

## Project Description Sheet

### PROJECT TITLE

# SBIF CONSERW: Waste No More in Ayodhya

### PROJECT LOCATION

Ayodhya, Uttar Pradesh (4 selected municipal wards)

### PROJECT DURATION

**3 Years and 1 Month** March 2025 – March 2028

### IMPLEMENTING AGENCY

**Chintan Environmental Research and Action Group** In partnership with **SBI Foundation** under its *Conservation through Sustainable Engagements, Restoration and Wildlife Protection (CONSERW) Programme*, and **Ayodhya Nagar Nigam**.

### PROJECT BACKGROUND AND RATIONALE

Ayodhya, one of India's most revered cities, is witnessing rapid urbanisation, increased pilgrimage-driven footfall, and rising solid waste generation. These pressures have strained existing municipal waste management systems, leading to challenges such as low segregation at source, high landfill dependency, limited recycling, and informal and unsafe working conditions for waste workers.

The project "**SBIF CONSERW: Waste No More in Ayodhya**" has been conceptualised as a comprehensive, inclusive, and sustainable response to these challenges. Anchored in circular economy principles, the project aims to strengthen municipal solid waste management systems while placing communities and waste workers at the centre of change. It seeks to demonstrate how coordinated action between a municipal body, a corporate CSR programme, and a civil society organisation can create scalable, replicable models for Tier 2 and Tier 3 cities across India.

## PROJECT GOAL

To establish an integrated, inclusive, and sustainable solid waste management system in Ayodhya that significantly reduces landfill dependency, increases recycling and resource recovery, and promotes climate-conscious behaviour among citizens.

## KEY OBJECTIVES

- Establish an end-to-end solid waste management system in **four municipal wards** of Ayodhya.
- Improve **waste segregation at source** by **at least 35%** through sustained community engagement and IEC interventions.
- Reduce landfill-bound waste by strengthening collection, segregation, processing, and recycling systems.
- Set up and operationalise a **4 TPD Material Recovery Facility (MRF)** for efficient processing of dry waste.
- Integrate **technology-enabled solutions**, including GPS-enabled waste collection tracking and a real-time project dashboard.
- Build capacities of waste pickers, municipal staff, bulk waste generators, and community ambassadors, with a strong focus on **women's empowerment and gender inclusivity**.
- Develop model **zero-waste wards** and promote reuse initiatives such as *Nekki Ki Diwar*.
- Ensure long-term sustainability through a structured **handover and transition plan** to Ayodhya Nagar Nigam post-project completion.

## KEY PROJECT COMPONENTS

### 1. Stakeholder Engagement and Governance

- Formal collaboration with Ayodhya Nagar Nigam through MoUs and approvals.
- Regular coordination meetings with municipal officials, recyclers, informal sector representatives, educational institutions, and community leaders.
- Establishment of clear operational roles and responsibilities across stakeholders.

### 2. Information, Education and Communication (IEC) for Behaviour Change

- Door-to-door awareness campaigns across four wards to promote waste segregation and responsible disposal.
- Community workshops, clean-up drives, and public engagement events.
- Targeted trainings for:

- Waste pickers (SWM Rules, 2016 compliance)
- Municipal staff and contractors
- Bulk Waste Generators (BWGs)
- Women waste pickers (health, safety, menstrual hygiene, and skills)
- Large-scale outreach to residents, pilgrims, institutions, and BWGs, with an estimated reach of **over 1 million people**.

### 3. Strengthening Waste Collection Systems

- Deployment of efficient and regular waste collection systems.
- Procurement and use of **waste collection vehicles**.
- GPS-enabled route mapping and optimisation for improved monitoring and efficiency.
- Formal engagement and training of **50 women waste workers** as community ambassadors.

### 4. Infrastructure Development

- Identification and development of land for waste processing infrastructure.
- Establishment and operation of a **4 TPD Material Recovery Facility (MRF)**.
- Dedicated collection and segregation centres for wet and dry waste.

### 5. Waste Processing and End-Use Solutions

- Processing of approximately:
  - **460 tonnes of dry waste annually**
  - **110 tonnes of wet waste annually**
- Partnerships with authorised recyclers and offtake agencies for sustainable material recovery.
- Composting of organic waste and promotion of reuse initiatives, including reduction of waste through *Nekki Ki Diwar*.

### 6. Technology Integration and Monitoring

- Development and deployment of a **real-time waste tracking and monitoring dashboard**.
- Continuous tracking of key indicators such as segregation rates, quantities processed, and landfill diversion.
- Midline and end-line assessments, including material flow analysis and community engagement review.

## 7. Sustainability, Handover and Exit Strategy

- Progressive capacity building of Ayodhya Nagar Nigam staff and local stakeholders.
- Development of standard operating procedures (SOPs) and training documentation.
- Structured handover of operations to the municipal authority to ensure continuity post-project.
- Revenue from sale of recyclables and compost to be ring-fenced and reinvested exclusively for sustaining the waste management model.

## REPLICABILITY AND SCALE

The project is designed as a **demonstration and learning model** for Tier 2 and Tier 3 cities. By combining infrastructure, community engagement, technology, and governance reforms, *Waste No More in Ayodhya* aims to offer a scalable framework that can be adapted by other urban local bodies across India.

## FUNDING AND SUPPORT

The project is **supported by SBI Foundation** under its *Conservation through Sustainable Engagements, Restoration and Wildlife Protection (CONSERW) Programme, a CSR Initiative*.

## KEY PARTNERS

- **Ayodhya Nagar Nigam** – Municipal authority and long-term custodian of the system
- **SBI Foundation** – CSR partner and strategic supporter under CONSERW.
- **Chintan Environmental Research and Action Group** – Implementing agency and knowledge partner.

## CONTACT INFORMATION

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