

WASTE MANAGEMENT

# EMBRACING THE CIRCULAR ECONOMY





## Managing waste responsibly

Our waste management initiatives are rooted to the principles of a circular economy. By encouraging communities to take responsibility for their action and raising awareness about effective waste management practices, we seek to minimise environmental impact and build a sustainable future.

34,002

Households reached through various initiatives

32 T

Multi-layered packages collected

2,429 T

eCO<sup>2</sup> emissions mitigated

211

Livelihoods generated

8575 m<sup>2</sup>

Fabric produced from MLP

### Integrated approach



Participative approach for community-led solutions for improved hygiene and health



Raise awareness about the importance of waste management, hygiene and health



Ensure proper segregation of dry and wet waste at collection sheds



Channel waste for responsible recycling and co-processing



Ensuring wellness for truckers via Project Humrahi



Upcycling plastic waste while enabling livelihoods among women





### Empowering communities through waste management

In Gourdihi village, Odisha, the Dharitri Self Help Group (SHG) has transformed from relying on family income to leading waste management efforts in their Gram Panchayats. With support from the JSW Foundation, the 10-member SHG acquired a garbage collection vehicle, improving cleanliness and hygiene while empowering the local community. Members now contribute to Swachh Bharat Mission projects, including toilet construction and vehicle operations. In FY24, our waste management initiatives reached 27,350 households, bringing us closer to a cleaner, more sustainable future.

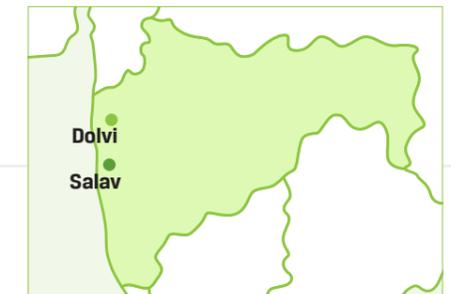


### Reinforcing positive action to limit plastic usage

Through initiatives such as the Earth Care Awards, mangrove restoration and the EcoKari recycling project, we actively address environmental challenges. As an extension of these projects, we also aim to address the root cause of plastic pollution and have undertaken steps to educate school students about the ill-effects of plastic pollution on the environment. To instil a sense of responsibility, we have involved more than 500 children in initiatives for collecting MLP wrappers and it has played an integral role in recycling and minimising plastic waste.

**500+**  
Students engaged

**227,908**  
MLP wrappers collected by children for recycling



**DOLVI**

**17** Schools   **415** Students engaged

**1,28,239**  
MLP items collected

**SALAV**

**11** Schools   **191** Students engaged

**99,669**  
MLP items collected

### Swachh Kedarnath project

Kedarnath, one of India's holiest pilgrimage sites and part of the 'Char Dham', is located in the ecologically sensitive zone of Rudraprayag in Uttarakhand. It sees an annual footfall of 15-20 lakh pilgrims, generating an estimated 10,000 kgs of waste daily. Owing to its rugged terrain and limited infrastructure for waste management, huge amounts of waste tend to accumulate in and around the area. A large amount of waste, especially plastic bottles end up in nearby rivers, polluting the water that sustains local communities. Besides, it has an adverse impact on the unique flora and fauna of the region, some of which are on the brink of extinction.

To limit the impact of water pollution on communities and protect the local flora and fauna, the 'Swachh Kedarnath' Project has been conceptualised. A joint initiative of the District Administration, Rudraprayag, Government of Uttarakhand and JSW Foundation, the project has enrolled Anubhuti Welfare Foundation as its implementation partner and Recykal as the technology partner. The project aims to limit waste to landfill and create a sustainable environment in Kedarnath. The Project will cover the entire stretch of Kedarnath, to keep the path waste-free and preserve the natural resources of the area. The project aims to create a plastic and litter-free Kedarnath yatra for pilgrims. Towards this end, an innovative Digital Deposit Refund System has been implemented. The system allows pilgrims to purchase plastic water bottles by paying a Rs. 10 deposit. When the customer returns the empty bottle, the QR code on it is scanned and the amount is refunded through UPI, cash and automated Reverse Vending Machines. This exercise is expected to make the region plastic-free and encourage people to adopt responsible waste disposal practices.

### Waste to wealth

Plastic pollution is a pressing challenge that requires responsible solutions, especially when it comes to recycling multilayer plastic (MLP) packaging. To address this, we have brought together our Education, Waste Management and Livelihood programmes to raise awareness among school children about the environmental impact of plastic pollution.

In FY24, 606 students from 28 schools in Dolvi and Salav collected an impressive 227,908 MLP wrappers. These wrappers are upcycled into various products through Project Sakhi, in partnership with the EcoKaari project, which creates sustainable livelihood opportunities for vulnerable women from marginalised communities.

To date, we have collected 16,400 kg of MLP with various partners. Together, we are making significant progress toward a cleaner, greener future.

