

## Towards Sustainable Urban Sanitation



## Creating 'No Open Waste' urban areas through Decentralized Solid Waste Management

While the country is inching towards becoming Open Defecation Free by October 2019, urban India is grappling with a mammoth solid waste management problem hampering achievement of total sanitation. With over 62 million tonnes of waste generated per day, less than 60% collected and only 15% treated or disposed safely, numerous public health, environmental and socio-economic issues arise. Effective solid waste management, comprising of segregation, collection, storage, treatment and safe disposal is critical for sustainable urban development.

With the strong belief that responsibility lies with every citizen, we are leading the process of **social awakening** and **collective action** towards decentralized solid waste management for **total and sustainable sanitation** in the country.



## Conventional Vs Alternative 'No Open Waste' (NOW) Approach

Conventional Approach	Alternative No Open Waste (NOW) Approach
Waste is considered as garbage	Waste is considered as a resource
Focus on awareness creation using traditional IEC tools (posters, pamphlets)	Focus on community mobilization using triggering tools leading to behavior change and collective action
Centralized approach with policy promoting collection and tipping of waste	Decentralized approach with policy incentivizing reduction of waste at source
Government seen as 'provider of services'	Government as 'Facilitator of improved technology and systems support'
Around 90% waste goes to dumping sites	Around 90% waste safely treated/ disposed
Mixed waste at source and collection, limited segregation at aggregation points	4 levels of segregation - at source, during collection, at aggregation point and during treatment
Informal rag-pickers work in silos	Convergence of informal rag-pickers with the Government system
Tipping fee to collection agents	Tipping fee to the ULB
Financially unsustainable	Financially self-sustainable

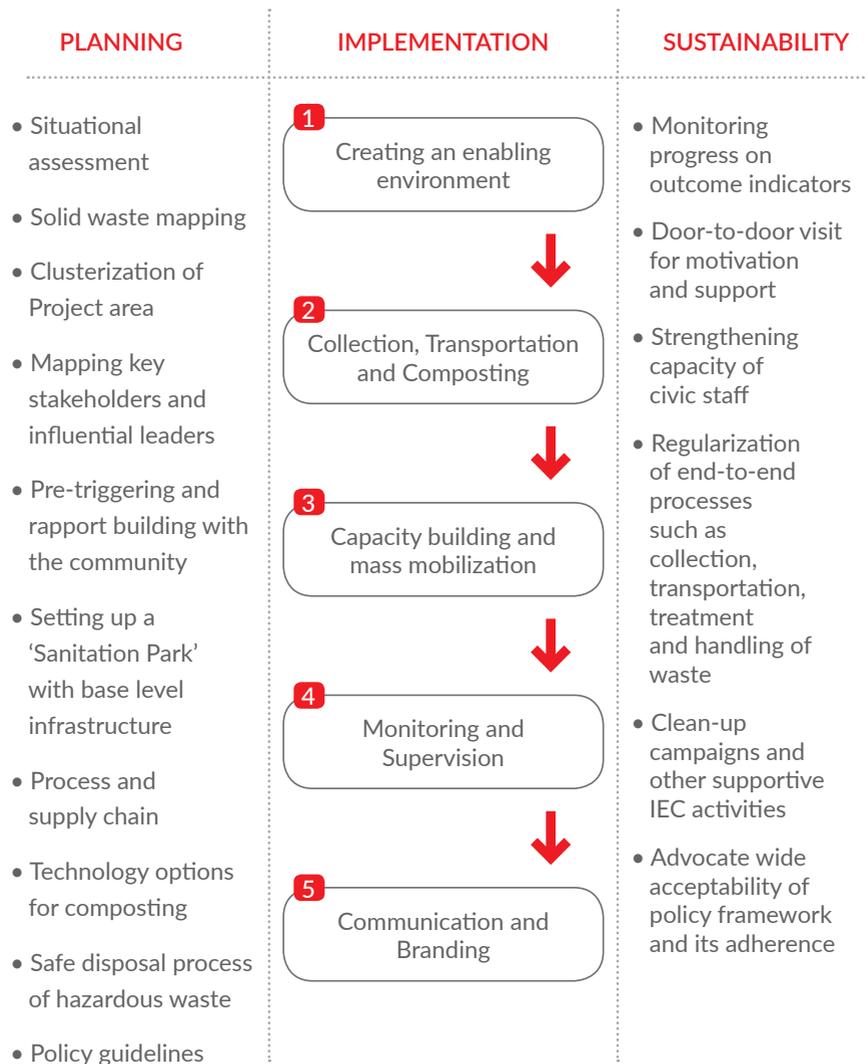
## Principles of the 'No Open Waste' (NOW) Approach

- 1 **Mobilization** of the citizens through the process of triggering, for collective behavior change and collective action for solid waste management
- 2 **Promotion** of decentralized SWM so that waste is handled, treated and disposed off safely at the cluster/ward level with active participation from citizen groups
- 3 **Shift in the role of Government** from 'Provider of services' to 'Facilitator of improved technology and systems support'
- 4 **Capacity building** of Government functionaries and stakeholders across the solid waste supply chain to support the citizens' movement
- 5 **Ensuring supply side** infrastructure, technology, systems and manpower in place before generating demand
- 6 **Reduction of waste at source** via mechanisms such as in-situ composting, ban on single-use of polythene bags and promoting reusable carry bags
- 7 **Mainstreaming** of informal rag-pickers, enhancing livelihoods by creating profit-sharing mechanisms, and adherence to health & safety standards
- 8 **Incentivizing best practices** by citizen groups via monetary or other compensation mechanisms

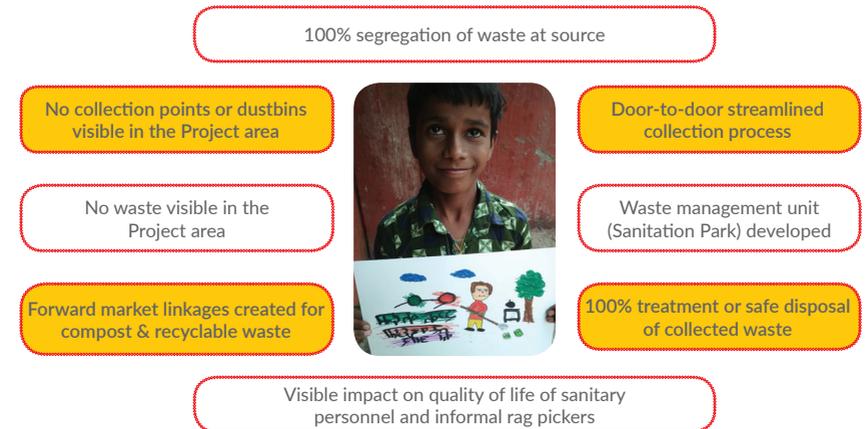
## Closing the Solid Waste Loop



## What we do



## Measurable outcome indicators



## Demonstrated success of the NOW approach



Under **Municipal Council, Jind, Haryana**, 2 wards comprising 2,574 households, have witnessed unprecedented success using the NOW approach, achieving **100% segregation of waste at source and zero-waste-to-landfill**. A 'Sanitation Park' has been developed and is gaining recognition as a Best Practice in SWM in the country. The entire collection, transportation and treatment process is streamlined through capacity building of citizens, Government functionaries, authorized vendors and sanitation personnel including street sweepers and rag-pickers.



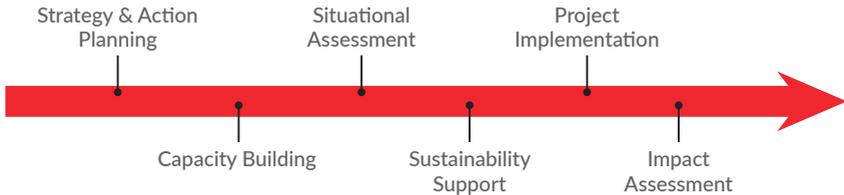
The NOW approach was demonstrated in 7 wards under **Municipal Corporation Gurugram** covering 72,000 households, with funding support from InterGlobe Foundation. Several housing societies and institutions adopted segregation of waste at source and in-situ composting (76 sites). 5 institutional composting sites have been developed and 85% of the wet waste is disposed safely. There has been 80% reduction in the waste sent to the Bandhwari landfill site from the Project area.

## About Feedback Foundation

Feedback Foundation is India's leading provider of sustainable development solutions using the community engagement approach. We are a trusted partner to Government agencies and Corporates making a difference in the urban sanitation scenario in the country.



### OUR SERVICE OFFERINGS



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