

PolytheneFree Gurugram Campaign

Vision

Making Gurugram a sustainable ecofriendly city to live in

Problem Statement & Solution:

Gurugram has an acknowledged problem of SWM and C&D waste management. To deal with it a Citizens initiative has been proposed to create alternative possibilities for usage in place of plastic, educate and build sustained awareness and finally to monitor and support through a system of enforcement at the markets.

The central two targets are changing of habits of residents (and customers) as well as ensuring the shop keepers support, promote and supply the biodegradable options.

Simple solutions and dedicated champions on ground can make a huge difference.

This can also spawn smaller source of incomes for women in nearby bastis and villages.

The campaign is in two phases supported by the DC and MCG.

Phase 1 focuses on colonies and creating champions, event to promote this cause and a community Art installation.

The two-bin segregation and composting will kick in in phase 2 with greater focus on use of other non bags related plastic.

Detailed Activities

Gurgaon Action Plan (part of R-urban Initiatives) is launching PolytheneGurugram Campaign aimed at reducing usage of plastic, along with supporting segregation and recycling of food grade plastic.

The following measures are being proposed:

Phase 1

- a. Completely stop non-food grade plastic to enter colonies through support of RWAs by encouraging use of cloth and paper bags in internal markets, phoolwalas, hawkers, and close by mandis, home delivery (can set up rotation of bags system)
- b. Replace polythene lining in dustbins by paper
- c. Reduce usage of plastic bottles and disposable plastic plates, glasses etc. by educating in use of reusable bottles, glasses etc. and removing from clubs, functions in community centres.
- d. Carry your own bag to shopping, stop your friend or passer-by from dropping on roads.
- e. Large markets to have kiosks and vending machines for bags plus challan fear. Complaints can be lodged by any citizen with picture on WhatsApp to an X number, email.
- f. Schools and corporates to support the campaign by reducing disposables, plastic bottles, glasses etc. and creating champions who will spread the message in colonies
- g. Two bin Segregation and monthly collection of food grade plastic to be made mandatory. (awareness in phase 1)

Phase 2

- a. Two bin Segregation and monthly collection of food grade plastic to be made mandatory. (implementation in phase 2)
- b. Restaurants and takeaways to completely ban plastic, use reusable cloth bags.
- c. Monitoring of large markets on a regular basis
- d. All ecommerce grocers, veg providers like big basket, grofers not to discouraged to supply in plastic.
- e. Promotion of Biodegradable Sanitary pads, disposal
- f. Large events banned from using disposable plastic (to be discussed)

To make this possible the following is planned:

All bags and posters will carry messaging for Polythene free Gurugram

Letters to schools, RWAs, corporates

9th August-School poster competition, training, champions, and bags distribution. Pledge taking

15th August launch- Freedom from Plastic Campaign in RWAs, Pledge taking, bags distribution (can be preceded by meeting of Colony champions selected by RWAs)

21st August- Roll out in corporates, Pledge taking, bags distribution, Champions to monitor, support

16th September- Event in leisure valley by Artistes

2nd October- Community Public Arts installation at Leisure valley

Rewards to the best colonies implementing this scheme, launch of 2-bin segregation & composting

School champions, Colony champions and corporate champions will drive this Campaign