

Zero Waste to Ganga in Muni Ki Reti Tehri Garhwal, Uttarakhand

Need of the Project: The project underlines the vision to transform Muni Ki Reti as a Solid Waste Management (SWM) model with zero dumping into river Ganga. It aims to highlight the impact of mismanagement of waste in one of the high tourist footfall cities next to the Ganga banks and to work closely with local stakeholders to develop a sustainable model ensuring efficient use of resources and potential recycling of waste generated by the city.



Project Activities:

- SWM Awareness Workshops with Urban Local Body (ULB), local unions and associations, third-party contractors, residents, tourists, vendors, schools, adventure companies, etc.
- Baseline and Endline Data Collection for Monitoring and Evaluation.
- Clean-Up Drives and Dark Spot Transformations.
- Art Installations and Wall Murals.
- Mohalla meetings on a variety of SWM topics such as waste segregation and 3-bin distribution, home composting, sanitary waste management, textile waste (Kapda Daan Abhiyaan), single-use plastic bags and cloth bag distribution, etc.

Project Impact:

- Engaged with over 4500 households and commercial establishments.
- Maintained over 70% source segregation rates in 5 out of 12 wards of Muni Ki Reti.
- Conducted over 40 community-level SWM workshops and 10 ULB stakeholder consultation meetings.
- Organized over 12 clean-up drives with the local community and signed over 9,000 anti-littering pledges from residents and tourists.
- Partnered with ULB to implement 16 awareness signboards, 8 wall murals and 1 art installation.
- Established five Young Warriors Clubs in community schools.
- Created 14 social media posts in collaboration with DCB Bank across multiple platforms.
- Carried out 1 innovative campaign to reduce single-use plastic.

