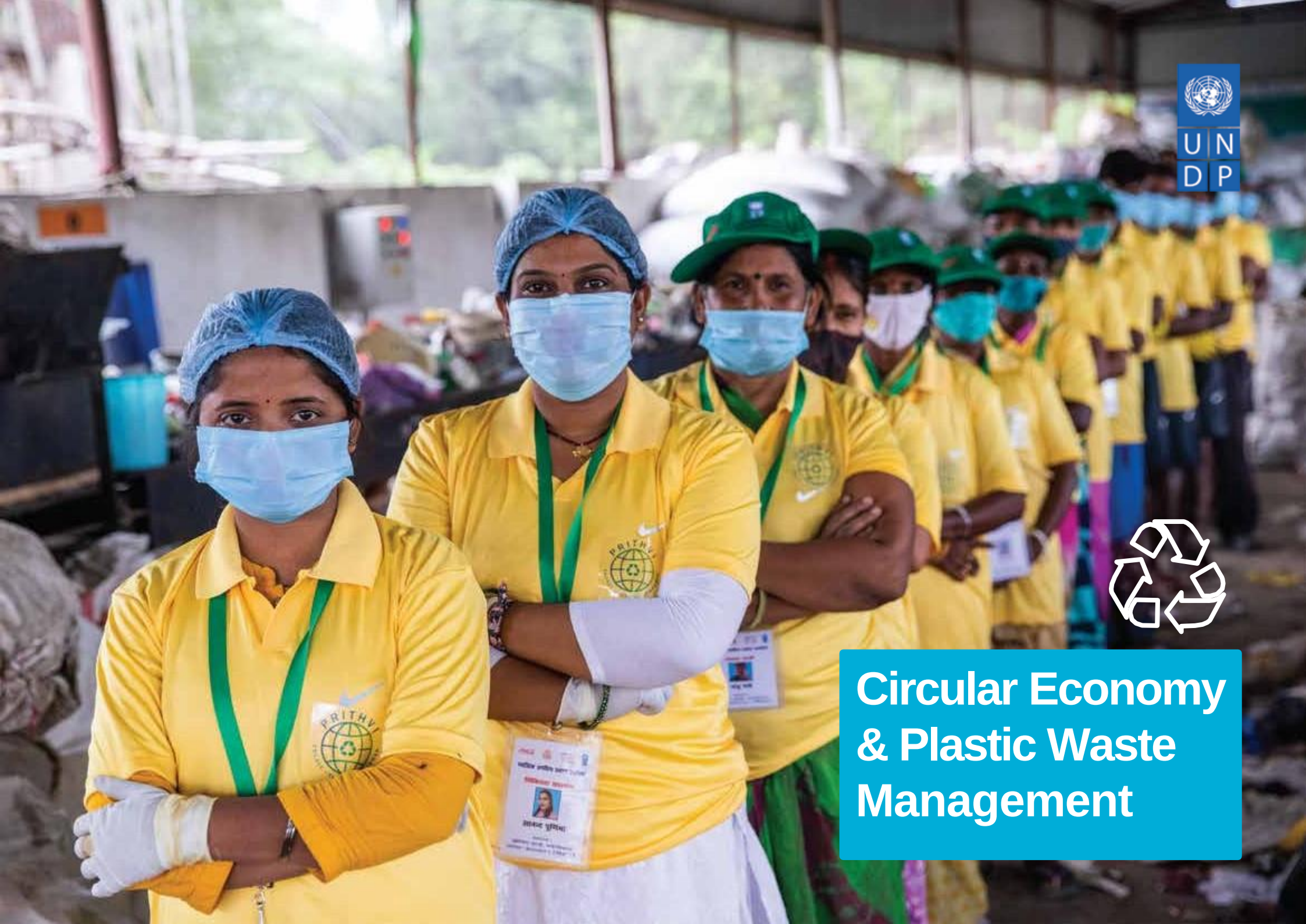




Circular Economy & Plastic Waste Management



Sustainable and Inclusive Plastic Waste Management



UNDP's Plastic Waste Management (PWM)

Initiated in 2018, completed 4 years since inception



Partnership with Corporates – Hindustan Coca Cola Beverages, Coca Cola India Foundation, Hindustan Unilever Limited, HDFC Bank, & India SDG Trust



Present across 35 cities in India, processed 83,900 MTs of plastic waste



2,09,750 MTs equivalent of carbon dioxide emissions saved



Equivalent to planting 99,88,095 trees



Enabled social inclusion of 5,200 Safai Sathis (waste pickers) as on Dec 2021



Our Presence

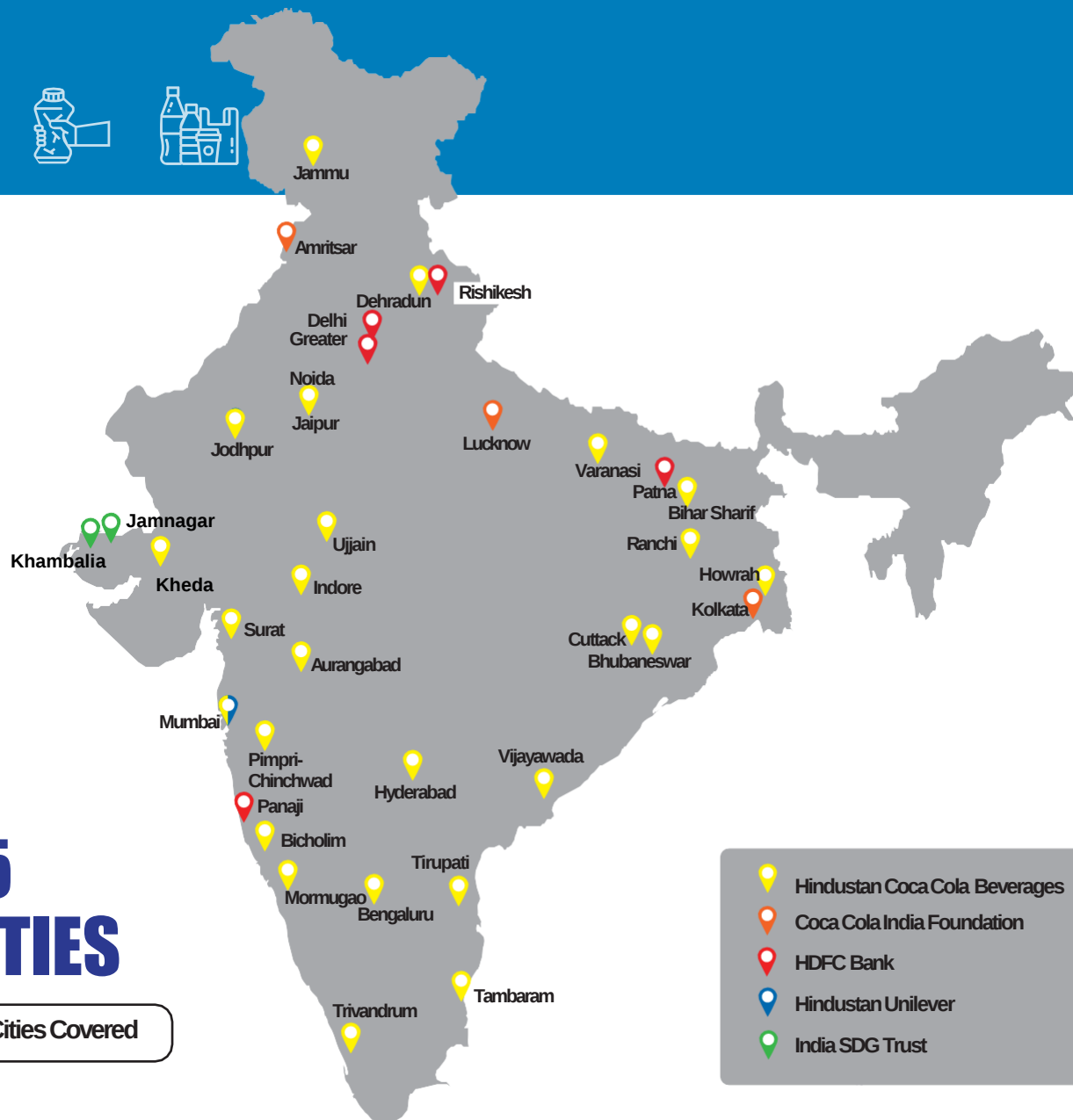


OUR PARTNERS:



35 CITIES

 Cities Covered



-  Hindustan Coca Cola Beverages
-  Coca Cola India Foundation
-  HDFC Bank
-  Hindustan Unilever
-  India SDG Trust

Pillars of Plastic Waste Management



Physical Infrastructure

Supporting urban local bodies in establishing material recovery facilities via infrastructure & Machinery set up in the cities



Partnerships

Partnered with Ministry of Housing & Urban Affairs, NITI Aayog (govt of India's leading think tank) & private sector for streamlining plastic waste management



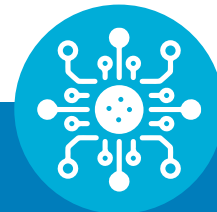
Social Inclusion

Enabling social protection of Safai Sathis (waste Pickers) by linking them to various Govt. schemes, promoting capacity & skill development



Outreach

Generating awareness amongst Citizens, promoting segregation Of waste through mass outreach & behaviour change campaigns



Innovation & Digitisation

Leveraging technology for effective data management, traceability & more transparency

Physical Infrastructure



Swachhta Kendras or Material Recovery Facilities

- Equipped with machineries for better efficiency
- Provide basic amenities like safe drinking water, toilets and safe working environment to Safai Sathis
- Act as focal point for the waste value ecosystem.
- Facilitate waste flow & data recording and traceability



2nd Regional Capacity Building Workshop for ULBs
Andhra Pradesh and Tamil Nadu on

**NITI Aayog UNDP HANDBOOK on
SUSTAINABLE URBAN
PLASTIC WASTE MANAGEMENT**

December 24, 2020
11:00 pm
tune Sel



Partnerships

Social Inclusion





Project Utthaan



Project “Utthaan” was born, as UNDP India’s COVID response to **build resilient communities** by strengthening **access to Social Protection Schemes** for Safai Saathis.

15

Cities

9000

Safai Saathis

45000

Indirect
Beneficiaries

Launch of UNDP Utthaan Baseline Study of Safai Sathis

In January 2022, UNDP released first-of-its-kind assessment of the socio-economic status of Safai Sathis in India. The analysis is one of the first large-scale assessments conducted in India, covering 9,300 Safai Sathis in 14 cities which encompasses the demographics, work, income, financial & housing conditions, levels of enrolment and access to social protection measures of the Safai Sathis



**Empowering
Safai Sathis through
Inclusive and
equitable social
protection system
that leaves no one
behind**



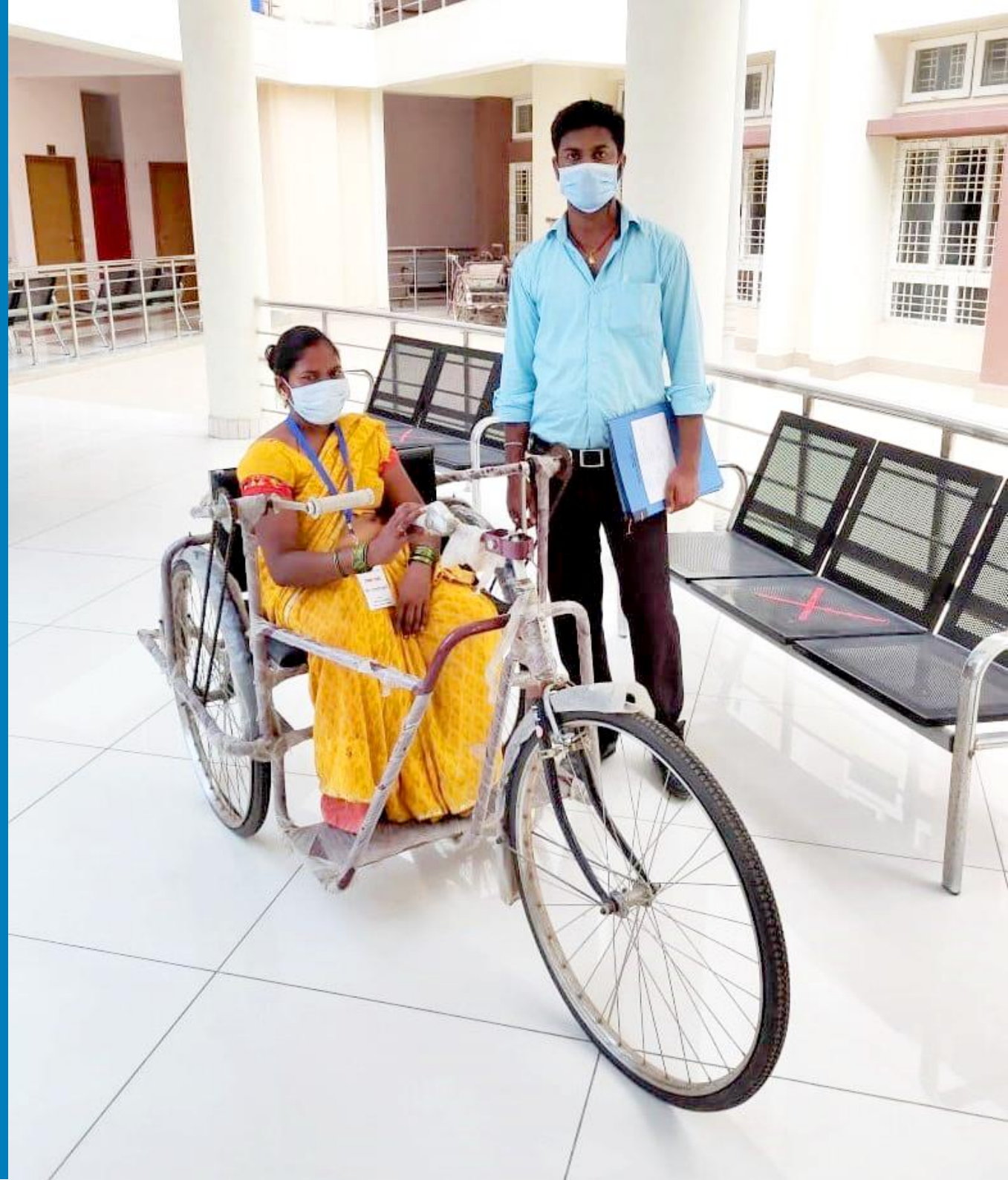


“The programme has helped me get vaccinated against COVID-19. This has given me double benefits. I am not only protected against the virus but could also apply for a universal pass for local trains. This has made my commute to the centre economical.”

- Kanupata Murali Deshmarne,
Mumbai

"I am differently abled. Because of this, I face challenges every day. My family has a limited income, and we could not afford a tricycle. I did not know how I could apply for one under the government scheme. The programme has helped connect me with the social welfare department. I now have the dignity to travel anywhere with the tricycle."

-Lalmuni Devi, Patna





“The programme has helped me enrol for Indira Gandhi National Old Age Pension Scheme. My old age is now secured. I will soon think about my retirement.”

-Tetri Devi (60) , Patna

“Opening a bank account, is helping me track the money I save. I want to have enough savings to send my sons to college so that they build a better future for themselves.”

-Basanti Tudu, Bhubaneswar



Increased livelihood resilience as gender, vulnerable and marginalized groups and mainstreaming of climate-related and other disasters risks





Innovation & Digitisation

Innovations in the Plastic Waste management model across cities



16 Way Segregation Model at Panaji



Art Installation made of recycled plastic at MRF in Delhi



Third gender inclusive waste pickers model in Cuttack

SDG Linkages



Plastic waste management brings a unique cross-cutting opportunity to contribute towards 14 of the 17 SDGs; bring more integration of various stakeholders to mutually invest for the cost to environment and natural capital.



Income of the waste pickers increased



Empowering women waste pickers through inclusion and improved livelihoods



Circular economy of waste, innovation in technology, energy recovery, and promoting extended producer's responsibility



Reducing landfill, reduction in greenhouse gases, marine litter, and safe handling of waste



Collaboration, engagement, partnership at every level

Strengthening PPP



UNDP is uniquely positioned to enable PPPs

Funding through ESG/CSR/EPR

Private Partner Expectation Management- EPR/CSR

