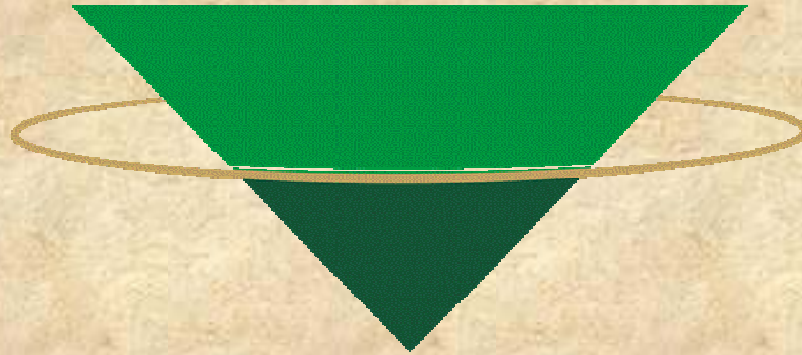


**NATIONAL WORKSHOP ON
ENVIRONMENTAL POLICY INTEGRATION
FOR GREENING THE INDIAN ECONOMY
1st March 2008**



Shuddham - rediscovering harmony

A scenic landscape photograph featuring a series of blue-toned mountain ranges in the background, creating a sense of depth. In the foreground, several dark green evergreen trees are visible, their sharp outlines contrasting with the hazy mountains. The sky is a clear, pale blue.

HAPPINESS IS ...
LIVING IN HARMONY WITH OUR ENVIRONMENT

Unfortunately our urban environment is in a deplorable state



and our biggest challenge is garbage



In towns and cities there is a Municipal system



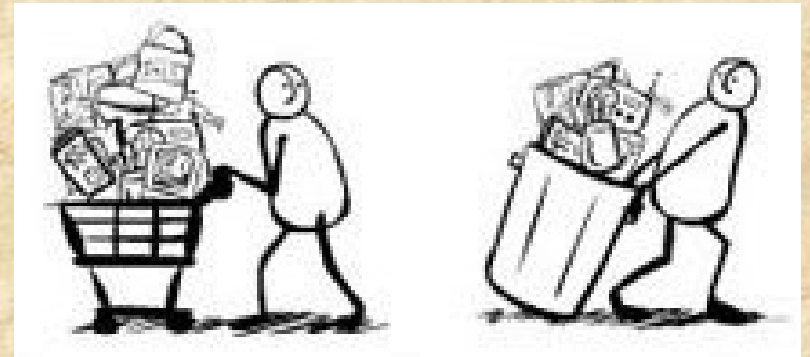
where workers are exposed to health hazards and all garbage is dumped in the outskirts and burned.

In the villages the waste is left to lie on the roads.



**The present system of garbage removal
is a one-way dead end.**

It depletes resources and degrades our environment.



From The Story of Stuff

Every year we dig up and process more than half a *trillion* tons of raw materials.

Six months later more than 99 percent of it is waste.



Garbage is not the problem...we are.

Things would not be in this state if we acted responsibly.



We keep our houses neat and tidy but have no respect for our **“common spaces”**.

It's the same story in every city, town and village

- Our health and well-being is adversely affected
- Our surroundings have become an eyesore.
- Our image - "*a race with no civic sense*"

We all feel isolated and helpless to do anything because
we have ***“lost connection with each other”***

This situation can be changed if we work together.

“ Beautiful India ”

Let's keep our surroundings clean



EVERYONE HAS A ROLE TO PLAY

■ RESIDENTS

in every neighborhood unite to make their area beautiful.

■ SCHOOLS & COLLEGES

organize activities to make students more responsive to the surroundings.

■ INDUSTRIES AND BUSINESS ESTABLISHMENTS

become eco-friendly and provide financial support.

■ MEDIA

creates awareness and initiates discussion at all levels.

■ GOVERNMENT

forms special committees and supports with policies, infrastructure and funds.

■ NGOs

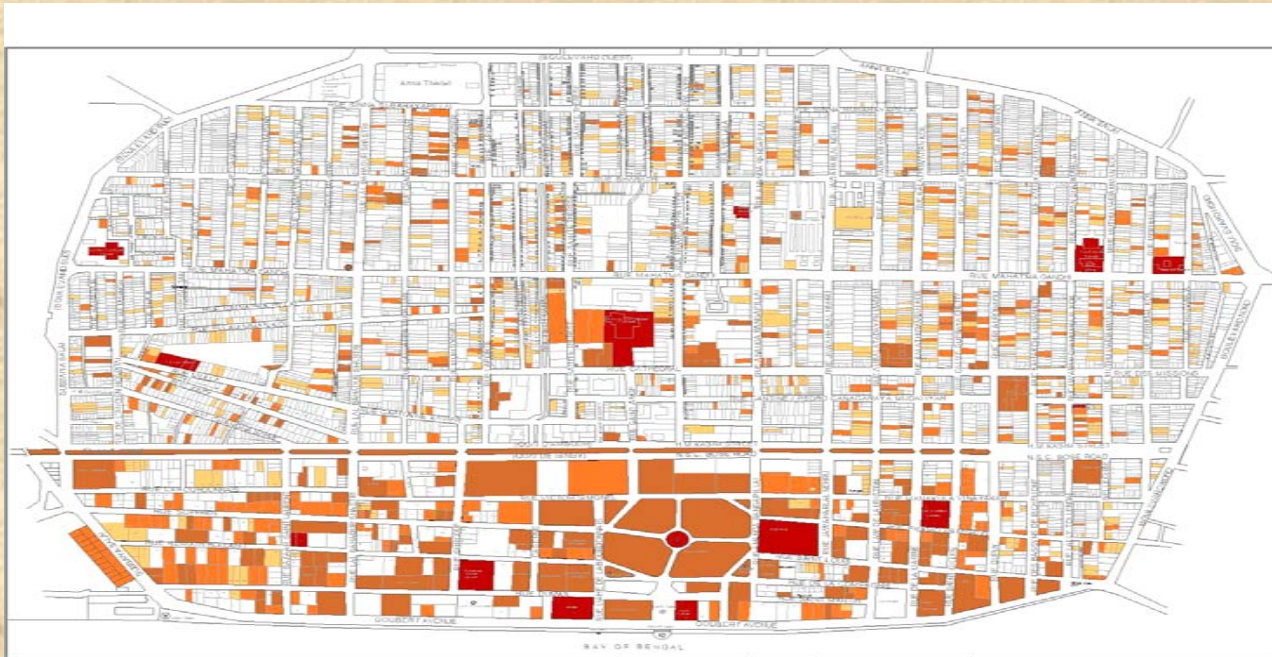
help in coordinating the movement.

Shuddham - rediscovering harmony

Objectives:

- 1. Create a model “zero garbage” neighborhood.**
- 2. Build a Resource Centre for research and development.**
- 3. Foster the “Beautiful India” movement by**
 - Conducting awareness campaigns**
 - Education programs**
 - Volunteer movement**
 - Advocacy and policy**
- 4. Dissemination to other communities**

A “**zero garbage project**” was initiated in the Rajbhavan ward on 21st April’02 in association with the Pondicherry Municipality.



1. A **System** (process, infrastructure etc) was established.
2. **Collective Action** was built by involving all the residents.

1. SYSTEM

Garbage has no value when it is mixed.



Segregated, it becomes a resource.



Plastic, paper etc is recycled and reused

Kitchen waste is turned into compost

- The waste is separated by residents at source.
- A door to door collection was organized.

2. COLLECTIVE ACTION

Three simple steps:

1. Not throw any waste on the street
2. Segregate waste at source
3. Handover waste to tricycle or tractor



Segregation at source



Segregated waste is collected daily on a tricycle



Plastic, paper etc are further segregated and sent for recycling



Kitchen waste is turned into vermicompost

The hazardous wastes are safely disposed

1. Automobile Waste
2. Broken Glass
3. Bulbs
4. Chemical waste
5. Diapers
6. Medical waste
7. Hospital waste
8. Paints
9. Sanitary napkins





Result of collaboration.

BENEFITS

- A “garbage free” neighborhood
- All our waste turned into resource
- Better health and hygiene
- Good relations with neighbors
- Employment creation
- Promotion of tourism



“Beautiful India”

Connect...Collaborate...Change the world

CHALLENGES FACED

1. GOVERNMENT

- Lack of will
- Lack of Coordination among departments
- Lack of support (infrastructure, R & D, awareness creation)
- No Policies

CHALLENGES FACED

2. PEOPLE

- Lack of awareness
- Apathy
- Unwilling to change habits

THE WAY FORWARD


Form a committee consisting of Municipality, Pollution Control board, Education dept, Business community, Citizen's groups to:

- **Formulate policies**
- **Educate**
- **Advocate**
- **Incentivize**
- **Regulate**
- **Tax**
- **Punish**

THE WAY FORWARD

Government to:

- 1. Provide financial support**
- 2. Foster R&D**
- 3. Create public infrastructure for:**
 - **Dustbins for segregated waste**
 - **Collection tricycles**
 - **Neighborhood collection centers**
 - **Sheds for processing recycled waste**

A bright, glowing sun or light source is positioned in the upper center of the frame, casting a warm, orange glow across the entire scene. The background is a deep, dark orange, creating a high-contrast, atmospheric effect. The light source itself is a bright yellow-white circle with a soft, hazy halo.

"O India, land of light and spiritual knowledge!

Wake up to your true mission;

show the way to union and harmony".