

Impact Assessment Report 2024-25



Plastic Waste Management

Implementation Year: 2022-23



Impact Assessment by:



Implemented by:





Abbreviations

CPCB	Central Pollution Control Board
CSR	Corporate Social Responsibility
ECR	Extended Citizen Responsibility
FGD	Focus Group Discussion
IEC	Information, Education, and Communication
IPCA	Indian Pollution Control Association
MoEFCC	Ministry of Environment, Forest and Climate Change
MoU	Memorandum of Understanding
MWM	Municipal Waste Management
NCR	National Capital Region
NGO	Non-Governmental Organization
PPP	Public-Private Partnership
RWA	Resident Welfare Association
SDGs	Sustainable Development Goals
SPCB	State Pollution Control Board
SWM	Solid Waste Management
UNSDGs	United Nations Sustainable Development Goals



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1 Executive Summary

Project Details

Dabur India Limited is a socially responsible organization which has been working proactively on programs related to spread of awareness and management of plastic waste. These programs have been designed to promote Extended Citizen Responsibility (ECR). The campaign focuses on encouraging individuals to actively participate in plastic waste management by collecting and responsibly disposing post-consumer plastic waste. By fostering awareness about waste segregation, recycling, and sustainable disposal practices, the programs are aimed to reduce environmental pollution and enhance community engagement in sustainable waste management. The initiative aligns with India's *Swachh Bharat Mission* and supports broader environmental sustainability goals.

Implementation Year

FY 2022–23

Total Beneficiaries

60,000

Assessment Year

FY 2024–25

Sample Size

400

Project Locations

- Chandigarh
- Gurugram
- Shahdara
- South West Delhi
- Ahmedabad
- Solan
- Rewa
- Satna
- Mumbai
- Pondicherry East
- Jaipur
- Gautam Buddha Nagar
- Ghaziabad

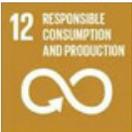
SDG Goals



Good Health and Well-Being



Quality Education



Responsible Consumption and Production



Climate Action



Partnerships for the Goals



Project Activities

- Conducted awareness sessions on waste segregation and management.
- Distributed cotton carry bags to reduce single-use plastic.
- Installed separate bins for dry and wet waste in schools and communities.
- Provided training on safe waste handling for ragpickers.
- Introduced plastic baling machines for efficient waste storage and transport.
- Organized community clean-up drives and waste collection campaigns.
- Conducted medical camps for waste workers with subsidized healthcare services.
- Engaged students in interactive sessions with videos, demonstrations, and discussions.
- Collaborated with local authorities to strengthen waste management policies.
- Implemented recycling initiatives to promote sustainable waste disposal.

Key Impacts

- **80%** of community members have started segregating plastic waste at source.
- **75%** reduction in improper plastic disposal due to awareness programs.
- **70%** of participants reported an increase in income through waste segregation.
- **85%** of students adopted waste management practices in schools and homes.
- **60%** reduction in single-use plastic usage in participating communities.
- **90%** of ragpickers now use safety tools and follow proper waste handling techniques.
- **78%** of local authorities actively support fund waste management initiatives.
- **88%** of program participants reported improved knowledge of recycling and its benefits.

Key Outcomes

- **82%** of households now use separate bins for dry and wet waste.
- **76%** of schools have implemented structured waste management systems.
- **80%** of waste collectors reported safer and more efficient waste handling.
- **85%** of market vendors have switched to reusable cotton bags.
- **70%** of waste is now processed and recycled effectively.
- **88%** of program beneficiaries have seen economic benefits from waste segregation.
- **79%** of community members actively participate in sustainability programs.
- **90%** of participants feel more responsible toward environmental conservation.



2 OECD

Framework

COHERENCE



The project is well-aligned with global sustainable development priorities, particularly with the Sustainable Development Goals (SDGs). It directly supports **SDG 3 (Good Health and Well-being)** by reducing pollution-related health risks, **SDG 4 (Quality Education)** by integrating waste management awareness into school curriculums, and **SDG 6 (Clean Water and Sanitation)** by minimizing plastic waste that contaminates water sources. Additionally, **SDG 13 (Climate Action)** by reducing plastic burning and waste pollution.

RELEVANCE



The project directly addresses pressing environmental and social challenges by tackling waste mismanagement, lack of awareness about plastic recycling, and health hazards caused by improper disposal. By focusing on schools, households, and waste picker communities, the project ensures that waste segregation, recycling, and sustainable disposal become an integral part of daily life. The introduction of cotton carry bags and awareness campaigns effectively reduce single-use plastic consumption, making the initiative highly relevant in the current environmental context.

EFFECTIVENESS



The project has successfully improved awareness and waste management practices by implementing structured training programs, distributing waste bins, and providing essential tools to waste pickers. Through interactive sessions in schools and communities, participants have developed a clear understanding of waste segregation, its benefits, and the importance of reducing plastic waste. Behavioral change is evident, as students, households, and workers now separate waste more effectively, leading to increased recycling efficiency and a reduction in landfill waste.





EFFICIENCY



By leveraging partnerships with NGOs, local governments, and private sector stakeholders, the project maximizes impact with optimized resources. The introduction of **baling machines** has significantly reduced storage and transportation costs for plastic waste, making recycling more viable. Additionally, training sessions for waste pickers and households have been conducted efficiently, ensuring knowledge transfer without excessive resource expenditure. The distribution of cotton bags as an alternative to plastic has been a cost-effective intervention in promoting sustainability.

SUSTAINABILITY



The project emphasizes long-term sustainability by encouraging behavioral change, institutionalizing waste management practices in schools and communities, and equipping waste pickers with tools for safer and more efficient work. Continuous engagement through refresher training, periodic monitoring, and partnerships with local authorities ensures that waste management practices remain in place even after initial project interventions. The adoption of **color-coded waste bins** further reinforces the sustainability of the initiative.



IMPACT



The project has resulted in **measurable improvements**, including an increase in household and school-level waste segregation, higher income levels for waste pickers due to better plastic collection and baling techniques, and a significant reduction in the use of single-use plastics. Community members have become more conscious of their waste disposal habits, leading to cleaner surroundings and improved health outcomes. Moreover, students and teachers have actively embraced the initiative, integrating waste management principles into everyday school activities. Through strong community participation and institutional support, the project has created a **lasting positive impact** on environmental conservation and sustainable living.



3 Introduction

BACKGROUND & NEED OF THE PROGRAM

Plastic waste has become one of the most pressing environmental challenges, with India generating millions of tons of plastic waste annually, a significant portion of which remains uncollected or is improperly disposed of. This leads to severe environmental hazards, including pollution of water bodies, soil degradation, and harmful effects on human health due to toxic emissions from plastic burning.

"My 10 Kg Plastic" is a campaign designed to promote Extended Citizen Responsibility (ECR) by encouraging individuals to actively participate in plastic waste management. The initiative aims to create awareness about the importance of waste segregation, recycling, and reducing consumption of single-use plastics at the household and community levels. By motivating citizens to collect and responsibly dispose waste, the program fosters a sense of collective responsibility, reduces the burden on waste management systems, and supports sustainable recycling efforts. This initiative is particularly crucial in urban and semi-urban areas where improper disposal of plastic waste exacerbates environmental and health concerns. Through strategic collaborations with local authorities, NGOs, and recycling partners, the campaign ensures that collected plastic is efficiently processed, contributing to cleaner cities and a more sustainable future.

About Dabur India Limited

Dabur India Ltd. is one of India's leading and most trusted companies in the FMCG (Fast-Moving Consumer Goods) sector, with a rich legacy spanning over 140 years. Founded in 1884 by Dr. S.K. Burman, Dabur has established itself as a pioneer in Ayurveda and natural healthcare products, offering a diverse range of products in Health Care, Personal Care, Home Care, Oral Care, and Food & Beverages. The company is deeply committed to Sustainability, Environmental Responsibility, and Community Welfare, integrating eco-friendly practices into its business operations.

Through initiatives like Plastic Waste Management, Sustainable Packaging, Afforestation, and Rural Development programs, Dabur actively contributes to environmental conservation and social empowerment. Its Corporate Social Responsibility (CSR) efforts focus on Healthcare, Education, Skill Development, and Environmental Sustainability, reinforcing its commitment to building a healthier and greener future for all.





4

Research

Methodology

Project Details

The study assesses the project's impact on raising awareness about plastic waste management, promoting waste segregation at source, and encouraging citizen participation in sustainable waste disposal practices.

Objectives of the Study

The primary objective of this study is to evaluate the short-term and long-term impacts of the programs on waste management behaviors and environmental consciousness. Specifically, the research examines the effectiveness of interventions such as awareness drives, plastic collection initiatives, recycling campaigns, and community engagement programs.

Research Design

A Mixed-Method Approach is adopted, integrating both quantitative and qualitative techniques to provide a comprehensive analysis of the campaign's effectiveness. This approach ensures a robust understanding of the program's impact and supports evidence-based recommendations for future sustainability initiatives.

Application of Quantitative Techniques

The study employs structured surveys conducted with beneficiaries, selected using simple random sampling to ensure a representative sample. This method allows for rigorous statistical analysis to measure key project outcomes such as increased awareness about plastic waste management, improved waste segregation practices, and enhanced community participation in recycling activities.

Application of Qualitative Techniques

The qualitative methodology involves in-depth interviews, focus group discussions (FGDs), and consultations with key stakeholders, including community leaders, waste management professionals, environmental activists, and program beneficiaries. These techniques provide deeper insights into stakeholders' experiences, challenges, and perceptions regarding the campaign's interventions.





Ensuring Triangulation

To enhance the credibility and reliability of research findings, the study employs triangulation, integrating multiple data sources, research methods, and stakeholder perspectives. This approach ensures a holistic and validated assessment of the campaign's effectiveness.

Sampling Framework

The sampling framework consists of 400 beneficiaries selected through simple random sampling and in-depth interviews with key stakeholders. This approach ensures a well-rounded representation of the target population, capturing diverse perspectives on the impact of the program.

Data Collection

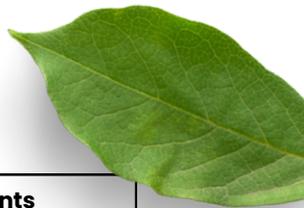
Primary data collection is carried out using structured surveys, in-depth interviews, and focus group discussions. Appropriate tools and techniques are employed to ensure data accuracy, reliability, and completeness in capturing project insights.

Commitment to Research Ethics

The research team adheres to strict ethical guidelines, ensuring confidentiality, transparency, informed consent, and respect for participants' rights throughout the study. Upholding these ethical standards is crucial for maintaining the credibility and integrity of the research findings.

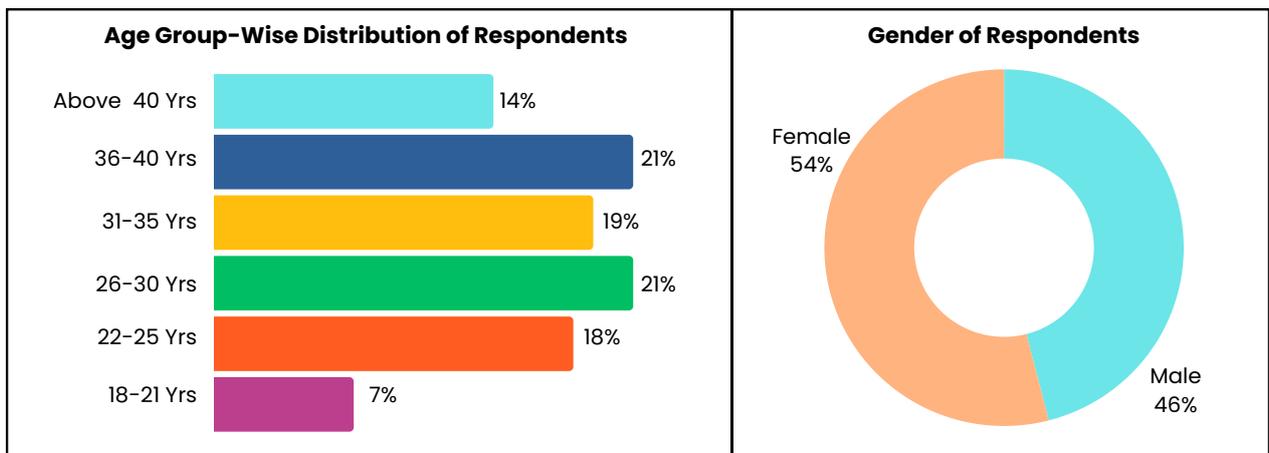


5 Major Findings



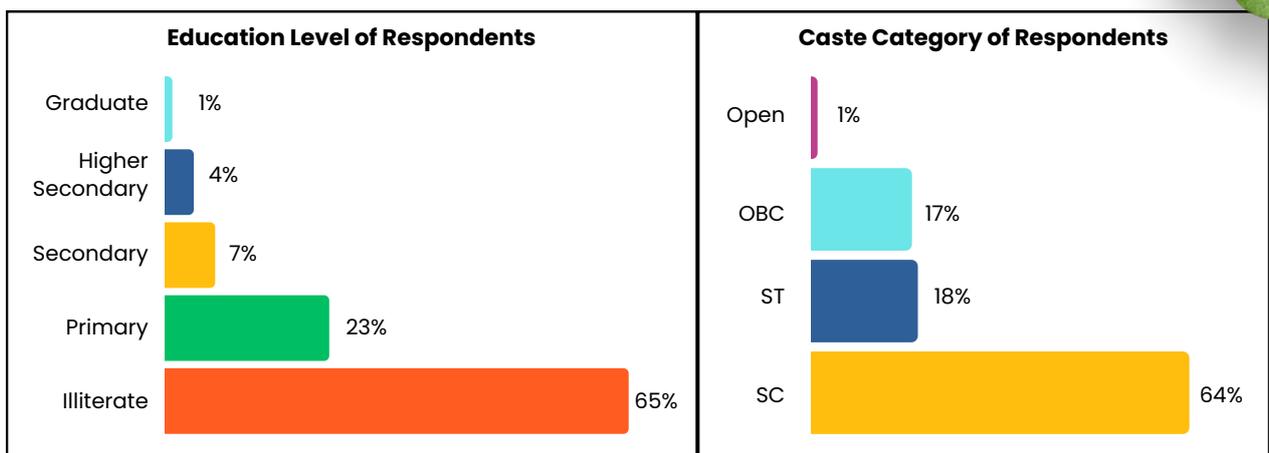
Ragpickers - Analysis

Chart 1: Age-Group & Gender



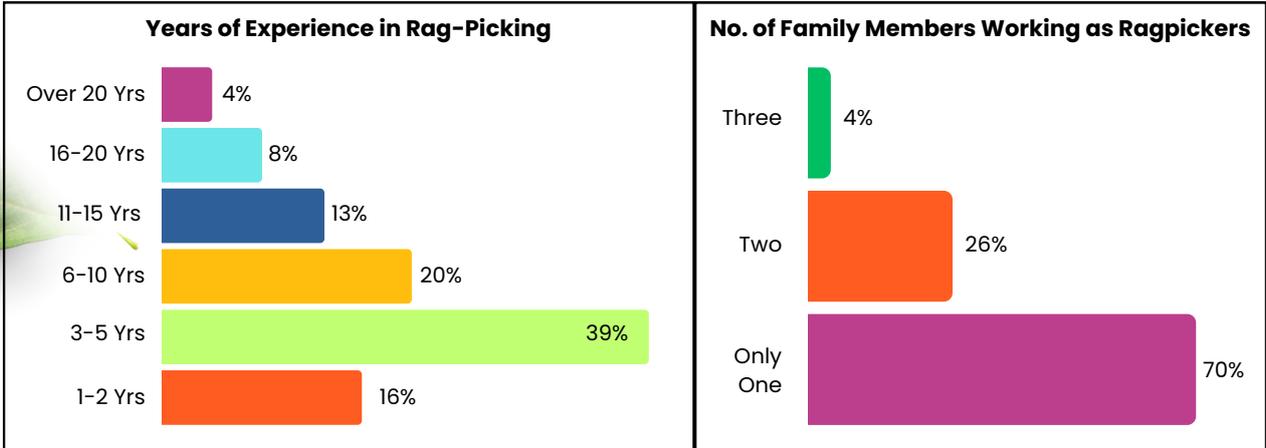
The data suggests that rag picking is undertaken by individuals across various age groups, with a notable presence in the 26-40 years range, indicating that it serves as a long-term livelihood for many. Additionally, there is a slightly higher participation of females compared to males, highlighting the role of women in waste collection and management.

Chart 2: Education & Caste Category



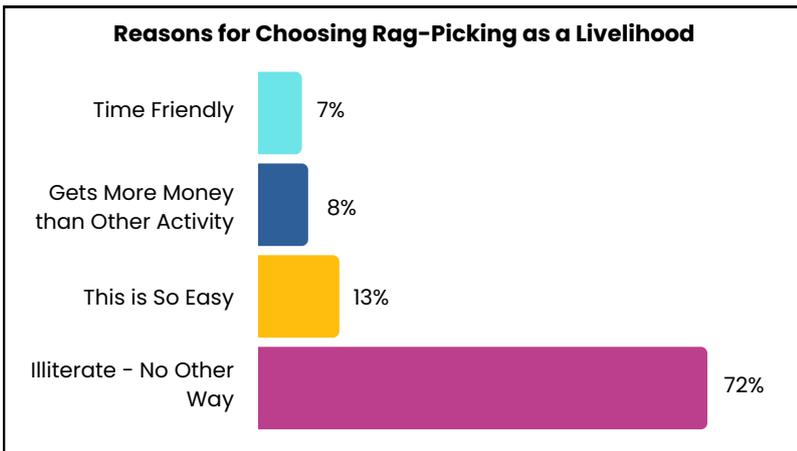
The data suggests that a significant portion of ragpickers have little to no formal education, which may limit their opportunities for alternative employment. The majority belong to marginalized caste groups, indicating that socio-economic and caste-related factors play a role in their engagement in this occupation.

Chart 3: Years of Experience in Rag-Picking & Number of Family Members Working as Ragpickers



The data indicates that rag-picking is often a long-term occupation, with many individuals engaged in it for several years, suggesting limited upward mobility. Additionally, while most families have a single member involved in rag-picking, a notable proportion have multiple members engaged, highlighting its role as a primary livelihood source for some households.

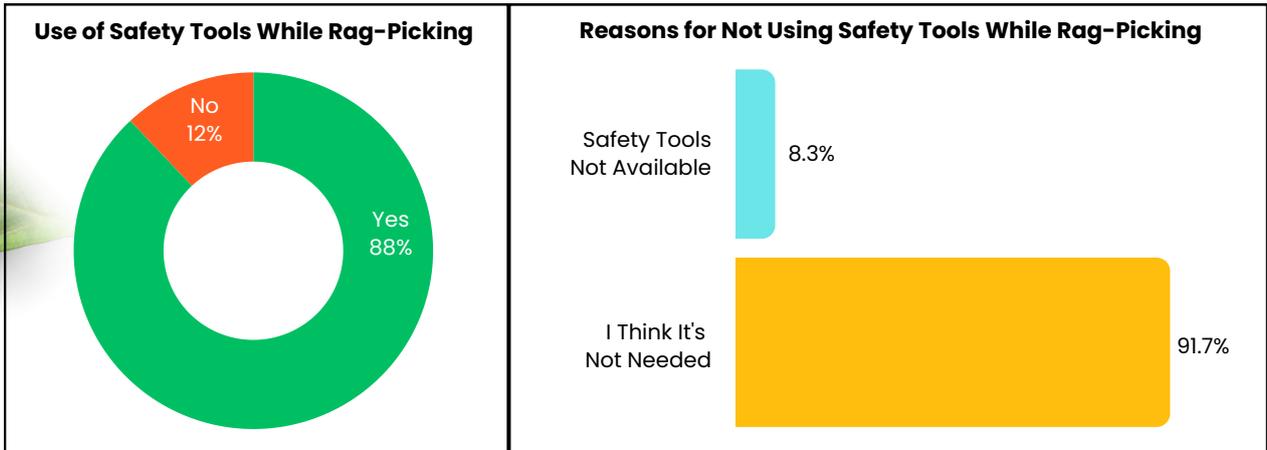
Chart 4: Reasons for Choosing Rag-Picking as a Livelihood



The data suggests that lack of education is the primary reason individuals enter rag-picking, as they have limited alternative employment opportunities. A smaller proportion find it relatively easy or more financially rewarding than other available jobs, while a few choose it for its flexible working hours.

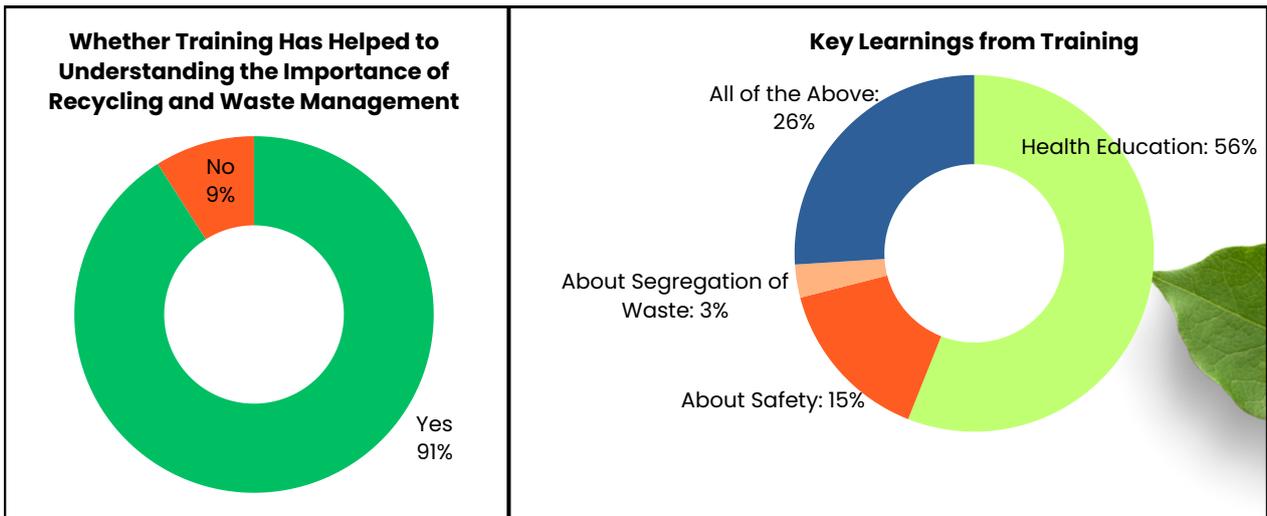


Chart 5: Use of Safety Tools While Rag-Picking & Reasons for Not Using Safety Tools While Rag-Picking



The data suggests that while most ragpickers use safety tools, a small fraction either do not use them consistently or at all. The primary reason for non-usage is a lack of perceived necessity rather than unavailability, indicating a need for awareness and behavioral change regarding occupational safety.

Chart 6: Understanding the Importance of Recycling and Waste Management & Key Learnings from Training



The data suggests that the training was largely effective in enhancing awareness about recycling and waste management. The majority of participants gained knowledge about health, safety, and waste segregation, with a significant portion benefiting from a comprehensive understanding of all aspects.



Case Study



Lalit Saket

Lalit Saket, a JCB Operator from Amarpatan, has experienced a transformation in plastic waste management following the implementation of a structured waste recycling program. Before the program, waste segregation and handling were unorganized, making manual processing difficult and inefficient. Recycling was extremely limited, leading to a large accumulation of unmanaged plastic waste. Without a proper system in place, the community struggled to manage plastic disposal effectively.

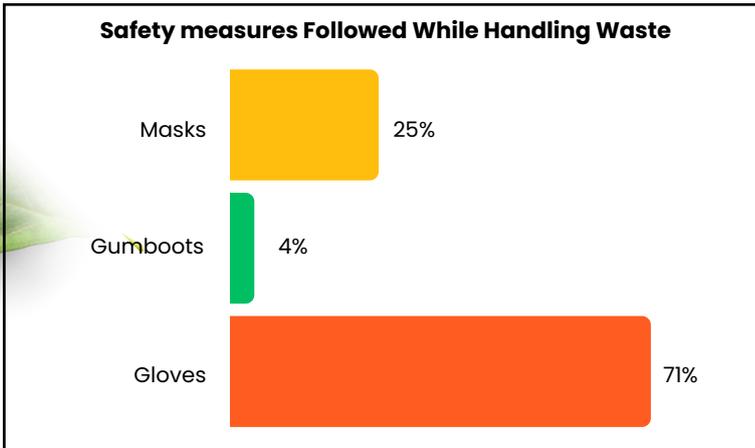
However, after the introduction of mechanized waste management solutions, including the use of a JCB machine, Lalit has found the recycling process to be much more efficient. The program also enhanced his understanding of proper waste disposal, significantly improving awareness about the benefits of recycling.

Since the program's implementation, waste segregation in the community has improved, and approximately 700-800 plastic units are now recycled daily... a major step forward.

Lalit was previously familiar with Dabur as a brand but was unaware of its community welfare initiatives. The health camp organized as part of the program was a new and beneficial experience for him.

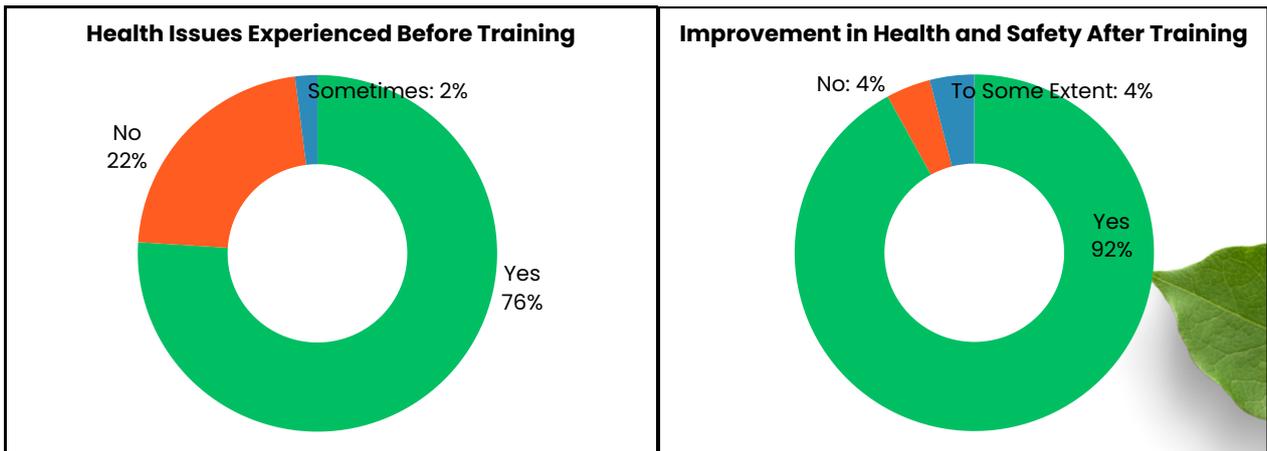
While some reduction in single-use plastics is noticeable, he believes that more efforts are required to sustain this progress. Although there is partial support from local authorities, he stresses the need for better infrastructure and more advanced machinery to improve efficiency. To further enhance waste management, Lalit recommends introducing better training programs and additional equipment to streamline recycling efforts.

Chart 7: Safety Measures Followed While Handling Waste



The data suggests that while a majority of ragpickers use gloves as a safety measure, the adoption of other protective gear like masks and gumboots is significantly lower. This indicates a need for better awareness and accessibility to comprehensive safety equipment.

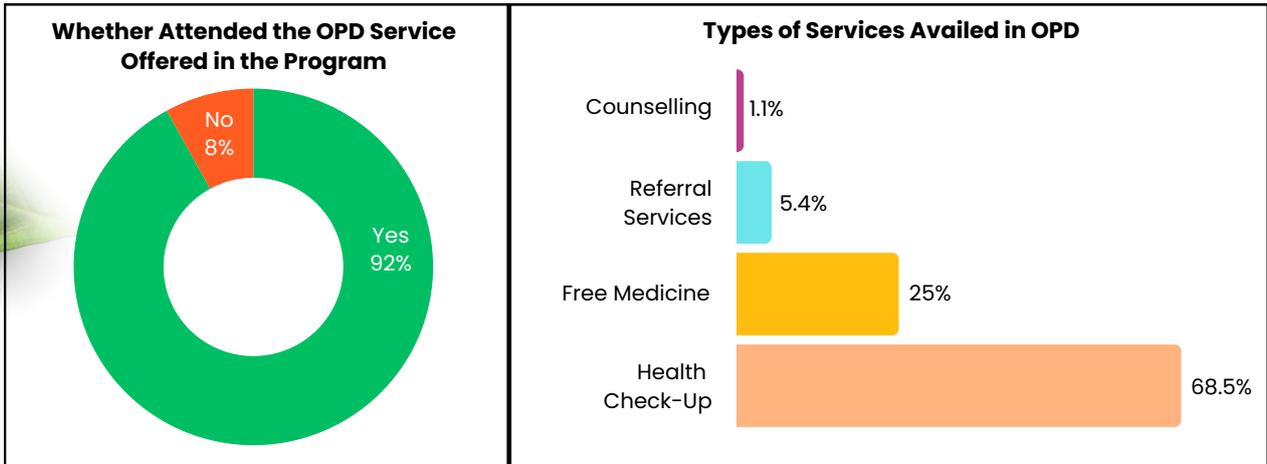
Chart 8: Health Issues Experienced Before Training & Improvement in Health and Safety After Training



The data suggests that a majority of ragpickers faced health issues before training, highlighting the occupational hazards of waste picking. However, the training had a significant positive impact, with most participants reporting improvements in health and safety practices.

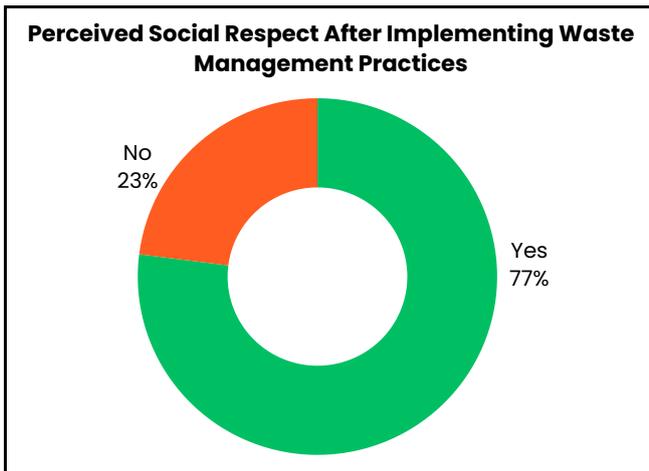


Chart 9: Attendance in OPD Service & Types of Services Availed in OPD



The data suggests that the OPD services were well-utilized, with most participants benefiting from health check-ups and free medicines. However, fewer people availed referral services and counselling, indicating a potential need for greater awareness or accessibility of these support services.

Chart 10: Perceived Social Respect After Implementing Waste Management Practices



The data suggests that adopting waste management practices has positively influenced social perception, with a majority of participants feeling an increase in social respect. However, a notable portion still perceives no change, indicating the need for continued awareness and community engagement.



Stakeholder Interview



Devendra Kumar Baral

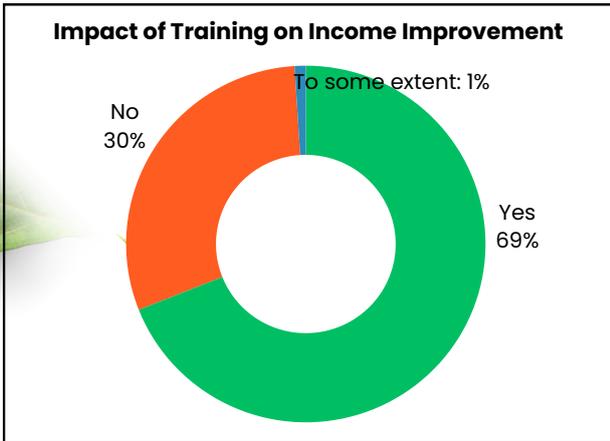
Mr. Devendra Kumar Baral, the head of Bal Vikas Dhara NGO, has played a crucial role in addressing the pressing issue of plastic waste in Mahipalpur, New Delhi. Before the program, the community struggled with managing an estimated 1,000 metric tons of plastic waste daily. The lack of proper disposal methods led to health hazards, as burning plastic released toxic fumes that caused serious skin infections. Ragpickers faced significant challenges, storing waste in their homes due to the absence of proper facilities.

The program introduced crucial interventions, including training sessions and the provision of tools, which enabled safer waste segregation. The introduction of a baling machine transformed waste management by compressing large volumes of plastic into compact bundles, making storage and transportation more efficient.

The initiative successfully raised awareness about the dangers of single-use plastics and the importance of waste segregation. Community members, with the support of the local authority, began implementing safer and more organized waste disposal methods. Separate dustbins for dry and wet waste were introduced, and health and safety measures were prioritized.

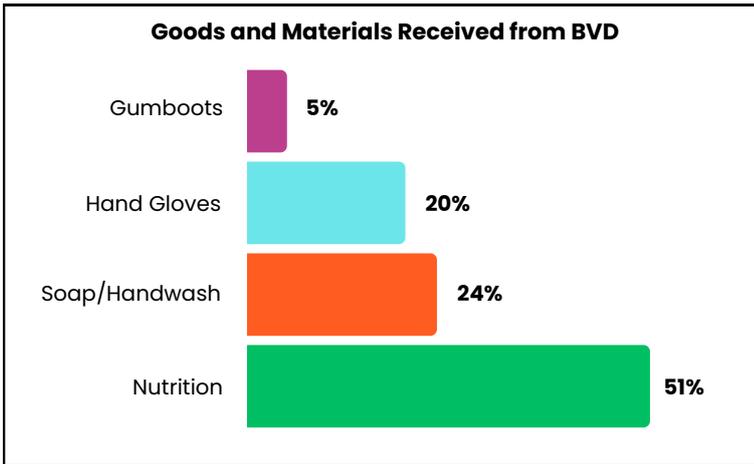
Additionally, medical camps and subsidized medicines through the Dabur health program provided much-needed support to ragpickers, improving their overall well-being. While the program has brought significant improvements, Mr. Baral suggests further awareness campaigns focusing on color-coded waste segregation to enhance efficiency and ease the burden on waste workers.

Chart 11: Impact of Training on Income Improvement



The data suggests that training has significantly contributed to income improvement for most participants. However, a small portion has seen little to no financial impact, indicating the need for tailored support to maximize economic benefits.

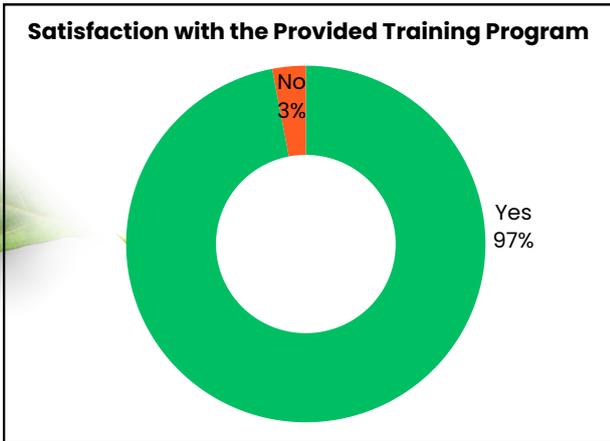
Chart 12: Goods and Materials Received from BVD



The data suggests that nutrition support was the most commonly received aid, highlighting its importance for ragpickers. Hygiene and safety materials were also distributed, though in lesser proportions, indicating a potential need for increased access to protective gear.

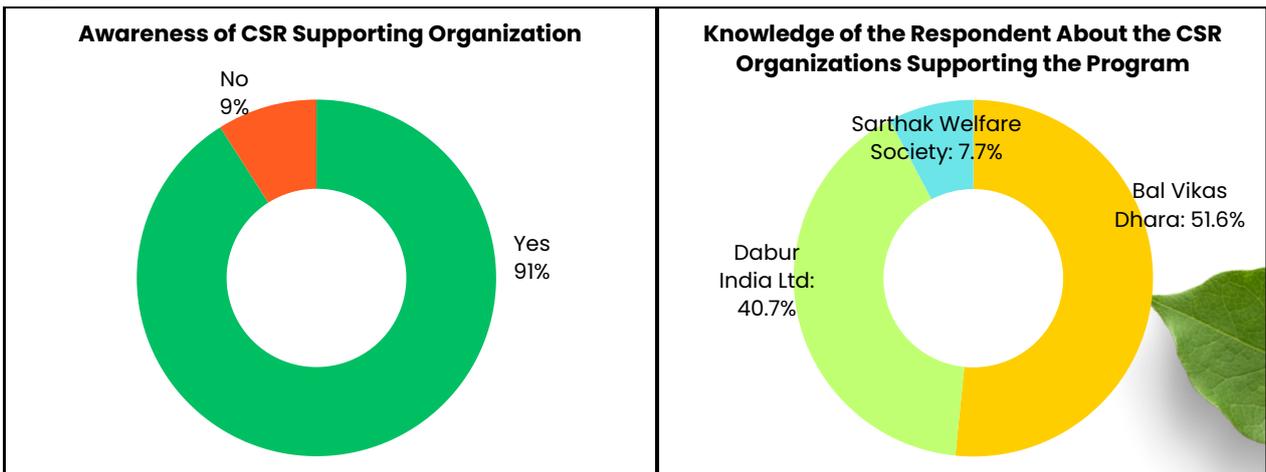


Chart 13: Satisfaction with the Provided Training Program



The data indicates an overwhelmingly positive response to the training program, suggesting that it was well-received and perceived as beneficial by the participants.

Chart 14: Awareness of CSR Supporting Organizations & Knowledge of CSR Organizations Supporting the Program



The data suggests a high level of awareness about the CSR supporting organizations, with most respondents recognizing Bal Vikas Dhara and Dabur India as key contributors to the program.



Case Studies

Pinky Verma

I have studied up to the 5th standard. Through the waste management program run in school by Dabur, Nepra Foundation, and SWAASH Sanstha, I learned about different types of waste and the importance of segregation. By properly separating waste, I have been able to earn more money, which has helped increase my daily income. This program has made a big difference in my life, and I am very grateful to Dabur and Nepra Foundation for their support and guidance.

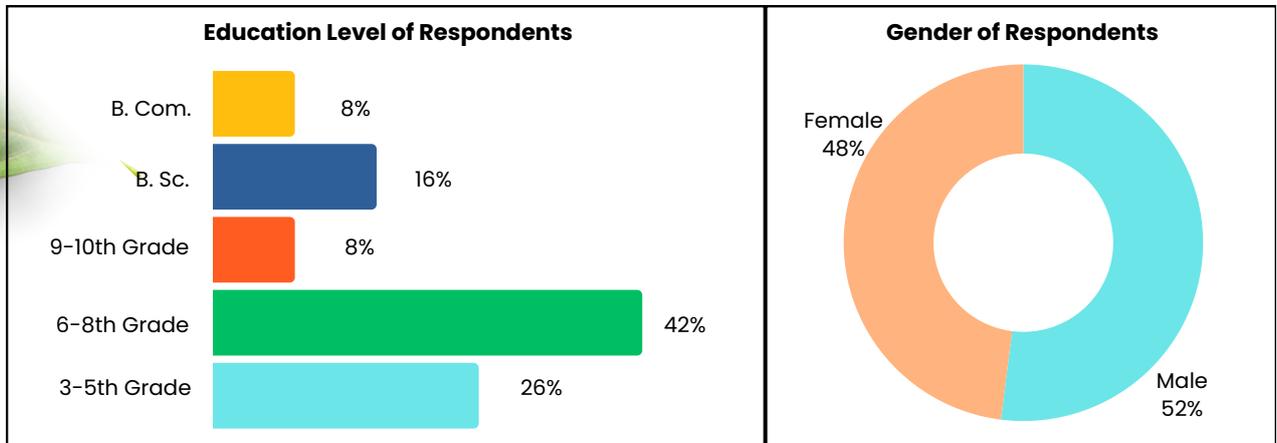


Drishti Vaghela

I am studying in 12th Science. Through the waste management program run in school by Dabur, Nepra Foundation, and SWAASH Sanstha, I learned about different types of waste and the importance of proper segregation. Now, I make sure to separate dry and wet waste at my home. This program has helped me become more aware of waste management and environmental responsibility. I am thankful to Dabur, Nepra Foundation, and SWAASH Sanstha for their valuable guidance and efforts in creating a cleaner and greener future.

School Students – Analysis

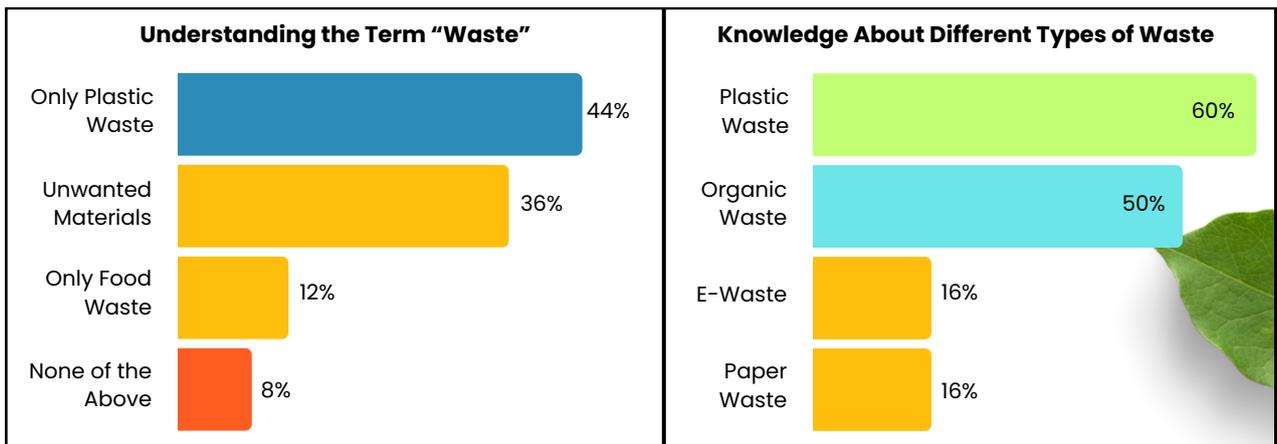
Chart 1: Grade & Gender



The data indicates that the majority of participating students are from middle school grades, with a balanced gender representation.

Perception of the Respondents

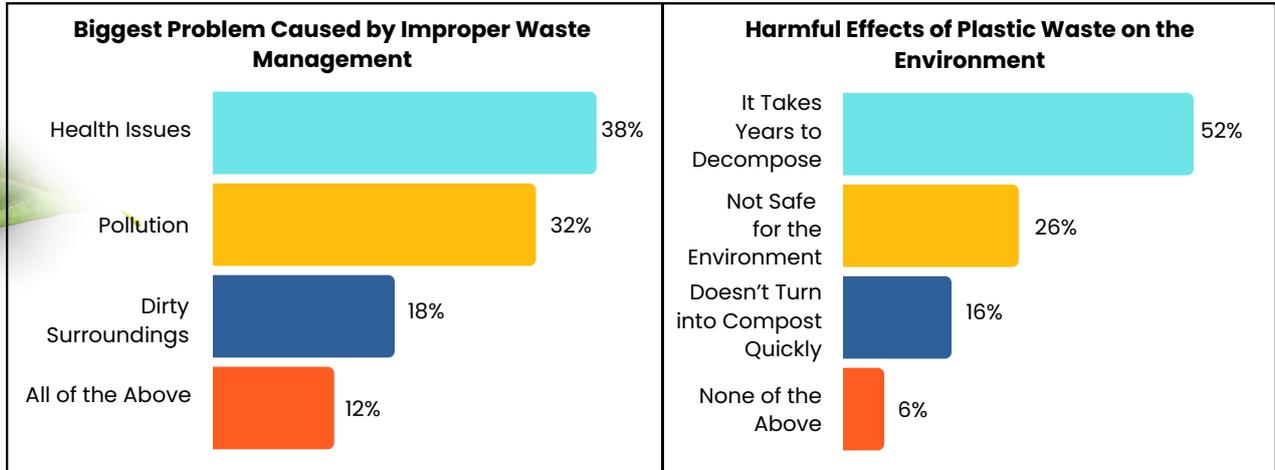
Chart 2: Understanding of the Term “Waste” & Knowledge About Different Types of Waste



The data suggests that students primarily associate waste with plastic, while a significant portion understands it as unwanted materials. Awareness of different waste types is highest for plastic and organic waste, with limited knowledge about e-waste and paper waste.

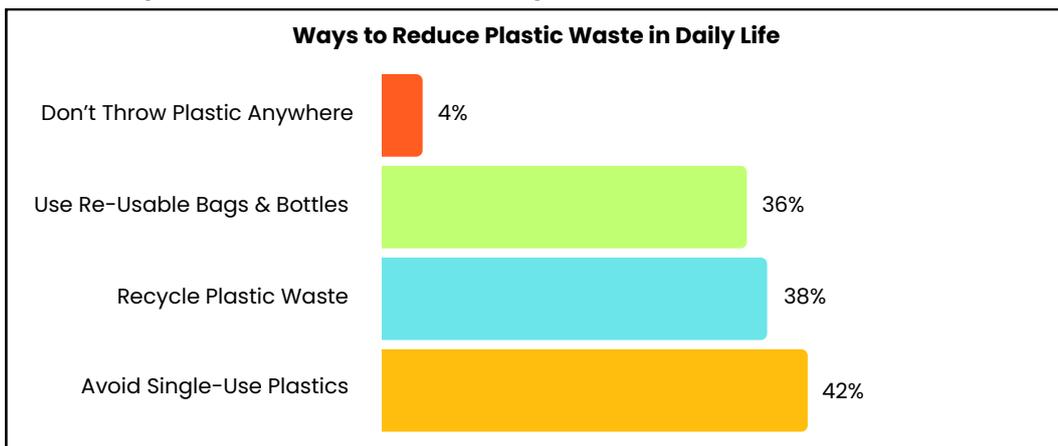


Chart 3: Biggest Problem Caused by Improper Waste Management & Harmful Effects of Plastic Waste on the Environment



The data indicates that health issues and pollution are the most recognized problems of improper waste management. Most students understand that plastic waste takes years to decompose, but fewer recognize its broader environmental hazards.

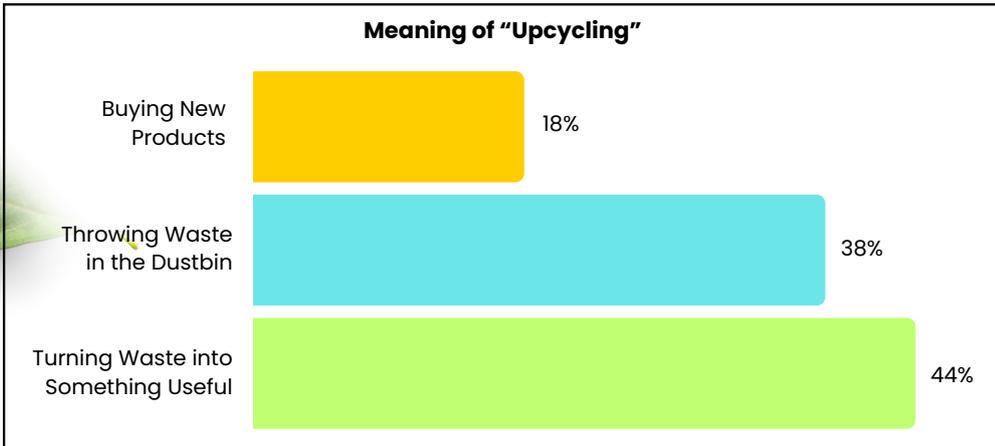
Chart 4: Ways to Reduce Plastic Waste in Daily Life



The data suggests that most respondents recognize avoiding single-use plastics as an effective way to reduce plastic waste. Recycling and using re-usable alternatives are also widely acknowledged. However, fewer respondents emphasize responsible disposal, indicating a need for greater awareness about proper waste management.

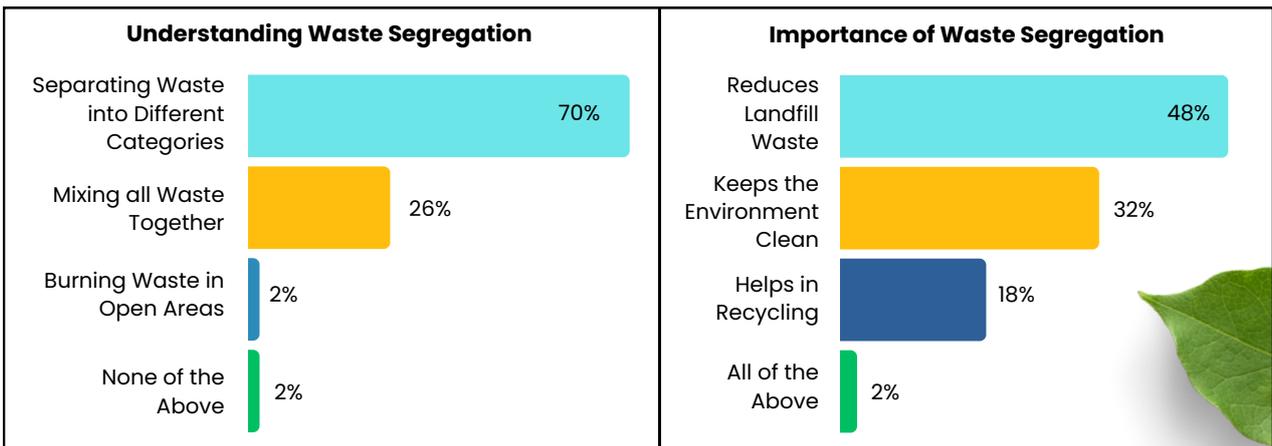


Chart 5: Meaning of “Upcycling”



The data suggests that while many respondents correctly understand upcycling as converting waste into useful items, a significant portion associates it with simply discarding waste. This indicates a need for better awareness of sustainable waste practices.

Chart 6: Understanding Waste Segregation & Importance of Waste Segregation



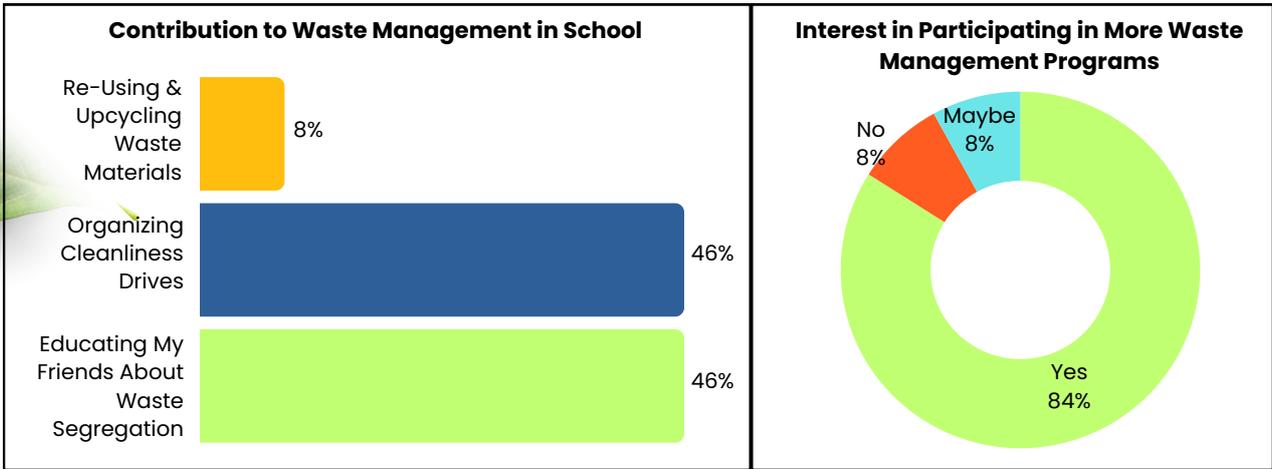
The data suggests that most respondents understand waste segregation correctly, yet some still believe in mixing or burning waste. While many recognize its role in reducing landfill waste and maintaining cleanliness, fewer see its direct link to recycling, highlighting a gap in awareness.

Through the initiative by Dabur, we were provided with cotton carry bags, which helped us stop using plastic bags. Now, whenever we go to the market to buy vegetables, we always use these cotton bags instead of plastic. This small change has made a big impact on reducing plastic waste in our community. I am truly thankful to Dabur for this thoughtful initiative.

- **Mrs. Reena Shah**, Teacher, Govt. Public School

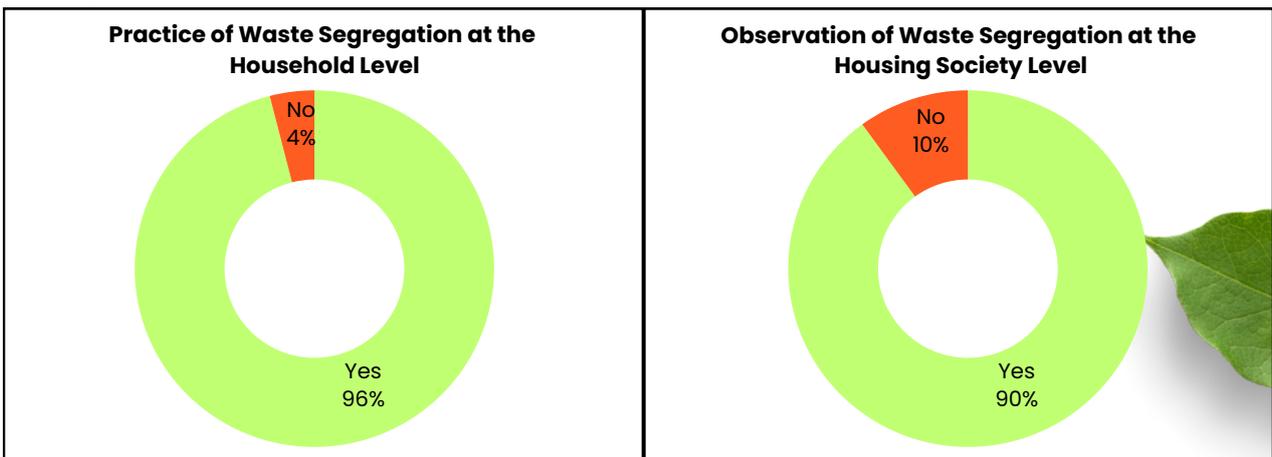


Chart 7: Contribution to Waste Management in School & Interest in Participating in More Waste Management Programs



The data suggests that students are actively involved in promoting waste management through education and cleanliness drives, while fewer engage in upcycling. A strong majority are eager to participate in future programs, indicating sustained interest and willingness to contribute further.

Chart 8: Practice of Waste Segregation at the Household Level & Observation of Waste Segregation at the Housing Society Level



The data suggests that waste segregation is widely practiced at both household and society levels, indicating strong awareness and implementation of waste management practices within communities.



Chart 9: Awareness of CSR Supporting Organizations for Waste Management Programs



The data suggests that most respondents associate waste management programs with government bodies like the School Education Department and the Municipality, while awareness of corporate and NGO contributions remains relatively low.

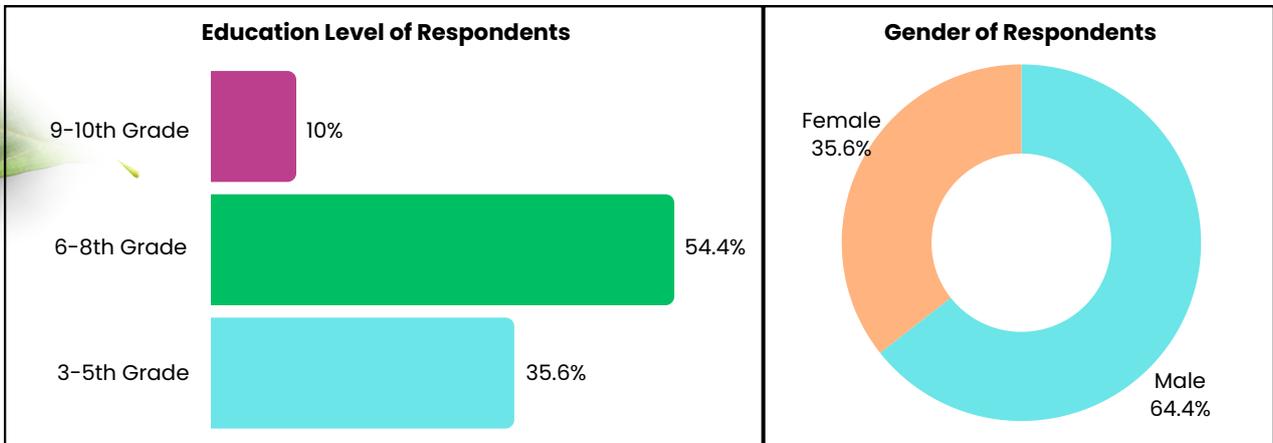
“ I have studied up to the 6th standard. Through the waste management program run in schools by Dabur and Bal Vikas Dhara (NGO), I learned about different types of waste and how to separate them properly. This knowledge has helped me increase my daily income, as segregating waste allows me to earn more money. I am very grateful to Dabur and Bal Vikas Dhara for providing this opportunity and improving my livelihood. Their support has made a big difference in my life, and I sincerely appreciate their efforts. ”

- **Shakuntala Devi**



Community Members - Analysis

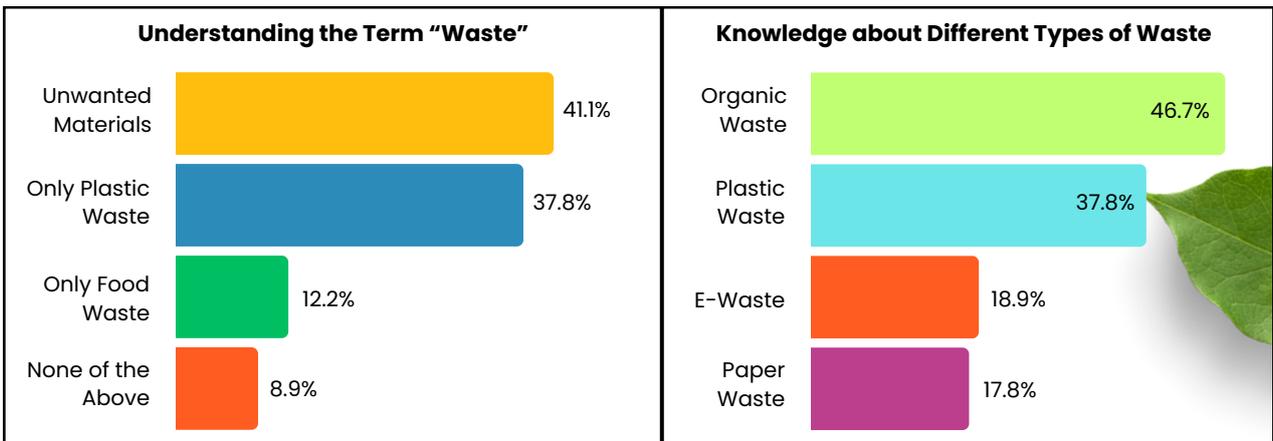
Chart 1: Education Level & Gender



The data indicates that most community members involved in waste management have an education level up to middle school, with a smaller percentage reaching higher grades. Additionally, the majority of participants are male, though female representation is also significant.

Perception of the Respondents

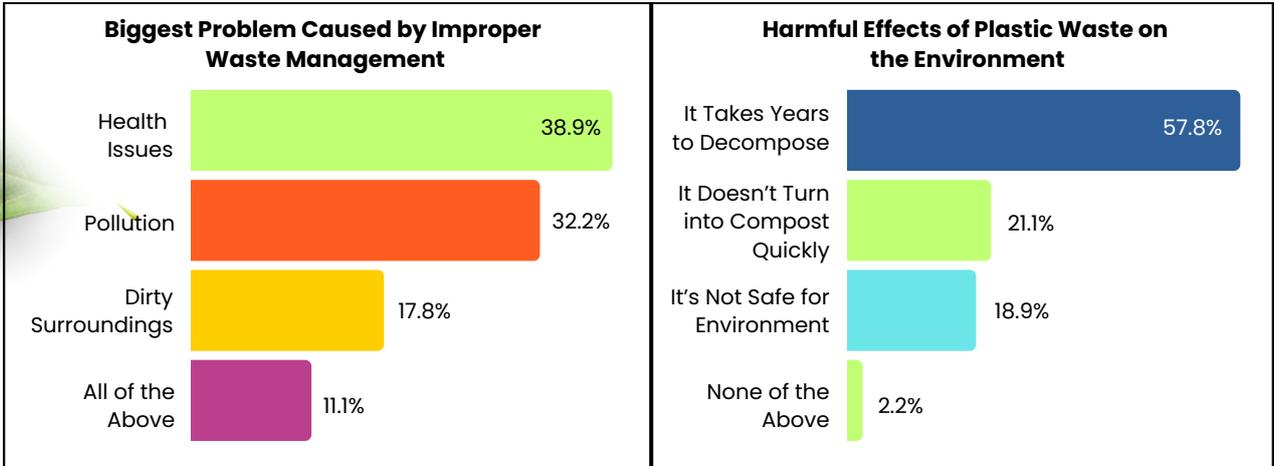
Chart 2: Understanding of the Term "Waste" & Knowledge About Different Types of Waste



The data suggests that most community members associate waste with general unwanted materials or plastic waste, with fewer recognizing food waste as a category. Awareness of different waste types is moderate, with organic and plastic waste being the most recognized, while knowledge of e-waste and paper waste remains relatively low.

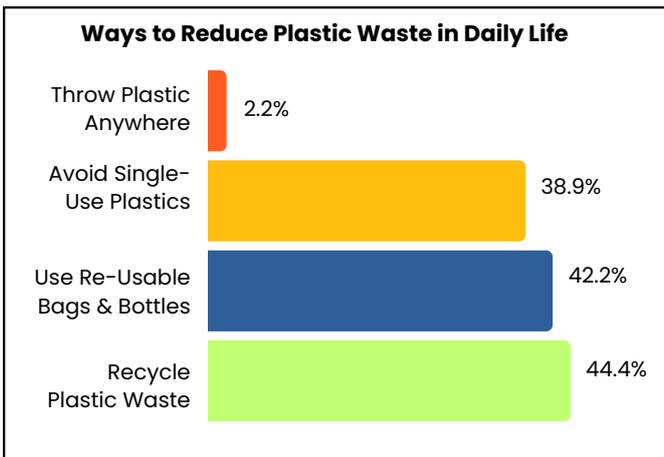


Chart 3: Biggest Problem Caused by Improper Waste Management & Harmful Effects of Plastic Waste on the Environment



The data indicates that health issues and pollution are the most recognized problems caused by improper waste management, with fewer people considering all negative impacts collectively. Most respondents understand that plastic waste takes years to decompose, but awareness of its broader environmental hazards is comparatively lower.

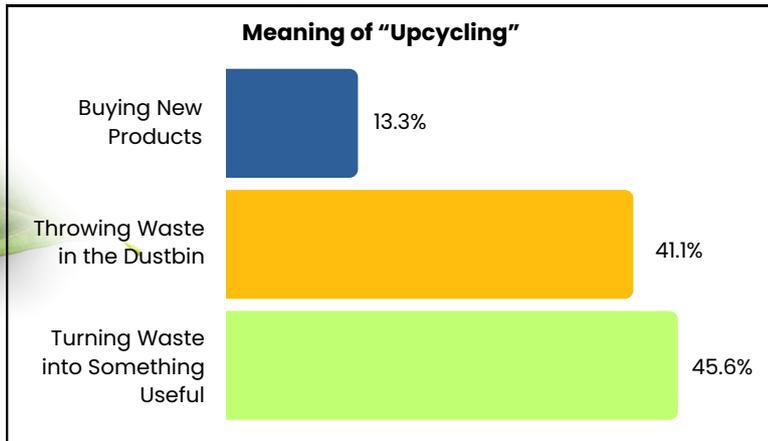
Chart 4: Ways to Reduce Plastic Waste in Daily Life



The data suggests that recycling plastic waste and using re-usable alternatives are the most preferred ways to reduce plastic waste. However, a small number of respondents still exhibit improper disposal habits, indicating a need for further awareness.

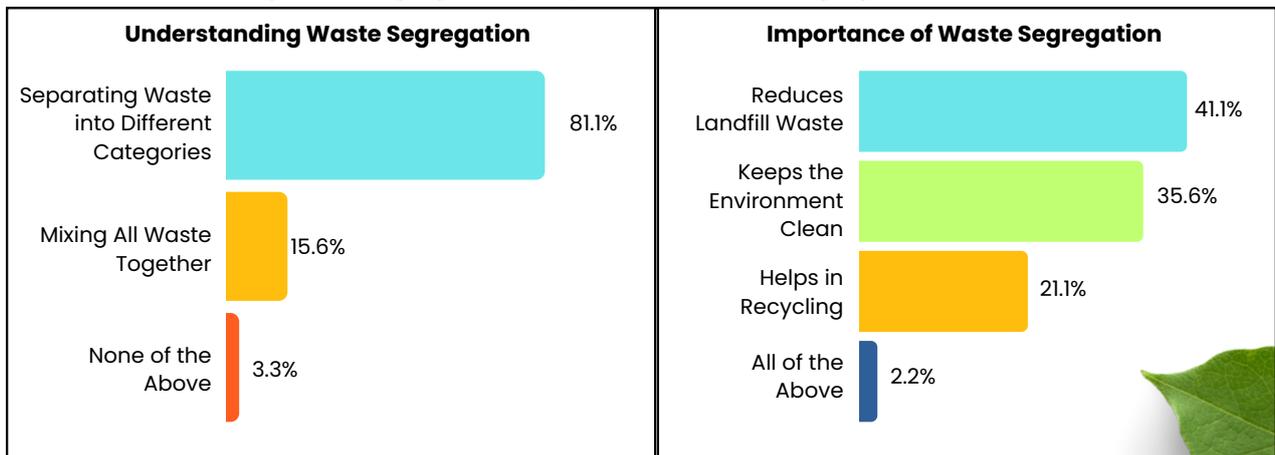


Chart 5: Meaning of “Upcycling”



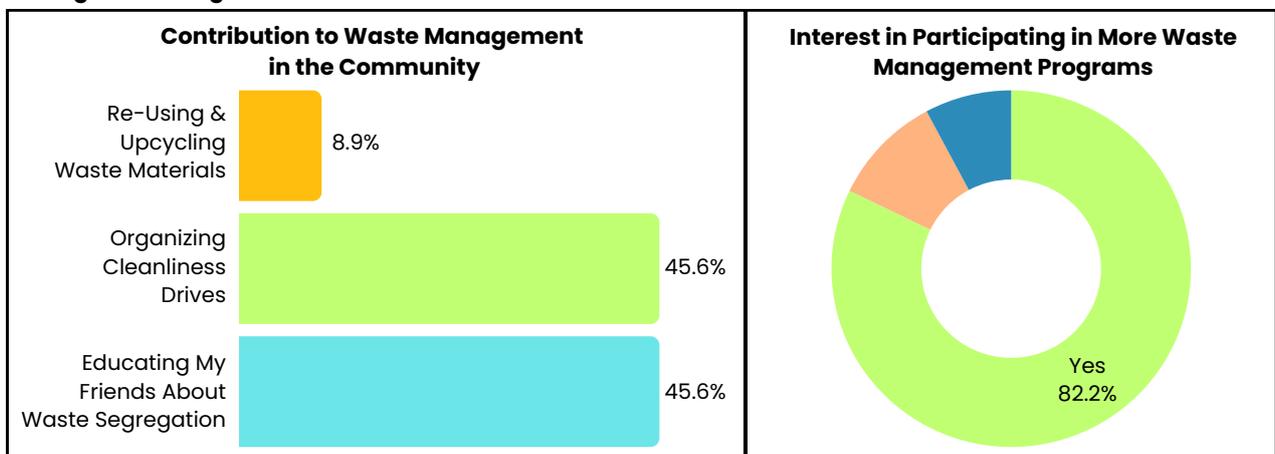
The data indicates that while many respondents understand upcycling as converting waste into useful items, a significant portion mistakenly associates it with simply discarding waste, highlighting a gap in awareness.

Chart 6: Understanding Waste Segregation & Importance of Waste Segregation



The data suggests that most respondents understand the concept of waste segregation, yet its broader environmental benefits, such as reducing landfills and aiding recycling, are not fully recognized by everyone.

Chart 7: Contribution to Waste Management in the Community & Interest in Participating in More Waste Management Programs



The data suggests that students are actively involved in waste management through education and cleanliness drives, while fewer engage in upcycling. A strong majority show interest in further participation, indicating enthusiasm for sustainability initiatives.

Case Study



Suman Lata

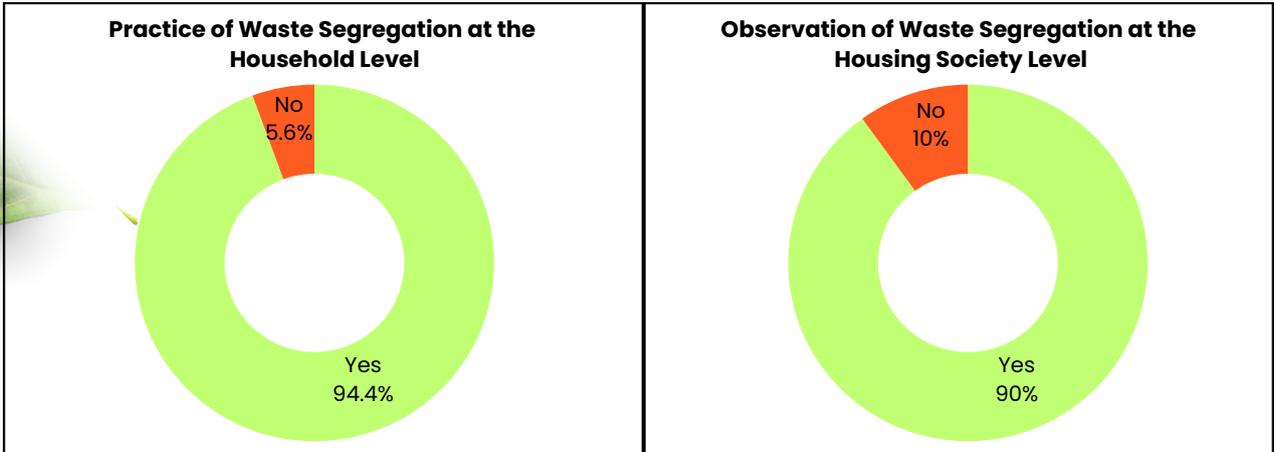
Suman Lata, a teacher from Dhela, recognizes the severe impact of plastic waste pollution, particularly its role in clogging waterways and exacerbating urban flooding. Although she and her community have not been involved in structured plastic waste management initiatives, they have made a conscious effort to reduce plastic consumption by switching to cotton carry bags.

However, she identifies a significant challenge in the lack of infrastructure for collecting, segregating, and processing plastic waste, especially in rural areas where proper waste disposal systems are largely absent.

Suman believes that education and accessibility to recycling information are key to reducing plastic waste in her community. She suggests that Dabur India's CSR initiative could play a crucial role by leveraging its brand presence to drive large-scale awareness campaigns on responsible plastic disposal and consumption reduction.

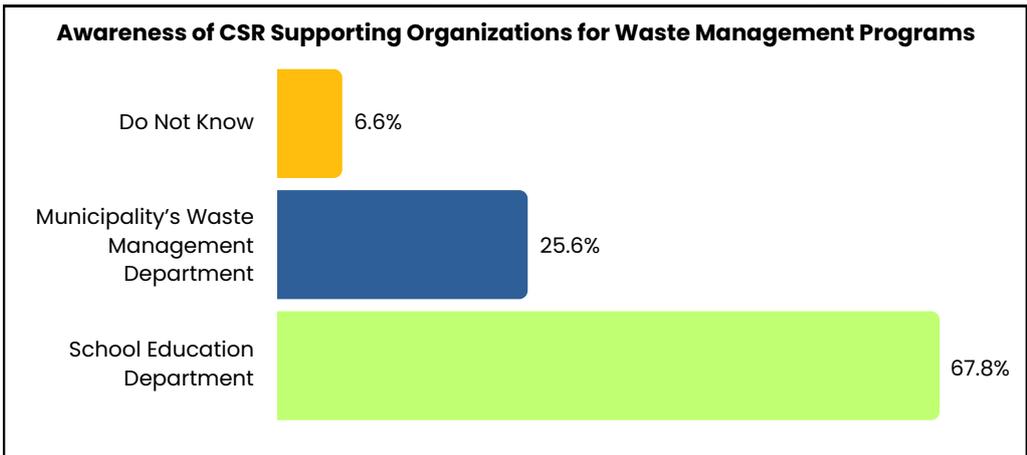
She emphasizes the need for improved waste recycling mechanisms and believes that public engagement, coupled with enhanced waste management infrastructure, would create long-term, sustainable change in the region.

Chart 8: Practice of Waste Segregation at the Household Level & Observation of Waste Segregation at the Housing Society Level



The data indicates that waste segregation is widely practiced at the household level, and a significant majority also observe it being implemented in their housing societies. This suggests strong community awareness and adherence to proper waste management practices.

Chart 9: Awareness of CSR Supporting Organizations for Waste Management Programs



The data suggests that most respondents recognize the role of the School Education Department in waste management programs, followed by the Municipality's waste management department. However, a small portion remains unaware of the organizations supporting these initiatives.



6

Recommendations

Reduction of Plastic Waste at Source

Materials made up of single-use plastic should not be used and efforts shall be made to create awareness amongst user groups that can majorly shift to recyclable, compostable, or refillable packaging solutions which will ensure biodegradability, resulting in effective plastic waste management.

Promotion of Recycling

The plastics can be taken back after use and provided to organizations who have knowledge of recycling. Local recycling facilities can be set up.

Capacity-Building Training

The key stakeholders dealing with plastic waste should be provided with guidelines and manual on how to sort and segregate different types of waste. Training programs should be organized on a quarterly basis.

Community Engagement & Awareness

Awareness programs can be organized at residential complex, schools, colleges and other key public areas such as railway stations. The current programs can be replicated in other geographies as well.





7 Conclusion

The Plastic Waste Management campaign, initiated by Dabur India Limited in collaboration with its NGO partners, has successfully fostered Extended Citizen Responsibility (ECR) by encouraging individuals to actively participate in plastic waste management and recycling efforts.

Through its structured awareness programs and community-driven initiatives, **the campaign has empowered citizens to understand the environmental impact of plastic waste and take concrete steps toward waste segregation, responsible disposal, and recycling.**

By engaging diverse stakeholders, including households, schools, and local communities, the initiative has not only reduced plastic waste but also created a behavioral shift towards sustainable waste management practices. One of the key strengths of the campaign is its ability to integrate awareness with action. By providing citizens with the knowledge and resources necessary to manage plastic waste effectively, the initiative has contributed to building a circular economy where waste is viewed as a resource rather than a burden.

“My 10 Kg Plastic” campaign has been a crucial program that has sensitized communities to a greater extent. The collaboration between NGO partners and Dabur India Limited has ensured that the campaign is scalable and impactful, with tangible benefits such as improved waste segregation at source, increased recycling rates, and a cleaner environment.

Additionally, the campaign has strengthened partnerships between civic bodies, environmental organizations, and the public, reinforcing the importance of collective responsibility in addressing the plastic waste crisis.









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