



NATIONAL SERVICE SCHEME RAMLAL ANAND COLLEGE UNIVERSITY OF DELHI

REPORT: WASTE SEGREGATION AWARENESS DRIVE AT HARIJAN CAMP, LODHI COLONY

8 FEBRUARY 2022



INTRODUCTION

सफाई से खुद को स्वच्छ बनाना है, स्वच्छता से पूरे विश्व में अपनी पहचान बनाना है।



On 8 February 2022, 34 volunteers of the national service scheme of Ram Lal Anand College University of Delhi, in collaboration with ITC's WOW Initiative organised an offline awareness drive on segregation of waste at source and inculcate the habit of waste segregation at Harijan Camp, a slum in the Central Delhi to make it a Model Basti via a two month programme.



NSS-ITC WOW COLLABORATION

ITC LIMITED IS AN INDIAN CONGLOMERATE COMPANY HEADQUARTERED IN KOLKATA. IT HAS A DIVERSIFIED PRESENCE ACROSS INDUSTRIES SUCH AS FMCG, HOTELS, SOFTWARE, PACKAGING, PAPERBOARDS, SPECIALTY PAPERS AND AGRIBUSINESS. THE COMPANY HAS 13 BUSINESSES IN 5 SEGMENTS. IT EXPORTS ITS PRODUCTS IN 90 COUNTRIES. ITS PRODUCTS ARE AVAILABLE IN 6 MILLION RETAIL OUTLETS.

ITC's Well-being Out of Waste (WOW) initiative promotes awareness about the importance of waste segregation. The dry waste collected provides competitive raw material to several industries, e.g. glass, paper and plastic, whereas, the wet waste being biodegradable is used for compost making. Through this the amount of waste going to the landfills is minimised. It collaborates with local municipalities to train waste workers and rag-pickers in these concepts, leading to regular and increased incomes for them.

The NSS unit of RLAC was approached by one of the representative of ITC WOW team on 15 November 2021 on mail through official Email ID of NSS RLAC : nss@rla.du.in.

The mail contains the brief explanation about their initiative and how it would promote awareness among the individual regarding the importance of Waste Segregation, promoting recycling of waste materials, creating sustainable livelihoods and contributing towards the mission of 'SWACCH BHARAT'.

The mail was attached with a collaboration proposal brochure of ITC WOW permission letters from South Delhi Municipal Corporation (SDMC) and New Delhi Municipal Corporation (NDMC) with a collaboration acceptance letter from E SREE foundation.

It was put forward that the NSS team of RLAC would be working with E SREE foundation to carry out the initiative of ITC WOW.

Wellbeing
out of
waste

Enduring
value

ABOUT THE EVENT



Owing to the Covid-19 almost every work has been done in virtual mode but soon after the reopening of the college, the NSS Unit of RLAC organised its first offline drive on waste segregation on 8th February 2022 at Harijan Camp, Lodhi Colony.

Highlights of the Drive:

1. A total of 34 volunteers participated in the drive with great enthusiasm.
2. The entire crew assembled at the camp and interacted with the ITC members.
3. A rally was conducted including local slum children, ITC members and NSS volunteers to promote waste segregation.



Each household was provided a dustbin by ITC, along with that a waste collector was also appointed by them to collect the waste daily. It was also promised that if they follow this practice for 2-3 weeks without fail, they will be provided with food items, stationery items for their children and gift hampers from ITC among other things.

After the rally and our interaction with the ITC members, began the most challenging yet interesting part of the drive. We were now supposed to approach the people of the Harijan camp, door-to-door, informing them about the importance of waste segregation and influence them to adopt this practice along with gathering their views and opinions on the same. So now, the NSS volunteers were divided into smaller groups, each headed by an ITC member and we ventured out to begin the process.

We were informed that the people may not be very eager to accept our proposal, however, as it turned out, they were more than willing to give us a chance. Majority of the people carefully listened to what we had to say, engaged in rational discussions and eventually agreed to co-operate.

GLIMPSES FROM THE EVENT



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 South Delhi Municipal Corporation
@OfficialSdmc

An IEC drive was carried out in Harijan Camp, Lodhi Road to promote the [#segregation](#) of [#waste](#). This was done by SDMC, in association with ITC WOW by involving college students as part of NSS activities.

[#SwachhBharatMission](#)
[#SwachhSurvekshan2022SDMC](#)
[#AzadiKaAmritMahotsav](#)



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CONCLUSION

Overall, the event was a success with all the 34 NSS volunteers of Ram Lal Anand College. The day was full of new experiences, knowledge and interaction.

People of Harijaan camp were very co-operative, not only the adults but the children there were a lot more engaging, active and helpful throughout the whole event. The executive members of ITC guided our whole team in this initiative and explained the whole system carried out by them and their team. The Importance of Waste Segregation in Households was promoted very effectively.

And it was indeed a great opportunity for NSS to be a part of this prime initiative under the collaboration of ITC-WOW.

