

# A pioneering partnership between Bidhannagar Municipal Corporation & South Asian Forum for Environment, SAFE

## Awareness Initiative on Waste Segregation & Recycling

This project is an extended initiative of Resolve: Trash2Cash, a program undertaken by SAFE in partnership with Bidhannagar Municipal Corporation which aims to conduct interactive campaign for at-source segregation of municipal waste amongst the residences of Saltlake, Kolkata area towards augmenting waste value awareness on importance of waste segregation at source, starting with Ward 31 and Ward 34 as pilot areas for a period of one month. **It aspires to be an exemplary model of waste management to provide an alternative livelihood for urban poor by waste recycling & bringing behavioral change among citizens on responsible waste disposal system.**



## Ongoing Action:



**A: Launching of the campaign cum sensitization program in approximately 4000 households within wards 31 & 34:** Two separate meetings were conducted in the presence of the ward 31 and ward 34 authorities with the block representatives from the 10 participating blocks present at the meeting. The objectives and the modus operandi were shared and the program was officially launched.

**B. Micro-sensitization and household survey:** A strong team of young volunteers who are dedicated to make sure this initiative is successful are at work since 15<sup>th</sup> July, 2016 in the field conducting the door to door sensitization and survey in ward 31 (Blocks – AE, BE, CE, BF, CF) and ward 34 (Blocks- IC, IB, HC, HB, GD) making sure that the residents not only become aware about the need and the method of at-source segregation of waste and the idea of recycling but also start practicing the same.

**C. Sustainable Management:** For municipal waste collection staff, sensitization meetings have been planned for ensuring the implementation of the correct waste disposal system and recycling along with an education cum exposure visits to SAFE Resolve: Trash2Cash recycling centers.



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