

Living in the urban areas, one often passes by a cigarette bud, empty bottle of water, rolled up ball of paper, a plastic cup that presumably someone had tea or coffee in it or a heap of trash. As human beings we are bound to generate waste, but in the age of technology and innovations there are numerous sustainable ways to ensure that waste management is not our biggest threat.

On an average, India generates 62 million tonnes of waste annually. Only 25% of the waste is treated and the remaining 75% is untreated. With a growing population of 1.38 billion and increasingly higher population moving to urban areas, each city today faces growing challenges in waste management. However, the picture is not all gloomy. There is also growing awareness with campaigns such as Swachh Bharat Mission where companies and individuals are taking conscious call to curb and dispose waste.



As a part of the mission, Denali in collaboration with the dynamic team from Saahas Zero Waste implemented Waste Management Programs at DivyaSree Technopark. Once upon a Time....

The campus produced 2.6 tonnes of waste daily out of which 75% was sent into landfill. There was a dire need to educate individuals on segregation and zero waste philosophy to encourage the redesign of resource life cycles so that all products are reused and recycled so that no trash is sent to landfills or incinerators.

Our endeavour was to help individuals on our campuses increase their recycling efforts and reduce their campus waste, thereby significantly reduce the campus's negative impact on the environment.

### **Plan of Action**

This was the first time ever that a Zero Waste management campaign was conducted at the campus. The methodology was to focus on key areas including assessing the scope of the program, awareness, training, communications, workshops and most importantly ensuring continued follow -ups on new practices.



Assessing the current state of waste management process and future scope: Our experts at Denali operations team started out by identifying the total number of tenants working at the campus. This was then evaluated by the current process of handling waste and space available to implement new processes. Based on the information gathered, team of experts designed and formulated plan of action to ensure success of the campaign.

### Training focused on the following parameters:

- Defining levels of toxicity of each waste
- Spreading awareness among sub- vendors through training programmes
- Participation in segregation of waste at source
- Categorisation and mandatory usage of colour coded bins for segregation of waste
- Awareness and adherence of waste disposal as per guidelines
- Customise Bins procured and introduced in the Eco spots



#### DRY WASTE

Milk Covers, Biscuit Wrappers, Stirrers, Plastic spoons, Packing strips, Garbage liners/overs/ Wrappers, Styro-foam containers, Snack bowls, Thermocol packing/Cotton Scraps, Food empty containers, Packing boxes/Cardboard Recyclable plastic, packed water bottles, cups, plates etc., Soft Drinks Cans, Wooden packing/waste, Microburst Refills, False ceiling grid, Carpets, Ceramic tiles, Plumbing consumables, Signage, Shredded Paper, Paper cups, Carton boxes.



#### WET WASTE

Dry food waste, Wet food waste, Tea bags, Left-over Food, Garden waste, Expired eatable product, Vegetable skin, Cafeteria/kitchen cleaning wastes, Sugarcane sticks, Tender coconut, Coffee beans & pantry food waste



#### E-WASTE

Fused tube lights, Bulbs, Electrical items - Chokes, Transistors, Capacitors, Old mobiles, Electrical Consumables, Used batteries, Wires, Cables, Computer, computer peripherals floppy, keyboards, cartridges, Disc, Chips, PCB access cards.

# Activities planned to gauge higher participation & engagement:



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**ZERO WASTE CAMPAIGN**  
An Initiative to educate about waste segregation at source.

**TRANSFORMING TO A GREEN ENVIRONMENT 'ZERO WASTE CAMPUS', ONE CAMPUS AT A TIME!**

Dear Patrons,

**Zero Waste** is a philosophy that encourages the redesign of resource life cycles so that all products are reused. No trash is sent to landfills or incinerators. The process recommended is one similar to the way that resources are reused in nature.

As a part of our commitment to create an eco-friendly, pollution free environment, Denali EH&S - Environmental, Health and Safety policy has set a Zero Waste Management initiative for the campus.

Our endeavour is to help our individuals on our campuses increase their recycling efforts and reduce their yard waste, thereby significantly reduce the campus's negative impact on the environment.

We need you to be a part of this Green Drive and would like to request your Housekeeping teams, Caterers, and facility teams to attend the waste management 'Segregation at Source' training program as mentioned below.

Date:  
Time:  
Venue:

**Essential training areas**

- Spread awareness among tier 2 vendors through training programmes
- Participation in segregation of waste at source so as to arrest improper segregation at source
- Colour coded bins will be placed for easy identification
- Waste wise disposal guidelines will be posted near the bins for adherence

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One-third of food produced worldwide, i.e., 2.8 trillion tons of food, is wasted annually. This is enough to feed 3 Billion people a year.

Be respectful of food and the effort that goes into producing it.

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**COMING UP: ZERO WASTE WEEK**

AWARENESS ABOUT WASTE MANAGEMENT | SEGREGATION @ SOURCE | RECYCLING

COMPOSTING WET WASTE | E-WASTE COLLECTION DRIVE

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## Day 1: Awareness through Communication:

Banner March Across DTP,  
Awareness through ted talk and  
Eco Sustainability Check



## Day 2: Training, Eco Quiz Challenges, Creative activities, Tips & Tricks



## Day 3: Games and quizzes



**Day 4: Waste Segregation Demo, March towards better tomorrow and on ground training session on process of waste segregation.**



**Day 5: Sale of recyclable products and eco quiz**



As individuals, we are aware of the rightful ways of disposing waste. However, this is a moot point if the right tools are missing. Effective communication is the key to achieving end goal. To ensure effective communication and to understand the severity of the situation, a communication strategy was designed to imbed the right messaging and awareness throughout the program. As a part of on-going process, emailers were designed and sent to key stakeholders based on the focus areas. A planned weekly activity was scheduled starting with session on awareness on waste management with group presentations that focused on how to reduce, reuse and recycle waste. Followed by a session on how to segregate waste at source itself and demonstrating responsible ways to dispose waste to avoid toxic implications in future.

We are a country of biggest fans of cricket. It was inevitable when we received a high response for a cricket match that was organised for the participants to encouraged, share and test their knowledge so far by hitting the right colour of the wicket (representing the colour of the bins) based on the waste matter to be disposed in that fits best.

For participants who were not interested in cricket were given a chance to share their knowledge through eco quizzes and bottle crushing challenge. In continuation to keep the momentum going, a march was conducted where participants along with key stakeholders marched across the campus pledging to make the campus a zero-waste management premise. This was followed by on ground training activity on segregation of waste.

## **Building a Sustainable Environment for the Future**

Following the campaign success ensured by the dynamic and dedicated Saahas Zero Waste team, the Government of India has also awarded Saahas Zero Waste for this endeavour under Swaach Bharat Mission.

The attempt now is to make this a zero-waste campus and replicate the success in other campuses to ensure that only 10% of the waste goes into landfill. Approximately 5% of total plot area within the property has been allocated towards waste recycling. By partnering with well-known recycling agencies as well as having a competent team responsible for waste management, we are in the process of executing this plan.

Today, waste is like an enemy in a story attacking our world and we need to stop this enemy from destroying it. In a collaborate effort, we can all be the superheroes and save our planet one step at a time.