

VKPP

Vrindaban Kuda Prabandhan Pariyojana



Establishing integrated & sustainable waste management in Vrindavan

Advocating the institution of rag pickers to earn better livelihoods through alternate occupations

Since 2006



A PROJECT OF

FRIENDS OF VRINDAVAN
COMMUNITY-BASED ECOLOGICAL INITIATIVES
IN THE TEMPLE TOWN OF VRINDAVAN
SINCE 1997

Background

Seeing the deteriorating and unhygienic condition of the temple town of Vrindavan, Friends of Vrindavan (FoV) began its first street cleaning operation in 1997. It provided completely free services within the community for the first few years by raising funds through events such as a cycle yatra from Yamunotri to Vrindavan with sponsored riders.

However, FoV soon realized that the provision of free cleaning services was not a sustainable plan for Vrindavan. It was evident that the local people needed to be involved, taking responsibility for their own waste by properly disposing of garbage and recycling when possible.

FoV evolved a strategy under the Vrindaban Kuda Prabandhan Pariyojana (VKPP) project to help alleviate the garbage collection problem in a financially self-sustaining way. A community-owned entity was created which has evolved into an extensive support network.

One of Vrindavan's eight sanitation wards was adopted for a cleaning and garbage segregation programme based on VKPP's community-wide approach. This sanitation ward (No. 3) contains many of Vrindavan's most important temples and sacred groves, its largest vegetable market, the most prominent street markets and five residential blocks. The success of this project has resulted in its replication in sanitation ward No.7, which includes one of the entrance roads to Vrindavan.

What Do We Do?

- Waste collection provided 2 times/day along with street and drain cleaning in 2 of Vrindavan's 8 sanitation wards*
- Active participation of 4,000 households and 1,000 institutions and shops with 9-10 metric tons of waste collected daily*
- Two-year plan for full self-sustainability of project*
- Waste segregation at source, at time of collection and at recycling site*
- Minimum amount of waste transported to landfill sites due to thorough waste segregation and recycling initiatives*
- 1 metric ton of organic compost produced weekly from 5 compost units; successful marketing of manure resulting in outstanding orders*
- Plastic bags recycled into baskets sold internationally*
- Employment and livelihood support provided for 50 members of Safai Mitra (ragpicker) community*
- Income generation for widows, handicapped and destitutes made possible via recycling microenterprise*
- Threat of epidemics such as dengue, chickengunia, and plague minimized in project implementation areas*
- Dramatic reduction of stray animals and scattering of garbage by them in project implementation areas*
- Sharing of equipment and expertise with municipality*
- Education initiatives and public rallies to advocate awareness of ecological waste disposal practices and their benefits*

Community Management

The support and participation of various stakeholders are essential to the success of the VKPP project. NGO intervention may be necessary in the initial stages to set up a system but locals must eventually take charge of the cleanliness of Vrindavan as their own moral responsibility. Additionally, the overall running of the project needs to be supervised by someone within the community who can take pride in the work.

Locals need to both participate in waste segregation and recycling practices and contribute financially to sustain waste collection services. Education about the benefits of living in a clean and hygienic environment has motivated many people to do so. Once such a commitment is made, the community develops a sense of ownership over the project. Over the past two years VKPP has made great progress in its community management endeavors, collecting pre-segregated waste and securing monthly contributions from thousands of local traders, temples and households.



Segregation of waste during
source collection

Livelihood

The VKPP project has been instrumental in finding livelihoods for those unemployed within the safai-mirta (harijan) community. The Vrindavan Bandhu (VB) Co-operative Society has been formed amongst them as an open forum for sharing ideas on how to improve member incomes and raise living standards. The VB Society is headed by a senior citizen from the Safai-Mitra community and meets twice monthly.

Subscriptions for waste collection services, sale of organic manure, sale of baskets made from recycled plastic and marketing of handmade papers are some of the enterprises meant to enhance the livelihood of VB members. Production of medicinal plants, nursery maintenance and promotion of organic farming are other options being considered by the group to increase the income of its members.



Community member subscribing for waste collection

Milestones on the Road to Sustainability

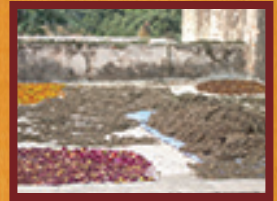
✿ Community Contribution ✿ Subscription Fees For Services ✿ Contracts for Cleaning in Hospitals ✿ Sale of Manure from Composting ✿ Sale of Hand-woven Baskets Made from Plastic Carry Bags ✿ Sale of Plants ✿ Subscription Fees For Biomedical Waste Disposal ✿



Baskets ready for sale



High quality manure made by composting



Floral and vegetable waste ready for recycling

Current Project Objectives

- ✿ Create a model for fully privatized street cleaning, waste management and recycling*
- ✿ Identify establishments generating the largest amounts of garbage and establish a common garbage collection system for them.*
- ✿ Advocate and Facilitate the institution of rag pickers employed under the project and provide them an opportunity to select an alternative occupation*
- ✿ Adopt portions of sanitation ward 4 and 7 for the house to house waste collection and street cleaning*
- ✿ Scale up the production of the organic manure by establishing more composting units*
- ✿ Introduce organic farming and production of medicinal plants to FoV nursery & local institutions*
- ✿ Set up an exhibition centre for recycled products as a component of environmental education in schools*

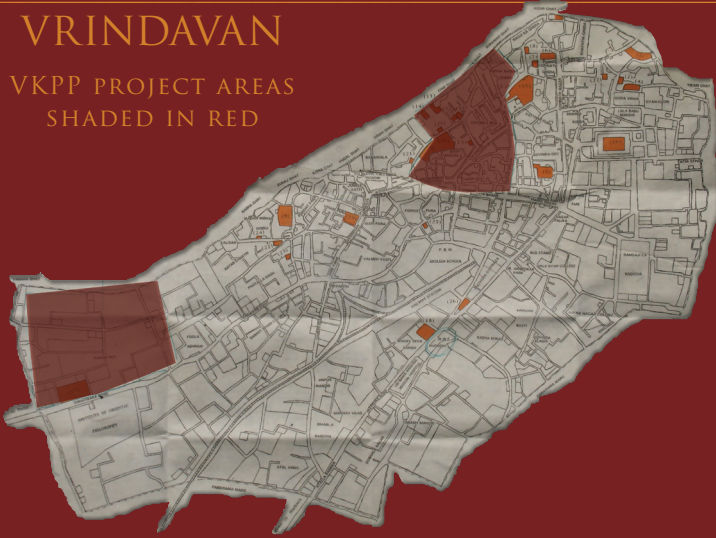
How you can Help Us to Get There

Although well on the way to self-sustainability, we need help attaining our current objectives to ensure sustainable waste management for all of Vrindavan. Volunteers are always welcome. You can also sponsor VKPP efforts detailed below or make a monetary contribution in the amount of your choice. Cheques/drafts should be drawn in Favour of Friends of Vrindavan.

INFRASTRUCTURE DEVELOPMENT	
Tractor Trolleys	Rs 4,00,000/- ea.
Collection Carts for Segregated Waste	Rs 17,000/- ea.
Hand Carts	Rs 3,000/- ea.
Garbage Collection Rickshaws	Rs 7,000/- ea.
Collection Auto Van	Rs 250,000/- ea.
MANPOWER	
Drivers	Rs 36,000/- p.a.
Street/Drain Cleaners	Rs 25,200/- p.a.
Gardener	Rs 35,000/- p.a.
Fuel	Rs 18,000/- p.m.
Tools	Rs 5,000/- p.m.
SANITATION DEVELOPMENT	
Construction of Garbage Ramp Facility	Rs 2,00,000/-
Community Bins	Rs 1,500/-ea.
CONSERVATION & AWARENESS EFFORTS OF FRIENDS OF VRINDAVAN	
Construction of Urinals	Rs 70,000/-
Plant a Tree in Vrindavan: Includes 1 year maintenance, protective iron structure, placard with your name	Rs 3,000/- ea.
Development of Park	Rs 100.,000/-
Conservation of endangered local flora	Rs 3,000/-
Education of one Dalit Child	Rs 5,000/- p.a.

VRINDAVAN

VKPP PROJECT AREAS
SHADED IN RED



*Map from VRINDA - the Vrindavan Institute for Vaishnava Culture and Studies



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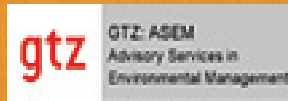
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