020 Date: 20/03/2020

To,  
M/s Larsen & Toubro Limited,  
Smart World and Communication BU,  
215/02B Ground Floor, Ashok Nagar,  
Prayagraj - 211001

Subject: Regarding displaying video on harmful impacts of plastic pollution in Ganga on VMDs.

Dear Jignesh,

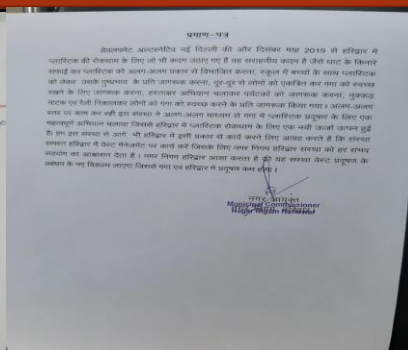
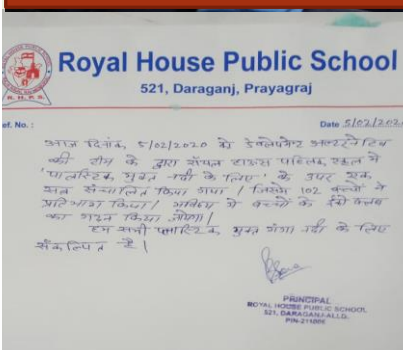
A short animation film on the harmful impacts of plastic pollution in Ganga River has been received in PSC/L and is found useful for creating awareness among large masses. As per the approval given by CEO PSC/L, a video of 1min 22 sec is shared with you on the mail id [jdubey@lntec.com](mailto:jdubey@lntec.com) which can be displayed on the VMDs. The Video clip should be run with greater frequency on VMDs located near Sangam area.

You are requested to display the video on all VMDs with above mentioned direction located at different locations. CEO has also directed to submit the content for reviewing on monthly basis.

Sanjeev Kumar  
Digitally signed by Sanjeev Kumar



# STAKEHOLDER CONNECT



# MEGA EVENT







# Strategy and Approach – Research and Action

Each on-ground activity was informed by findings from the perception survey and interactions with city-level Govt., institutions, CSOs etc.

## Perception Survey and stakeholder meetings



## Two Clean-up drives



Groups of volunteers for conducting clean-up drives

## Ten BIG sessions



Awareness on perils of plastic but **lack of information on its negative impact on marine ecosystems** – included components on life cycle of plastic waste, types of plastics commonly available, target groups identified

## One Mega Event



Communication material designed

## Stakeholder Workshop



## Demonstrating a value chain for safe disposal or recycle of plastic



Based on the survey, potential stakeholders and sites – like shopkeepers for value chain demo were identified. One pilot on converting plastic packets into low-grade diesel planned.



# Strategy and Approach – Process Chain

Perception Survey with different stakeholders and stakeholder meetings



Identification of potential stakeholders for collaboration, local network building

Two Clean-up drives



Data for international database generated

Ten BIG sessions



Groups of volunteers for conducting clean-up drives

Informed stakeholder groups

One Mega Event



Involved religious institutions – Shri Ganga Sabha

Reached city-wide audience

Stakeholder Workshop



Data on plastic waste generated in the city, gaps in Municipality level systems identified

Demonstrating a value chain for safe disposal or recycle of plastic



Collaboration between partners explored to demonstrate a functional example in the cities



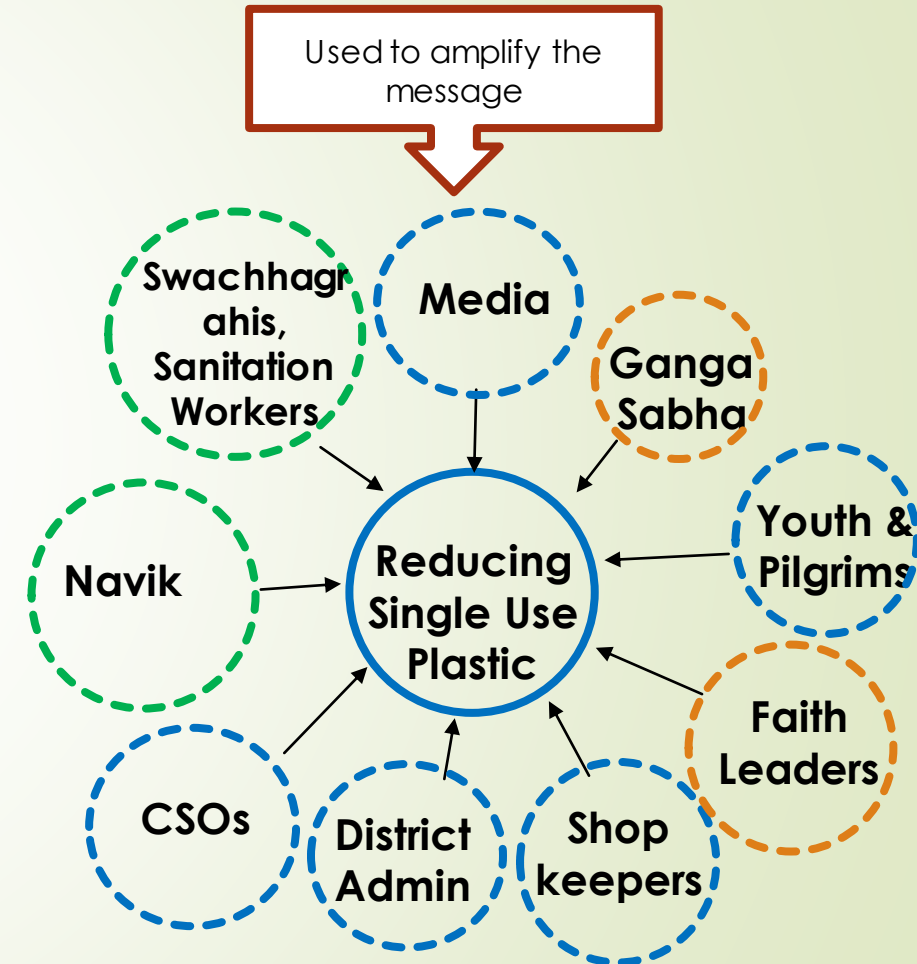
# Our stakeholder connect

## Haridwar – targeted Har Ki Paudi

- **Ganga Sabha** – Connecting with other stakeholder groups, specially faith leaders. Associated to organise major campaigns and events at Har Ki Paudi, including the mega event
- **District Administration** – Understanding the problem, connecting with their contract companies, responsible for collection and management of waste
- **Pilgrims** – Organised awareness campaigns
- **Shopkeepers** – Associated for value chain demonstrations
- **CSOs** – AYUS, SDC
- Indian Institute of Petroleum
- **Youth** – Major volunteer group, Eco-clubs in school

## Prayagraj – targeted effort in Magh Mela

- **Faith Leaders** – 10 ashrams, reaching to thousands of followers
- **Navik community** – Major stakeholder power to influence lakhs of pilgrims, held capacity building and awareness session
- **Volunteer Group** – Sanitation workers and Swachhagrahis – created awareness and demonstration of a small value chain of PET bottle collection
- **District Administration** – Problem analysis, display of outreach video
- **Shopkeepers** – Capacity building and awareness session
- **Youth** – Volunteer group, Eco-clubs in school





# Communication for behaviour change

**Animated videos** – importance, issue, individual steps that can be taken  
Contacted Municipal Corporation for displaying it on LED screens. Used the same in capacity building session.

Mapped what was **locally acceptable**  
Used local artists – modified the content  
**Performed at major sites**  
Organised before the mega event to build momentum

Dates were selected through **religious calendar**  
Organised at **prime locations**  
Involved diverse stakeholders  
Prepared **jingles and video** were played during the event



## Connected with AIR FM

Used two channels – **Primary and Vivid Bharti channels for broadcasting**

30 min program – importance, issue, call for action

Prepared **8 jingles- song on Ganga** followed by a message  
**Played through radio and speakers**

Developed leaflet – distribution through volunteer group  
Program brochure for stakeholder group



# Communication for behaviour change

## Two Way – BIG Sessions

- Prepared the module
- Incorporated learning from perception survey
- Used different methods of delivery with different target audience – Naviks, schools, shopkeepers, sanitation workers, religious leaders, etc.



## Learning by Doing - Clean up Drives

- Volunteer groups majorly from capacity building workshops



## Media

- Orientation of media personnel at the initial stages
- Strategy for social media posts
- Designing of template for these posts
- 4 platforms – Twitter, Intstagram, FB and LinkedIn

Clean-Up Drive Organized By National Productivity Council In Haridwar



## प्लास्टिक को गंगा में जाने से रोकने के लिए हुई बैठक

रुड़की बट्टी विशाल। आयुष्य हर्षिता इन्टर डेवलपमेंट अल्टरनेटिव नई दिल्ली द्वारा यूएनडीपी के सहयोग से प्लास्टिक मुक्त गंगा सफाई अभियान...

गंगा सभा के उपाध्यक्ष, विंग भागीरथी अध्यक्ष शंकर पालीवाल, डेवलपमेंट अल्टरनेटिव से गौतम भारद्वाज, आरबी सैनी एवं अन्य संस्थाओं के लोगों ने भाग लिया। जिसमें सभी ने अपने विचार रखे। सभा की ओर से बताया गया कि गंगा पर जो भी आये, उसे लिटरेचर तैयार करके जाते समय दिया जाये। शंकर पालीवाल ने प्लास्टिक एवं कपड़ों को अलग करने के लिए प्लस लगाने के लिए कहा। गौतम भारद्वाज ने भी कार्यक्रम की जानकारी दी तथा तीन महीने में गंगा में प्लास्टिक रोकने के लिए क्या करम उठाये जा सकते हैं, उसके बारे में राय ली। इस मीक पर लखवीर सिंह, अनुरा, आम्बर अली, रमिषानर नेगी, सीटी मजिस्ट्रेट हरिद्वार, आकृति मेधा आदि मौजूद रहे।





# Gaps

## Behavioral

1. No strategy for promoting moral and environmental consciousness over religious identity
2. **Limited knowledge** – life cycle of plastic and negative impacts of pollution not clear, understanding of plastics limited to polyethene
3. **Absence of compulsory use of alternatives at institutional level**

## Infrastructural

1. **Absence of basic infrastructure such as dustbins in prime locations**
2. Current fleet of collection **vehicles not built for segregated collection**
3. **Slum** along the main river or drains **not included on the waste collection route** of the Municipality - major plastic leakage points

## Systemic

1. Apart from some fraction of MLP that is sent to cement kiln, **no other value chain for disposal/ recycling** of different categories of plastic
2. **No punishments/ fines** for littering/leakage from institutions along the river
3. Alternatives not available
4. **Periodic awareness programmes and communication not prioritised**
5. Critical evaluation of the effectiveness of services provided by private contractors and mandatory resource recovery





# Recommendations and way forward

Behavioral

1. **Continuous capacity building and awareness generation programs**
2. **Municipality+CSO led promotion of alternatives** - especially during major events
3. Using creative means to disseminate information
4. **Working extensively with faith based leaders**, using them to spread the message

Infrastructural

1. Basic infrastructure upgrade – **dustbins installed at a 50m distance on prime locations. Frequent waste collection.**
2. **Informal waste collectors** to be included in the system to **recover maximum resources during collection**
3. Collection system to be connected to CSOs making products out of waste material
4. **Slums to be included on the collection map**

Systemic

1. **Pilot demonstration of some waste recycling/ co-processing solutions** such as – SUP to IIPM, HDB into sheets. **Enhance entrepreneurship** around plastic recycling, technology and capacity development
2. **Strengthening the partnership and network in cities** especially with the city government and on ground stakeholders. **Opportunities with other funding agencies like GIZ being explored.**
3. Govt schemes such as **SBM, Namami Gange to be synergized with Municipal level waste management system and initiatives such as UNEP countermeasures.**
4. **Affordable alternatives** to be brought to **compulsory use** in govt. offices, Ganga Sabha establishments, Municipal institutions, main markets in the cities
5. **Higher fines** on littering and open dumping







THANK YOU