

CASE STUDY 2017

NEW DELHI COLLECTION & RECYCLING



CONSOCIA
ADVISORY



ITEM	DESCRIPTION
Project Name	<ul style="list-style-type: none"> ● Increase collection of Used Tetra Pak Cartons (UTPCs) ● The partnership between Tetra Pak India Pvt. Ltd, Bal VikasDhara, IPCA and KhatemaFibres Ltd.
Location	<ul style="list-style-type: none"> ● Delhi was identified as a target because of <ul style="list-style-type: none"> ○ High Carton sales ○ Proximity to Khatema Fibres Ltd. ● Areas in Delhi : Khadar, Noida, Gurgaon, Mahipalpur, Faridabad
Objectives	<ul style="list-style-type: none"> ● Bal VikasDhara <ul style="list-style-type: none"> ○ To achieve dignity, security and equity among the poor and marginalized communities through organized and sustainable efforts ○ Achieve a collection target of 100 metric tons within a year ○ Awareness workshops for Waste Pickers ○ 6 Health Camps for Waste Pickers ● IPCA <ul style="list-style-type: none"> ○ To collect UTPCs ○ To operate the "ParyavaranMitra" club for the benefit of scrap dealers/waste collectors' communities and put effort to make scrap dealers or waste collectors as active members of the club ○ To create awareness amongst Waste Picker Communities to separate cartons from mixed waste (would have gone as mixed waste) for a better price ○ Send the Baled UTPCs to Khatema Fibres Limited ● Khatema Fibres Limited <ul style="list-style-type: none"> ○ To separate paper fiber from UTPCs and convert them into End use products
Program Highlights	<ul style="list-style-type: none"> ● Bal VikasDhara <ul style="list-style-type: none"> ○ 10 workshops held and 950 Waste Pickers directly impacted and

	<p>5500 indirectly impacted</p> <ul style="list-style-type: none"> ○ 6 health camps held with approximately 3000 Waste Pickers and families impacted ● IPCA <ul style="list-style-type: none"> ○ Collected 500 tons from January 2016 to December 2016 ○ Successful mobilisation of 500 Waste Pickers to Collect UTPCs from different regions of Delhi-NCR ○ 10 Awareness workshops for Waste Pickers organised ○ 10 Health Camps for Waste Pickers’ families ensuring proper provision of medicines to them. 1123 people participated in the program
<p>Stakeholders & Partners</p>	<ul style="list-style-type: none"> ● Partners <ul style="list-style-type: none"> ○ Tetra Pak India Pvt. Ltd: Provision of funds, assistance in tie up between IPCA and Khatema Fibers Ltd. ○ Bal VikasDhara: Increasing awareness amongst Waste Pickers to sort UTPCs from mixed waste and conducting Health Camps for Waste Picker Communities ○ IPCA: Mobilisation of Waste Pickers and create awareness amongst them through workshops, achieving a target of 500 tons and send the baled UTPCs to Khatema Fibers Ltd. ○ Khatema Fibers Limited: Separation of Paper (Fiber) from UTPCs and convert them in usable products ● Stakeholders <ul style="list-style-type: none"> ○ Scrap Dealers: Collection from Waste Pickers, Storage and provision of funds to the Waste Pickers ○ Waste Pickers: Collection, Segregation, Usage, storage for limited time and sale of collected UTPCs to the Scrap dealers
<p>Beneficiaries</p>	<ul style="list-style-type: none"> ● 1500 Waste Pickers through better awareness and enhanced earnings ● 3000 people comprising of Waste Pickers and their families attended the health camps. 1150+ people out of the 3000 got treatment and medicines ● Bal VikasDhara: Achieved their aim of improving the quality of life of the Waste Picker communities in particular areas of Delhi ● IPCA : Achieved some success in their mission to create environmental

	<p>awareness and implement an integrated solid waste management system</p> <ul style="list-style-type: none"> ● Khatema Fibers Ltd., got raw material supplies for separating Paper fiber from UTPCs and eventually converted it into usable end use products
CASE DETAILS	
<p>Need for the Project</p>	<ul style="list-style-type: none"> ● SWM Rules, 2016 now require collection and Recycling of UTPCs ● UTPCs if left un-collected, would lead to environmental issues ● Delhi is one of the top cities in terms of Tetra Pak Carton sales. Poor waste management infrastructure, lack of awareness, no formal system to collect UTPCs were the challenges that were to be addressed so that the environmental footprint by UTPCs is lessened ● To establish that Tetra Pak packaging is primarily paper based packaging and 100% recyclable ● Tetra Pak’s sustainability initiative involves collection UTPCs and processing it into usable recycled products ● This initiative lessens environmental footprint by UTPCs ● This has led to the creation of an efficient value chain. Waste pickers experience an increased source of income eventually leading to better livelihoods ● Waste Pickers’ health is depleting and there is lack of awareness amongst them
<p>Journey of the Project/Action</p>	<ul style="list-style-type: none"> ● Identification of high potential locations in Delhi on the basis of carton sales and proximity to Khatema Fibers Ltd. ● First NGO identified: Bal VikasDhara – An NGO working in the field of Waste Picker upliftment and waste management ● Second NGO identified: Indian Pollution Control Association – An NGO working towards integrated solid waste management support and increasing recycling opportunities in Delhi ● BVD and IPCA assessed the local potential and submitted an action plan ● Collection support agreed on the basis of ambitious collection target ● Tetra Pak approved the collection target and funding ● Tetra Pak assisted in the tie up between IPCA and Khatema Fibers

	<p>Limited to take entire collection for converting the collected UTPCs into end use products</p> <ul style="list-style-type: none"> ● Collection and awareness starts simultaneously ● Monthly reporting formats agreed and started
<p>Role of Each Partner and other Participants</p>	<ul style="list-style-type: none"> ● Tetra Pak provided <ul style="list-style-type: none"> ○ Collection support for Waste Picker mobilization ○ Guidance for partnership between IPCA and Khatema Fibers Ltd. ○ Financial Support on the basis of the budget decided with IPCA and BVD ● IPCA and BVD <ul style="list-style-type: none"> ○ Created awareness amongst Waste Pickers & scrap dealers on the recyclability of UTPCs ○ Supervise collection of UTPCs ○ Monthly and quarterly collection reports to Tetra Pak ○ (Only BVD) Supported in the baling of UTPCs ○ (Only IPCA) Channelized transportation of UTPCs to Khatema Fibres Ltd. ● Scrap Dealers: To assist in pooling and baling of UTPCs ● Waste pickers: Help in collection of UTPCs from the catchment areas to the scrap dealers
<p>Results/Outcome</p>	<ul style="list-style-type: none"> ● 45.9 tonnes of Tetra Pak cartons collected by BVD ● 450 tonnes of Tetra Pak cartons collected by IPCA ● Collections progressively increasing ● Around 3500 Waste Pickers impacted and over 2200 received health benefits
<p>Impact</p>	<ul style="list-style-type: none"> ● Bal VikasDhara <ul style="list-style-type: none"> ○ Waste Pickers informed who Tetra Pak and BVD are and the value of the cartons ○ Waste Pickers told the value of cartons and importance of collection ○ Waste Pickers given education on monetary benefits of collecting

	<p>Tetra Pak and importance of money</p> <ul style="list-style-type: none"> ○ ~3000 people benefitted through the 6 awareness drives on health, hygiene, sanitation, defecation, diet, and chronic and general diseases ○ 1150+ patients got free medicines and advice from doctors <ul style="list-style-type: none"> ● IPCA <ul style="list-style-type: none"> ○ 10 workshops, 10 health camps, 6 canopies, and 2 ParyavaranMitra meets conducted ○ 470 Waste Pickers impacted at the workshops ○ 1123 Waste Pickers got free health checkups and were apprised about personal hygiene
<p>Learning</p>	<ul style="list-style-type: none"> ● Challenges involved migratory population and logistics
<p>Funding</p>	<ul style="list-style-type: none"> ● Bal VikasDhara <ul style="list-style-type: none"> ○ ₹1,91,400 (on field coordinator) ○ ₹1,92,000 (supervising, reporting, supporting, collecting Tetra Pak cartons) ○ ₹1,20,000 (workshop) ○ ₹2,10,000 (₹35000 for 6 health camps) ○ ₹25,000 (admin accounting cost) ○ ₹45,000 (IEC material for mass awareness) ○ ₹42,000 (awareness and collection) Total: ₹8,25,000 ● IPCA <ul style="list-style-type: none"> ○ ₹18,16,000 (human resources, including: team leader, project coordinator, field worker, health camp, ParyavaranMitra Club Meet, workshop in Delhi) ○ ₹2,10,000 (communications, including: kiosks and local transport costs) ○ ₹2,02,600 (local administrative costs) Total: ₹22,28,600



Health Camps for Waste Pickers

Photograph



Workshop for Scrap Dealers

Contact Person

- Sumit Jugran