Sustaining the countermeasures initiative - Learning from behaviour change communication in Haridwar and Prayagraj
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Project cities: Relevance

**HARIDWAR**
- Ganga entering plains – major pilgrimage spot
- Residential population of 2.29 lakhs with an area of 12.3 km sq.
- Nearly 2 crore tourists every year. During Kumbh Mela – 10 million
- City generated 237 TDP of solid waste in 2015 – 8.5% plastic waste
  (IPE Global 2009)

**PRAYAGRAJ**
- Confluence of three rivers – pilgrimage spot
- Residential population of 11.1 lakhs, with area of 82 km sq
- High footfall during major melas/events like Magh Mela; 24 crore people during the last Kumbh
- Many open littering spots in the city, near the Sangam area

Ganga is one of the top 10 rivers that carry plastics to the ocean.
(Environmetal Science and Technology Journal)
## Findings from the Perception Survey

<table>
<thead>
<tr>
<th>City</th>
<th>Perception</th>
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| HARIDWAR     | **Ganga Sabha**<br>‘*Plastic cans* are still one of the major plastic item used by the visitors’. ‘Apart from that clothes and plastic sheets are found in river waste’. Lack of strict penalization and fines.  
**Nagar Nigam**<br>‘Need measures or alternatives to improve *city waste disposal system* which currently end up on landfill sites’.  
**School Children**<br>‘*Fifty-Four percent students* perceive that they know little about plastic pollution, while 32 percent perceive that they know quite a lot’. |
| PRAYAGRAJ    | **Navik**<br>‘The plastic used for *packaging of feed for Siberian crane* is thrown by the visitors into the river during boat rides.  
‘Navik ka nadi se Sambandh hai Sukhne ya Pradushit hone pe arthvyavastha par prabhav padega’  
**Kalpvasi**<br>‘*Some perceive that burning is a solution* to get rid of plastics, not aware of proper means of disposal of plastics’.  
**School Children**<br>‘*Ninety-six percent* of students feel that the disposal of plastics should be taught’ |
Factors contributing to the marine litter problem

**BEHAVIOURAL**

Conflict between religious practices and the need to reduce plastic use

Understanding of the issue of plastic pollution only limited to polythene

**INFRASTRUCTURAL**

Lack of collection systems and infrastructure – 203 plastic litter hotspots in Prayagraj

Slums not on collection radar and major leakage points in Haridwar

Lack of affordable alternatives for pilgrims/small businesses/regular customers

**SYSTEMIC**

Lack of economic value chain for managing plastic waste

Huge influx of people during festivals/melas – lack of capacity to deal with the waste

No effective evaluation of services provided by private contractors
<table>
<thead>
<tr>
<th><strong>Achievements</strong></th>
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<tbody>
<tr>
<td><strong>Stakeholder connect</strong></td>
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<tr>
<td>Connected to more than 10 stakeholders from diverse background</td>
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<td>Linked with faith based leaders</td>
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<td><strong>Recommendation letter from Municipal Corporation in Haridwar</strong></td>
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<td>Invitation by Ganga Sabha to carry out awareness generation activities during Kumbh Mela</td>
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<tr>
<td><strong>Capacity building and awareness generation campaigns</strong></td>
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<tr>
<td>In the form of BIG sessions and awareness generation activities. <strong>Reached to 1500+ numbers</strong></td>
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<td>Used creative means – street plays, magic shows, signature campaigns, rally etc. at the prime locations. Reached to 5000+ people. Eco clubs formed in school</td>
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<td>Used <strong>local volunteer groups</strong> – Swachhagrahis and sanitation workers</td>
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<td><strong>Communication</strong></td>
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<tr>
<td>Used traditional and social media</td>
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<tr>
<td>Social media – 14 posts divided into issue- activity- call for action</td>
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<td>Traditional media – <strong>35 posts in 2.5 months – 15lakh+ circulation copy</strong></td>
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<td>Designed leaflets in Hindi, brochures for stakeholders</td>
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<td>Radio – <strong>1.25 crore listeners</strong></td>
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<td>Outreach video – 50-52 LED screens in Prayagraj, main LED screen in Haridwar</td>
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<tr>
<td>Jingles – through radio and speakers at prime locations</td>
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<tr>
<td><strong>Mega Event – Humara Sankalp Plastic Mukt Ganga</strong></td>
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<tr>
<td>Organised at major location – Sangam and Har Ki Paudi</td>
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<tr>
<td>In Haridwar with support from Ganga Sabha</td>
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<td>Participation by influential speakers – administration, Civil Society, Faith leaders, academia in both the cities</td>
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<td><strong>More than 2000 people attended and took pledge</strong></td>
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<td>Organised signature campaign in Haridwar</td>
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<tr>
<td>In <strong>Prayagraj a small demonstration – collection of 1500 PET bottles and handing to Nagar Nigam</strong>, with support from sanitation workers</td>
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CAMPAIGNS AND WORKSHOPS

STAKEHOLDER CONNECT

MEGA EVENT
Based on the survey, potential stakeholders and sites – like shopkeepers for value chain demo were identified. One pilot on converting plastic packets into low-grade diesel planned.
Strategy and Approach – Process Chain

- Perception Survey with different stakeholders and stakeholder meetings
- Identification of potential stakeholders for collaboration, local network building
- Two Clean-up drives
- Data for international database generated
- Ten BIG sessions
- Groups of volunteers for conducting clean-up drives
- Informed stakeholder groups
- One Mega Event
- Involved religious institutions – Shri Ganga Sabha
- Reached city-wide audience
- Stakeholder Workshop
- Data on plastic waste generated in the city, gaps in Municipality level systems identified
- Collaboration between partners explored to demonstrate a functional example in the cities

Demonstrating a value chain for safe disposal or recycle of plastic
Our stakeholder connect

Haridwar – targeted Har Ki Paudi

- **Ganga Sabha** – Connecting with other stakeholder groups, specially faith leaders. Associated to organise major campaigns and events at Har Ki Paudi, including the mega event
- **District Administration** – Understanding the problem, connecting with their contract companies, responsible for collection and management of waste
- **Pilgrims** – Organised awareness campaigns
- **Shopkeepers** – Associated for value chain demonstrations
- **CSOs** – AYUS, SDC
- **Indian Institute of Petroleum**
- **Youth** – Major volunteer group, Eco-clubs in school

Prayagraj – targeted effort in Magh Mela

- **Faith Leaders** – 10 ashrams, reaching to thousands of followers
- **Navik community** – Major stakeholder power to influence lakhs of pilgrims, held capacity building and awareness session
- **Volunteer Group** – Sanitation workers and Swachhagrahis – created awareness and demonstration of a small value chain of PET bottle collection
- **District Administration** – Problem analysis, display of outreach video
- **Shopkeepers** – Capacity building and awareness session
- **Youth** – Volunteer group, Eco-clubs in school

Used to amplify the message
Communication for behaviour change

One Way

**Connected with AIR FM**
- Used two channels – Primary and Vivid Bharti channels for broadcasting
- 30 min program – importance, issue, call for action

**Animated videos** – importance, issue, individual steps that can be taken
- Contacted Municipal Corporation for displaying it on LED screens. Used the same in capacity building session.

**Mapped what was locally acceptable**
- Used local artists – modified the content
- Performed at major sites
- Organised before the mega event to build momentum

**Dates were selected through religious calendar**
- Organised at prime locations
- Involved diverse stakeholders
- Prepared jingles and video were played during the event

**Prepared 8 jingles - song on Ganga**
- Followed by a message
- Played through radio and speakers

**Developed leaflet – distribution through volunteer group**
- Program brochure for stakeholder group
Communication for behaviour change

Two Way – BIG Sessions

- Prepared the module
- Incorporated learning from perception survey
- Used different methods of delivery with different target audience – Naviks, schools, shopkeepers, sanitation workers, religious leaders, etc.

Learning by Doing - Clean up Drives

- Volunteer groups majorly from capacity building workshops

Media

- Orientation of media personnel at the initial stages
- Strategy for social media posts
- Designing of template for these posts
- 4 platforms – Twitter, Instagram, FB and LinkedIn
1. **No strategy for promoting moral and environmental consciousness over religious identity**

2. **Limited knowledge** – life cycle of plastic and negative impacts of pollution not clear, understanding of plastics limited to polyethene

3. **Absence of compulsory use of alternatives at institutional level**

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1. **Absence of basic infrastructure such as dustbins in prime locations**

2. Current fleet of collection **vehicles not built for segregated collection**

3. **Slum** along the main river or drains **not included on the waste collection route** of the Municipality - major plastic leakage points

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1. Apart from some fraction of MLP that is sent to cement kiln, **no other value chain for disposal/recycling** of different categories of plastic

2. **No punishments/fines** for littering/leakage from institutions along the river

3. Alternatives not available

4. **Periodic awareness programmes and communication not prioritised**

5. Critical evaluation of the effectiveness of services provided by private contractors and mandatory resource recovery
### Recommendations and way forward

#### Behavioral
1. Continuous capacity building and awareness generation programs
2. Municipality+CSO led promotion of alternatives - especially during major events
3. Using creative means to disseminate information
4. Working extensively with faith based leaders, using them to spread the message

#### Infrastructural
1. Basic infrastructure upgrade – dustbins installed at a 50m distance on prime locations. Frequent waste collection.
2. Informal waste collectors to be included in the system to recover maximum resources during collection
3. Collection system to be connected to CSOs making products out of waste material
4. Slums to be included on the collection map

#### Systemic
1. Pilot demonstration of some waste recycling/co-processing solutions such as – SUP to IIPM, HDB into sheets. Enhance entrepreneurship around plastic recycling, technology and capacity development
2. Strengthening the partnership and network in cities especially with the city government and on ground stakeholders. Opportunities with other funding agencies like GIZ being explored.
3. Govt schemes such as SBM, Namami Gange to be synergized with Municipal level waste management system and initiatives such as UNEP countermeasures.
4. Affordable alternatives to be brought to compulsory use in govt. offices, Ganga Sabha establishments, Municipal institutions, main markets in the cities
5. Higher fines on littering and open dumping