



**Print press for the Pushing for Peace project in Pune, India  
February-September, 2017**

**For more information:  
<http://pushingforpeacepune.weebly.com/>**

## Press for the Red Dot Campaign:

<http://timesofindia.indiatimes.com/city/pune/sanitary-waste-management-swach/articleshow/56984025.cms?from=mdr>

**Chuck De, the right way!**

Dean Lobo | TNN | Feb 6, 2017



There's been growing awareness about garbage segregation across the city, but sanitary waste disposal still requires addressing. That's where art can magically intervene. As part of its campaign to raise awareness about sanitary waste disposal, SWaCH, India's first wholly-owned cooperative of self-employed waste pickers, will collaborate with city art enthusiasts today to stencil-paint over 1500 pushcarts with public service messages. 20,000 kgs of sanitary waste per month. That's the amount Pune generates, says SWaCH's data. Ravi Kumar, outreach assistant at SWaCH, informs, "It is often wrapped in paper and disposed. During sorting, waste pickers are exposed to the harmful pathogens from such waste, making them prone to disease." Sanitary waste, which includes pads, tampons, diapers and condoms, is often made from non-degradable materials. These findings gave rise to the 'red dot campaign'.

### **It's all about the red dot**

Last year, the Ministry of Environment and Forests, made it mandatory for households to segregate sanitary waste at source in clearly marked bags. Suchismita Pai, outreach in-charge at SWaCH, says, "The campaign emerged from the new rule, and to ensure the dignity of waste-pickers, of not having to handle public bodily waste. The idea was simple; to pack sanitary waste in paper/any material and mark it with a significant red dot. This would tell waste pickers that it is sanitary waste that mustn't be opened, kept separately and sent for treatment."



Awareness via pushcarts

Over 30 students, including women from SNTD Women's University and Cummins College, will gather at the Uruli Kanchan waste depot and stencil-paint 1500 odd pushcarts used by waste pickers. Street artist Shirin Shaikh will train participants on how to stencil-paint educational messages. Anyone interested in volunteering, can visit the location between 1 and 5 pm. While the pushcarts can be painted over the entire month as per convenience, locations and logistics will be decided after today's meeting. Several corporate employees have also expressed interest in the drive.

"It is encouraging to see so many women come forward. It'll remove the stigma often attached to even publicly talking about sanitary pads," says Ravi.

#### **Who the project will benefit**

Suchismita says, "The project will directly reinforce the message among 3000 odd waste pickers who will use these pushcarts daily. The public, too, will see the messages of the red-dot campaign on these carts. That's the key role art will be playing in the process."

#### **What will be painted onto the pushcarts**

The pushcarts will bear images of, and messages by Sughandhabai, the mascot of SWaCH. She will spread word about improving household management of sanitary waste.

We process 650 tonnes of waste a day and have to open every packet during segregation. Imagine our horror everytime we come across a blood-soaked pad. We talk about recycling but what about our dignity and health?

— Mangal Gaikwad, a waste picker

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<http://indianexpress.com/article/cities/pune/red-dot-campaign-launched-across-pune-4513296/>

## **Red-Dot campaign launched across Pune**

Express News Service | Pune | Published:February 8, 2017

Pune's SWaCH wastepicker cooperative, the KKPKP waste-picker trade union and PMC kicked off a massive, city-wide "Red Dot" campaign on Tuesday. Aimed at improving the way residents dispose of their sanitary waste (diapers and sanitary napkins), volunteers are using their creativity to request people to securely wrap their sanitary waste in a newspaper and mark it with a red dot.

SWaCH is rolling their Red Dot message across the town by stencil painting Red Dot image to the sides of SWaCH pushcarts.

The campaign launched a startling but charming one-minute Red Dot video, which is being shared via WhatsApp, Facebook, Twitter, Instagram, Vimeo, YouTube and the SWaCH website <http://www.swachcoop.com>.

The Red Dot campaign is producing an array of creative materials to engage Puneites from all walks of life. With its stickers, posters, t-shirts, mugs, and even mini paper pushcarts making their way into the public, soon you will no longer be able to avoid the subject of sanitary waste disposal. "SWaCH manages 20 tonnes of unwrapped sanitary waste every day, which is a serious health risk for us. Now it's time for citizens to take closer look at this problem and show their support by wrapping and marking their sanitary waste," said SWaCH wastepicker Mangal Gaikwad, who is also featured in the Red Dot video.

For easy wrapping of sanitary waste, Red Dot paperbags can be purchased from SWaCH. SWaCH hopes that other businesses will follow suite and will start distributing their own Red Dot bags and educational signs across the city.

Residents who do not support the Red Dot initiative may soon get a knock on their door, as SWaCH wastepickers are being trained to conduct extensive door-to-door outreach on the subject. The campaign coincides with a year-long training program for SWaCH workers to improve their advocacy capacity and awareness of sanitation issues. For example, they are learning that unwrapped sanitary waste exposes them to harmful pathogens like staphylococcus, hepatitis, E coli, Salmonella, Typhoid, etcetera.

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<http://www.sakaaltimes.com/NewsDetails.aspx?NewsId=5480447275509153946&SectionId=5171561142064258099&SectionName=Pune&NewsTitle=Red+Dot+campaign+kicked+off+by+SWaCH+and+PMC>

## **Red Dot campaign kicked off by SWaCH and PMC**

ST Correspondent | Friday, 10 February 2017 AT 03:37 PM IST

Pune, SWaCH, Pune Municipal Corporation (PMC), sanitary pads,



Pune: A city-wide 'Red Dot' campaign was kicked off by SWaCH, a waste pickers' cooperative and Pune Municipal Corporation (PMC) to spread awareness about the disposal of sanitary waste like sanitary pads and diapers. Waste pickers' groups and volunteers are extensively using social media as well to promote the cause.

They are using their creativity to request people to securely wrap their sanitary waste in a newspaper and mark it with a red dot to distinguish it from rest of the waste.

On Tuesday, the campaign launched a startling but charming one minute Red Dot video informing everyone about better methods of disposal of used sanitary napkins and diapers.

SWaCH waste picker Mangal Gaikwad, who has featured in the Red Dot video said, "SWaCH manages 20 tonnes of unwrapped sanitary waste every day, which is a serious health risk for us. Now, it's time for citizens to take a closer look at this problem and show their support by wrapping and marking their sanitary waste."

SWaCH will also make available 'Red Dot paper bags' meant specially for sanitary waste disposal that can be purchased from them at a very nominal price. This will enable the waste pickers to distinguish this waste by recognising the bag in the trash.

Residents who do not support the Red Dot initiative will soon get a knock on their door, as SWaCH waste pickers are being trained to conduct extensive door-to-door outreach on the subject. The campaign coincides with a year-long training programme for SWaCH workers.

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## Health and Dignity to Waste-pickers & Recylers! Join the Red Dot Campaign!

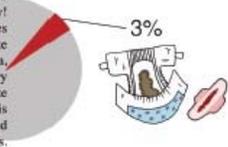
February 8, 2017: Waste Narratives

### Join the Red Dot Campaign



**The Problem**

SWaCH wastepickers collect 650 tonnes of Pune's waste per day, which they hand-segregate to recycle more than 140 tonnes. Sanitary waste (diapers and pads) comprises 3% of household waste, meaning that SWaCH wastepickers handle about 20 tonnes of dirty diapers and pads every day! Unwrapped sanitary waste exposes wastepickers to harmful pathogens like staphylococcus, hepatitis, E coli, Salmonella, Typhoid, etcetera. Exposure to sanitary waste also undermines the dignity of waste collection and recycling work, which is responsible for maintaining human and environmental health in urban areas.



**Solutions**

**Improved handling:** In an effort to protect the health and dignity of SWaCH workers and other wastepickers, and to conform with new central and state laws, Pune wastepickers and PMC are asking that households securely wrap their sanitary waste in paper and mark it with a large red dot. If properly wrapped and marked, wastepickers will know not to open sanitary waste while they sort materials for recycling. SWaCH bugs are also available for easy wrapping at Rs1.25.

**Alternatives:** Waste prevention is always the best solution, and reusable cloth diapers, cloth pads and silicon menstrual cups prevent waste and prevent wastepicker exposure to sanitary waste. Reusable menstrual cups are growing in popularity in India and across the world, so there is plenty of information about them on the internet. The Facebook page "Menstrual Cups, Cloth Pads (MCCP India)" is an excellent forum to help you find the right cup and chat with other women who use them.

**Recycling:** Manufacturers should design their products to be easily recyclable. Companies can already begin investing in technology to extract and recycle valuable "Super-absorbent Polymers" found in pads and diapers. Biodegradable sanitary products are still not a great option because they are expensive, contain some amount of plastic that never fully degrades, and require costly systems for collection and composting.



Rotary SWaCH

Today, Pune's SWaCH wastepicker cooperative, the Kagad Kach Patra Kashtkari Panchayat (KKPKP) waste-picker trade union and Pune Municipal Corporation (PMC) kicked off a massive, city-wide "Red Dot" campaign to improve the way that residents dispose of their sanitary waste (diapers and sanitary napkins). Waste-picker groups and volunteers are using their creativity to request that people securely wrap their sanitary waste in newspaper and mark it with a red dot.

SWaCH is rolling their Red Dot message all across town by stencil painting Red Dot imaging to the sides of SWaCH pushcarts. Keep your eye out for the newly adorned carts, as volunteers and children of waste pickers have already begun painting. Contact SWaCH if you would like to get involved!

Today the campaign launched a startling but charming one minute Red Dot video, which is being shared via Whatsapp, Facebook, Twitter, Instagram, Vimeo, YouTube and the SWaCH website ([www.swachcoop.com](http://www.swachcoop.com)). Visit SWaCH's Facebook page today to check it out.

Tune in to local radio stations to hear interviews with SWaCH and KKPKPimg-20170207-wa0010 members, and get a deeper understanding of the many issues surrounding sanitary waste management.

The Red Dot campaign is producing growing array of creative materials to engage Pune-kars from all walks of life. With Red Dot stickers, posters, t-shirts, mugs, and even mini paper pushcarts all making their way into the public, soon you will no longer be able to avoid the subject of sanitary waste. "SWaCH manages 20 tonnes of unwrapped sanitary waste every day, which is a serious health risk for us. Now it's time for citizens to take closer look at this problem and show their support by wrapping and marking their sanitary waste," said SWaCH wastepicker Mangal Gaikwad, who is also featured in the Red Dot video.

For easy wrapping of sanitary waste, Red Dot paper bags can be purchased from SWaCH. SWaCH hopes that other businesses will follow suite and also begin providing their own Red Dot bags and educational signs throughout the city.

Residents who do not support the Red Dot initiative may soon get a knock on their door, as SWaCH wastepickers are being trained to conduct extensive door-to-door outreach on the subject. The campaign coincides with a year-long training program for SWaCH workers to improve their advocacy capacity and awareness of sanitation issues. For example, they are learning that unwrapped sanitary waste exposes them to harmful pathogens like staphylococcus, hepatitis, E coli, Salmonella, Typhoid, etcetera

The Red Dot campaign is generously supported by Rotary International, PMC and local volunteers. If you would like to get involved, or have a SWaCH waste picker present to your society or community group, please contact SWaCH: swachcoop@gmail.com; 020-65000817

Prepare your sanitary waste for a little more dignity and join the Red Dot campaign!

Join the campaign on facebook, by clicking here...

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<http://www.thebetterindia.com/86209/red-dot-protect-waste-pickers-health-risks/>

and reposted here:

<http://m.dailyhunt.in/news/india/english/the+better+india-epaper-thebett/a+simple+red+dot+from+you+can+protect+waste+pickers+from+health+risks+w+atch+how-newsid-63664896?ss=fb&s=dw>

### **A Simple Red Dot From You Can Protect Waste Pickers From Health Risks.**

Aishhwariya Subramanian February 9, 2017 Pune



The waste-pickers of Pune have a request for the public – respect their dignity and their health. The city’s waste-picker organisation called SWaCH, along with Pune Municipal

Corporation and KKP KP waste-picker trade union, has launched a campaign called Red Dot that urges women to dispose of their sanitary napkins in a responsible and hygienic manner.

The key is to – wrap it, mark it with a red dot and dispose of it so the waste-pickers can properly identify the material.

The campaign kick-started with a video being circulated through various social media platforms such as Facebook, Twitter, Instagram and YouTube that demonstrates how sanitary waste can be disposed of correctly.

“Handling sanitary waste is hazardous to our health. Take your sanitary waste like diaper or a pad, wrap it in a newspaper. Mark it with a red dot, so we will know not to open it and it was be easier to sort and we can make sure it is disposed properly,” says one of the waste pickers who is featured in the video in Marathi.

Speaking to the Indian Express, Mangal Gaikwad, the waste picker featured in the video, said that SWaCH manages 20 tonnes of unwrapped sanitary waste on a daily basis, making it a health risk. She said, “Now it’s time for citizens to take closer look at this problem and show their support by wrapping and marking their sanitary waste.”

While this campaign is directed at citizens from the Pune city, this message is one that should be taken to heart by everyone across India.

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<https://www.myindiandream.in/India%27s+Pride/A-Little-Red-Dot-Can-help>

### **A Little Red Dot Can help**

09-02-2017 | Dhruvalakshmi Paithankar | My Indian Dream



*More than 3000 waste pickers across Pune city are faced with the problem of handling public bodily waste. A red dot campaign will help waste pickers in maintaining their dignity.*

A citywide 'red dot' campaign was launched in Pune yesterday. This aims at creating awareness in people about waste disposal. It focuses on segregating diapers, sanitary napkins and condoms in a different wrapping and then marking it with a red dot. It will help waste pickers to avoid handling it directly.

Waste pickers are exposed to harmful pathogens from this waste. It makes them vulnerable to many diseases. These workers handle roughly 20,000 kilograms of sanitary waste per month. SWaCH (Solid Waste Collection and Handling), India's first wholly owned cooperative of self-employed waste pickers, has initiated this campaign.

Ministry of Environment and Forests has introduced new municipal solid waste management rules. According to these rules, it is mandatory for every household to keep sanitary waste including diapers, sanitary napkins and condoms segregated in clearly marked bags, which are to be provided by manufacturers of all these products.

SWaCH Seva Sahakari Sanstha Maryadit has been manufacturing such bags, which will be marked for disposal of napkins and other included things.

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<http://www.downtoearth.org.in/news/a-first-of-a-kind-campaign-in-pune-creates-awareness-about-sanitary-waste-segregation-57033>

### **A first-of-a-kind campaign in Pune creates awareness about sanitary waste segregation**

Richa Agarwal, Saturday 11 February 2017, Down to Earth

The Red Dot Campaign by SWaCH cooperative is sensitising people about the importance of proper handling and disposal of sanitary waste



SWaCH is doing basic handling of sanitary waste and pushing the stakeholders for proper sanitary disposal systems. Credit: Brodie Lewis

SWaCH (Solid Waste Collection and Handling), a Pune-based wholly-owned cooperative of self-employed waste workers, in collaboration with the Kagad Kach Patra Kashtakari Panchayat (KKPKP) and Rotary Pune, launched a 'Red Dot campaign' to help waste pickers avert health hazards due to mishandled sanitary waste.

The campaign is the first of its kind in India and SWaCH is leading the way forward to help the waste pickers in Pune. Laxmi Narayan, co-founder of SWaCH, said, "We have been trying to get attention of the central government, state governments, municipalities, the MoEFCC (Ministry of Environment, Forest and Climate Change) and manufactures on the sanitary waste hazard for years but only a little progress was made in this direction". "For years, our team has been trying to make all stakeholders understand the importance of this subject, but mostly in vain. A few years back, we started a campaign under which sanitary waste was sent back to manufacturers to make them realise the menace. But they were not ready to commit any action to resolve this issue," Narayan added.

With this Campaign, SWaCH is doing basic handling of sanitary waste and are going to continue pushing the stakeholders for proper sanitary disposal systems. According to a study done by SWaCH, every day it collects 650 tonnes of waste in Pune, of which 3-5 per cent is sanitary waste (diapers and pads). The waste pickers end up segregating 20 tonnes (roughly 20,000 kg) of sanitary waste every day, which becomes a serious occupational hazard.



The trainer and student volunteers involved in the cart-stenciling training for volunteers held recently in Hadapsar. Credit: Brodie Lewis

The idea of the campaign is simple: the waste workers ask the households to segregate and mark their sanitary waste packets/papers bags with a visible red dot so that they know that it is sanitary waste and that it has to be treated differently. The waste is then sent to a waste-to-energy plant.

Laxmi further added that the Pune Municipality had set up an incinerator in the past to deal with the sanitary waste but it was not a success. "Because there is no proper facility in place to collect sanitary waste, this campaign is an immediate action that we could take to protect the dignity and health of the waste workers. The workers understand the value of segregated waste and municipalities should, too." she added.

The training of the waste workers had had started a month prior to the launch. Since then, the waste workers have been going door to door to create awareness. The co-founder said

“Response on social media has been phenomenal but we want people to actually start the practice. Laxmi also hopes that the processing facilities for sanitary waste come up in the future so that it can be handled separately.

A lot of local artistes are joining this campaign to push for segregation of waste. The campaign has gained huge momentum on the social media platforms. The one-minute video showcasing the dilemma of the waste workers on handling sanitary waste has been widely acknowledged. SWaCH also sells merchandise like disposable bags/ papers made by aged waste workers for easy wrapping, available at Rs 1.25, hardly making any profit to promote the practice.

According to Narayan, about 80 per cent of the people whom the waste pickers reached out to said they would make this a regular practice and a few of them have started it already. Many, even if are not marking it with red dots, are handing over the sanitary waste separately to the workers. The SWaCH been trying to educate people about alternatives to sanitary napkins and are constantly encouraging the manufactures to venture into sustainable sanitary products.

February 8, 2017

# ‘आरटीई’ प्रवेश प्रक्रिया यंदाही लांबणार?

## मुदतवाढीमुळे पालकांची डोकेदुखी वाढली

पिंपरी : प्रतिनिधी

‘आरटीई’ अंतर्गत विद्यार्थ्यांना इंग्रजी माध्यमाच्या शाळेत २५ टक्के आरक्षण ठेवण्यात आले; परंतु त्याची अंमलबजावणी शासनस्तरावरून पारदर्शकपणे होत नसल्याने पालकांना मनस्ताप सहन करावा लागत आहे. गतवर्षी आरटीईच्या प्रवेशाच्या विलंबामुळे पुरता गोंधळ उडला होता, यामुळे बोध न घेता या वर्षीही जाहीर केलेल्या वेळापत्रकाला इतताच फास उशिराने कामकाज सुरू आहे. त्यामुळे या वर्षीही ‘आरटीई’ प्रवेश प्रक्रिया लांबण्याची शक्यता निर्माण झाली आहे. पिंपरी-चिंचवडसह पुण्यातील शाळा रजिस्ट्रेशनसाठी शिक्षण संचालनालयाकडून दि.१६ जानेवारी ते दि.३ फेब्रुवारी अशी मुदत दिली होती; मात्र प्रत्यक्षात अद्यापही अनेक शाळांनी



रजिस्ट्रेशन पूर्ण न केल्यामुळे रविवार (दि.५) पासून अर्ज भरण्यास सुरुवात झालेली नाही. मागील वर्षीपेक्षा यंदा प्रवेश प्रक्रिया ही एक महिना अगोदर सुरू करूनही वेळापत्रकाचे बंधन न पाळण्याची परंपरा या वर्षीही सुरू ठेवली आहे. यामुळे सहाजिकच प्रवेश प्रक्रियेच्या तारखा पुढे जाणार असल्याचे शिक्षण क्षेत्रातील तज्ज्ञ सांगत आहेत. यामुळे नागरिकांमध्ये प्रवेश प्रक्रियेबाबत संभ्रम निर्माण झाला आहे. शाळांच्या नोंदणीसाठी मंगळवार

(दि.७) पर्यंत मुदतवाढ करण्यात आली; परंतु तरीही अनेक शाळांच्या नोंदी बाकी राहण्याची शक्यता शिक्षणतज्ज्ञांनी व्यक्त केली आहे. त्यामुळे बुधवार (दि.८) पासून पालकांना ऑनलाईन अर्ज भरण्यास उपलब्ध होणार किंवा नाही याबाबत अधिकाऱ्यांचे मीन आहे.

पालकांना रविवार (दि.५) पासून ऑनलाईन अर्ज भरण्यास सुरुवात होणार होती; परंतु वेळापत्रक कोलमडल्यामुळे पालकांनी भरायच्या ऑनलाईन प्रवेश अर्जांच्या तारखा पुढे ढकलल्या जाणार आहेत. गतवर्षी प्रवेश प्रक्रियेचा उडालेला गोंधळ याहीवर्षी उडणार नाही, याची खबरदारी शिक्षण विभाग घेईल का, असा प्रश्न नागरिक विचारत आहेत. मागीलवर्षी अनेक विद्यार्थ्यांचे ‘आरटीई’नुसार प्रवेश झाले असले तरी, शाळांकडून प्रवेश नाकारणे, शुल्काची

शाळा नोंदणीची प्रक्रिया जवळपास होत आली आहे; परंतु ज्या अल्पसंख्याक शाळा आहेत त्या ‘आरटीई’साठी पात्र ठरत नाहीत. आपल्याकडे अशा बहुतेक ४३ शाळा असाव्यात. त्यांचे प्रमाणपत्र जिल्हा परिषदेकडे सादर करायचे आहे. त्यामुळे दि. ७ फेब्रुवारीपर्यंत मुदतवाढ करण्यात आली आहे.

- बी. एस. आचारी  
शिक्षण मंडळ प्रशासन अधिकारी

### पालिकेकडून केंद्राची माहिती नाही

‘आरटीई’चे ऑनलाईन अर्ज भरण्यासाठी पालिकेकडून केंद्र निश्चित करण्यात येतात. त्याद्विकाणी पालक ऑनलाईन अर्ज भरू शकतात; परंतु अद्यापपर्यंत शहरातील केंद्राची यादी शिक्षण मंडळाने पालकांपर्यंत पोचवलेली नाही. ‘आरटीई’चे ऑनलाईन अर्ज भरून देण्यासाठी गतवर्षी शहरातील अनेकांनी मोफत इंटरनेट सुविधा उपलब्ध करून दिली होती; मात्र यावर्षी ही सुविधा देण्याकडे नेते मंडळांनी पाठ फिरवली आहे.

मागणी करणे, ‘आरटीई’अंतर्गत प्रवेश झालेल्या विद्यार्थ्यांना वेगळ्या वर्गात बसवणे, शालेय साहित्यावरून पालकांना त्रास देणे अशा कारणामुळे ‘आरटीई’च्या विद्यार्थ्यांना शाळांच्या मन्मानीचा फटका बसला होता. ती परिस्थिती यावर्षी

उद्भवू नये, यासाठी शिक्षण संचालक आणि पिंपरी-चिंचवड शिक्षण मंडळाने टोस पाऊले उचलण्याची आवश्यकता असल्याचे पालकांना ‘पुढारी’शी बोलतांना सांगितले. शाळा नोंदणीबाबत कोणतेच स्पष्टीकरण पालकांना देण्यात

मागील वर्षी ‘आरटीई’च्या प्रवेशासाठी अनेकदा शिक्षण मंडळातील अधिकाऱ्यांशी वादाचे प्रसंग उद्भवले. त्यामुळे यावर्षी शिक्षण मंडळाने आरटीई प्रवेशाचे निमोडन करून त्याच्या अंमलबजावणीची आवश्यकता आहे. गरजू विद्यार्थ्यांना इंग्रजी माध्यमाच्या शाळेतून शिक्षण मिळावे यासाठी ‘आरटीई’अंतर्गत त्यांना प्रवेश मिळणे आवश्यक आहे. - सोनाली कुंजीर, सहसंचिक, कागद, काच, पत्रा कटकरी पंचायत

आलेले नाही. मागील वर्षी पालकांनी या संदर्भात मंडळाकडे तक्रारी बऱ्या होत्या. त्या सर्व तक्रारीवर या वर्षी पर्याय काढून शिक्षण मंडळाने काम करण्याची अपेक्षा पालकांनी व्यक्त केली आहे.

Dainik Jagran My Pune Supplement  
February 8, 2017

# ‘स्वच्छ’ची सॅनिटरी जनजागृती

कार्यशाळेच्या माध्यमातून रेड डॉट कॅम्पेनला सुरुवात

## अपर्णा बडे

पुणे : शहरात दररोज सामूहिकरीत्या ६५० टन कचरा गोळा करण्यात येतो. यात रोज जवळपास अडीच लाखांच्या आसपास सॅनिटरी नॅपकिन्सचा समावेश असतो. कचरावेचकांसाठी सगळा कचरा वर्गीकरण सॅनिटरी नॅपकीन आणि लहान मुलांचे डायपर बांधलेल्या पुड्यांचा कचराही उघडून बघावा लागतो. इच्छा नसतानाही त्यांच्यासाठी हा कचरा हाताळणावा लागणे ही नेहमीची व त्रासदायक गोष्ट असते. वापरलेले सॅनिटरी नॅपकीन व डायपरच्या कचऱ्याची पुनर्निर्मिती करता येत नसते. यामुळे कचरावेचकांसाठी सॅनिटरी कचरा हा नेहमीच मोठी अडचण म्हणून उभा राहिला आहे आणि त्याची जबाबदारी उत्पादकसुद्धा घेत नाहीत. हे टाळण्यासाठी अनेक प्रयत्न केले गेले. अखेरीस कचरावेचकांच्या संघटनेने एक सोपा उपाय शोधून काढला आहे. पुण्याची कचरावेचक संघटना कागद, काच, पत्रा, कष्टकरी पंचायत (केकेपीकेपी) आणि स्वच्छ सहकारी संस्था मर्यादित संस्थेने ७ फेब्रुवारीपासून शहरभर रेड डॉट कॅम्पेन राबविण्यास सुरुवात केली आहे.

काय आहे रेड डॉट कॅम्पेन.....

या कॅम्पेननुसार सॅनिटरी नॅपकीन व डायपरच्या कचऱ्याची पुडी बांधून त्यावर ठसठशीत दिसेल असा लाल बिंदू करावा, म्हणजे कचरावेचक ती पुडी न उघडता वेगळी काढतील,



## सपोर्ट टू 'रेड डॉट कॅम्पेन'

- सॅनिटरी नॅपकीन, डायपरचा कचरा कागदाच्या पुडीत बांधा.
- या पुडीवर लाल पेनाने ठसठशीत दिसेल असा लाल बिंदू काढा.
- ही पुडी रेड डॉटच्या कचरा गाडीतच टाका, म्हणजे ती न हाताळता वेगळी काढली जाईल.

अशी जनजागृती करण्यात येत आहे. यासाठी जवळपास २५०० रेड डॉट कॅम्पेन नावाने कचरा गाड्या या मोहिमे अंतर्गत रंगविण्यात आल्या आहेत. यामुळे घरगुती सॅनिटरी कचरा व त्याच्या हाताळणीबद्दल नागरिकांमध्ये जागरूकता अधिक प्रभावीरित्या करण्यास मदत होणार आहे.

घरोघरी फिरून कचरा उचलणाऱ्या महिला त्याविषयी नागरिकांना समजावून सांगणार आहेत, असे

‘स्वच्छ’च्या संचालिका सुचिश्मिता पै यांनी ‘पुढारी’शी बोलताना सांगितले. ही मोहीम रोटी इंटरनॅशनल यांची आर्थिक मदत व पुणे महापालिकेच्या सहकार्याने, स्वच्छ पुणे आणि केकेपीकेपी राबवत आहे. पै म्हणाल्या, या कॅम्पेनमुळे सॅनिटरी कचरा अशा प्रकारे चिन्हांकित करून दिला तर आपण कचरावेचकांना आत्मसन्मान देणार असून, या कचऱ्यामुळे त्यांना होणाऱ्या रोगांपासून संरक्षण होणार

आम्ही दररोज गोळा केलेल्या कचऱ्यावर प्रक्रिया करतो. कचऱ्यात आलेला प्रत्येक कागद किंवा पिशवी आम्ही उघडून बघतो जेणेकरून ओला व सुका कचरा एकत्ररीत्या जमा न होता त्याचे लवकरात लवकर वर्गीकरण व्हावे. जेव्हा कागद किंवा पिशवी उघडून बघतो त्यामध्ये वापरलेले डायपर्स आणि सॅनिटरी पॅड्स असतात आणि आम्हाला ते हाताळणे लागतात. तेव्हा आमच्यासारख्या लोकांचा आत्मसन्मानच दुखावतो. पोटाच्या खळगीसाठी हे काम करावे लागते. परंतु यामुळे आमचे आरोग्य धोक्यात आले आहे. रेड डॉट कॅम्पेनमुळे आमचा आत्मसन्मान आम्हाला पुन्हा मिळणार आहे.

- मंगल गायकवाड, 'स्वच्छ'च्या कचरावेचक

आहे.

## सोशल मीडियावर 'रेड डॉट कॅम्पेन'

स्वच्छच्या समन्वयिका अपर्णा सुसराल म्हणाल्या, लोकामध्ये या मोहिमेबाबत जागृती व्हावी यासाठी छोटीशी चित्रफीत तयार करण्यात आली असून, ती सोशल मीडियातून सगळीकडे पसरविण्यात येत आहे. यामुळे मोठ्या प्रमाणात जनजागृती होणार आहे. त्यामुळे आता या कचऱ्याचे वर्गीकरण होणे शक्य आहे.

Dainik Jagran February 9, 2017

# कचरावेचकांच्या मुळावर 'भावी नगरसेवक'

## ■ 'स्वच्छ' संस्थेच्या

कचरावेचकांवर उपासमारीची वेळ

अपर्णा बडे / लक्ष्मण खोत  
पुणे : शहरात घरोघरी फिरून ओला आणि सुका कचरा गोळा करणारे 'स्वच्छ' संस्थेचे अनेक कचरावेचकांवर सध्या उपासमारीची वेळ आली आहे. महापालिकेच्या निवडणुकीसाठी इच्छुक उमेदवारांकडून लोकांना आकर्षित करण्यासाठी शहरातील काही प्रभागांत आल्या आहेत. या खाजगी व मोफत सेवा देणाऱ्या घंटगाडीमुळे स्वच्छ च्या कचरावेचकांनी सत्तीची तीव्र महिने रखा घ्यावी, अशी ताकीद देण्याचे प्रकार सुरू आहेत. यामुळे या कचरावेचकांचा पगार नागरिकांकडून चोपबंदी मिळणे दूरच; पण

महिनाभर केलेल्या कामाच्या कष्टांचे पैसाही हातातून जाण्याची वेळ आली असल्याची माहिती स्वच्छ संस्थेच्या समन्वयिका अपर्णा सुसराल यांनी 'पुढारी'शी बोलताना दिली. शहरातील घरांमधून कचरा गोळा करण्याचे काम महापालिकेने 'स्वच्छ' या संस्थेला दिले असून, त्यासाठीचा करार सन २००६ मध्ये झाला आहे. शहरातील साडेतीन ते चार लाख घरांमधून कचरा गोळा करण्याचे काम 'स्वच्छ' संस्थेचे कचरावेचक रोज करत असतात. तसेच, ती कचरा ओला व सुका या प्रकारात वेगळा करत असतात. त्याबद्दल्यात मिळणाऱ्या भत्यावर हे कचरावेचक आपता उदारनिर्वाह

## ■ इच्छुकांच्या मोफत कचरा घंटगाडीचा परिणाम



स्वच्छ संस्थेचे कचरावेचक इच्छुकांकडून कचरा वेचण्यासाठी मुक्त करण्यात आलेल्या गाडीसमोर बसून आंदोलन करतात. कचरावेचकांमुळे नागरिकांना ओला व सुका कचरा वेगळा करण्याची शिस्त लागली होती. दरम्यान, निवडणुकीच्या

## ■ ओला व सुका कचरा वर्गीकरणासही खीळ

इच्छुकांकडून कचरा वेचण्यासाठी सुरू करण्यात आलेल्या घंटगाडीबाबत कोथरुड परिसरात कारवाई करण्यात आली आहे. शहरातील इतर भागातही अशा प्रकारे कचरा गोळा करण्यासाठी मोफत वाहने पुरविण्यात आल्याचे निदर्शनास आल्यास त्यांच्यावर कारवाई करण्यात येईल.  
- सुरेश जगताप, अधिकारी, घनकचरा व्यवस्थापन विभाग  
यामध्ये शहरातील कोथरुड, वनाड, पोले रोड, टिळक रोड, ओप, मोडीत निघाली आहे, असे सुसराल वारचे, कर्वेनगर भागात इच्छुक उमेदवारांच्या खाजगी व अनधिकृत कचरागाड्या प्रभागात फिरत आहेत. त्यामुळे कचरावेचकांच्या रोजगारीवर गदा आली असून, तासपुरत्या स्वरूपातील या सेवेमुळे दहा वर्षांपासून काम करणाऱ्या कचरावेचकांवर वेरोजगारीची वेळ आली आहे. तसेच, नागरिकांची कचरा वर्गीकरण कठिणपणे लागू राहिलेले शिस्तही यामुळे मोडीत निघाली आहे, असे सुसराल यांनी सांगितले. कचरा गोळा करण्याच्या या प्रक्रियेत संस्थेसमोर आता सर्वांत मोठी समस्या उभी राहिली आहे ती कचऱ्याची विच्छेदना लावण्याची. कचरा गोळा करण्यासाठी ज्या घंटगाडीचा वापरल्या जात आहेत, त्या पालिकेच्या समूह खाजगी आहेत. या खाजगी गाड्यांमध्ये कचरा ओला व

कचरावेचकांना घरोघरी जाऊन कचरा गोळा करण्याचे ५० रुपये दर महिना एका घरातून मिळतात. एका कचरावेचकाची नेमणूक साधारण २०० घरांतील कचरा गोळा करण्यासाठी करण्यात आलेली असते. या माध्यमातून मिळणाऱ्या उत्पन्नातून उदरनिर्वाह घालत असतो. मात्र, सध्या इच्छुकांकडून कचरा गोळा करण्यात येत असल्याने आमच्यावर वेरोजगारीची वेळ आली आहे.

- बायडा जोगादंड, कचरावेचक

याचा थेट दुष्परिणाम पर्यावरणावर होत असून, महापालिका प्रशासनाद्वारे मात्र याकडे दुर्लक्ष केले जात असल्याचा आरोप सुसराल यांनी केला.

<http://shethepeople.tv/this-waste-pickers-collective-has-a-solution-for-sanitary-waste-problems/>

## **This waste pickers' collective has a solution for sanitary waste problems**

STP Team / February 17, 2017



The taboo around menstruation ensures that when we buy sanitary napkins, they are often wrapped individually while being packed in batches, later covered in newspaper and perhaps even in a black plastic bag. This level of precaution rarely exercised when we do need it, when it's time to dispose sanitary waste. Gazal Shekhawat reports from Pune.

This waste, (which includes pads and diapers) poses not only severe health hazards but also erodes the dignity of those who handle it. Here is when a Pune based waste-picker collective, SWaCH comes into the picture.

Instead of ferociously covering unused pads with layers, let's instead prepare our sanitary waste for a little more dignity.

Along with the Pune Municipal Corporation and the KKPKP waste picker trade union, SWaCH, a waste picker cooperative kicked off the "Red Dot" campaign. The idea is simple and calls for people to wrap their sanitary waste in a newspaper and mark it with a red dot. By wrapping the waste correctly and putting a mark that identifies sanitary waste, waste pickers can then be careful and handle it accordingly.

The cooperative has also come up with creative ways to spread the message. These include a one minute video, posters and the pushcarts for waste management which have been stencil painted with the red dot imagery. The video, which puts forward the question, 'What if you had sanitary waste in your workplace?' has been shared across platforms such as Youtube, Facebook, Whatsapp and Vimeo and is generating positive responses. Along with the Red Dot stickers, t-shirts, mugs, and even mini paper pushcarts all making their way into the public, the cooperative hopes that people will no longer be able to avoid the subject of sanitary waste.

"SWaCH manages 20 tonnes of unwrapped sanitary waste every day, which is a serious health risk for us. Now it's time for citizens to take closer look at this problem and show their support by wrapping and marking their sanitary waste," says waste picker Mangal

Gaikwad, who is also featured in the Red Dot video. Waste-pickers are also being trained to conduct extensive door-to-door outreach on the subject. The campaign coincides with a year-long training program to improve their advocacy capacity and awareness of sanitation issues. For example, they are learning that unwrapped sanitary waste exposes them to harmful pathogens like staphylococcus, hepatitis, E coli, Salmonella, Typhoid, etcetera.

Waste-pickers are also being trained to conduct extensive door-to-door outreach on the subject. The campaign coincides with a year-long training program to improve their advocacy capacity and awareness of sanitation issues.

While the campaign has gathered momentum, the actions of citizens will narrate its real success. “A lot of citizens have started giving us sanitary waste with the red dot...The video has transpired everywhere but the campaign will make sense when the waste pickers start getting waste which has red dots.” says Aparna Sursarla from SWaCH, who is behind the campaign. While the Red Dot campaign started as a city wide initiative, proactive solutions to deal with sanitary waste are needed across the country. One can only hope that the idea is picked up in diverse regions. It not only keeps in mind the people handling sanitary waste but also breaks taboo around sanitary napkins. Instead of ferociously covering unused pads with layers, let’s instead prepare our sanitary waste for a little more dignity.

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<http://www.huffingtonpost.in/2017/02/15/these-women-waste-pickers-want-people-to-mark-their-used-sanitar/>

### **These Women Waste-Pickers Want People To Mark Used Sanitary Napkins, Diapers While Disposing Them: A solution to India's garbage mess.**

15/02/2017 4:34 PM IST | Updated 16/02/2017 10:03 AM IST

Sonam Joshi, Lifestyle Editor



SWaCH

Every day, hundreds and thousands of sanitary pads and diapers make their way from households to garbage bins and landfills all over India. Unmarked and unsegregated, the packages are also a health hazard for the waste pickers who have to deal with them.

"Every bit of waste is valuable to the waste pickers. When it is not identifiable, they do a fine job of opening it, and separating each part into different materials because that is how scrap dealers buy it," Suchismita Pai, outreach manager at SWaCH told HuffPost India. "Opening sanitary waste is disgusting, and an assault on their dignity and health without any financial gain."

SWaCH, a Pune-based cooperative of self-employed waste-pickers led by women, is encouraging residents to segregate and dispose off their sanitary waste in a more hygienic way. Its Red Dot campaign is the first of its kind in India, and aims at encouraging residents to wrap their sanitary waste in a newspaper and mark it with a red dot to help waste pickers to identify and segregate it easily. The campaign was started in response to a 2016 ruling by the Ministry of Environment and Forests that made it compulsory for households to segregate sanitary waste in clearly marked bags.

SWaCH (Solid Collection and Handling) is cooperative of 2,800 self-employed waste workers and works with the Pune Municipal Corporation to service 5.3 lakh homes across Pune. "SWaCH manages 20 tonnes of unwrapped sanitary waste every day, which is a serious health risk for us," SWaCH waste-picker Mangal Gaikwad said. Unwrapped sanitary waste puts workers to harmful, disease-causing pathogens such as hepatitis, E coli, salmonella and typhoid.

The campaign also aims at raising awareness through stickers, posters, T-shirts, pushcarts, radio ads and door-to-door outreach -- and has already reached a lot of people through this Facebook video.

In the long term, SWaCH hopes to involve manufacturers like Kimberly Clark and Proctor & Gamble into the dialogue on disposing sanitary waste, most of which is non-biodegradable. "They end up in a landfill because they can't be recycled easily," Pai said. "We are fighting for extended producer responsibility to ensure that they are disposed off properly and to find a way of recycling them."

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[http://punemirror.indiatimes.com/others/sunday-read/small-talk-seeing-red/articleshow/57225120.cms?utm\\_source=punemirror&utm\\_medium=Facebook&utm\\_campaign=referral](http://punemirror.indiatimes.com/others/sunday-read/small-talk-seeing-red/articleshow/57225120.cms?utm_source=punemirror&utm_medium=Facebook&utm_campaign=referral)

## **SMALL TALK: SEEING RED**

### **Small Talk with Taylor Cass Talbott**

By Shweta Kapur, Pune Mirror | Feb 19, 2017



PIC: NIKHIL GHORPADE

Mirror speaks with the American graphic artist and a member of the team that thought up the viral video for Pune's Red Dot campaign

It may be a long way from home, which for Taylor Cass Talbott is Oregon on the US West Coast, but the slim 35-year-old seems to have settled in just fine in the middle of the modest vasti in Jagdish Nagar. "I've been accepted by the waste picker community here, getting a glimpse into their daily lives to better understand what challenges they face," said the activist, who only speaks broken, but functional Hindi and no Marathi at all. Improving the lives of wastepickers forms the core of the work Cass Talbott is here to do, as part of a movement by SWaCH and Kagad Kach Patra Kashtakari Panchayat (KKPKP), who have long been mulling this concept of how to dispose sanitary waste in a hygienic manner.

The result was the Red Dot campaign, which launched earlier this month. The campaign video, released recently, took the digital sphere by storm with its succinct message: Wrap up your menstrual leavings properly and mark the package with a red dot, to make sure that waste pickers, who come to your homes and pick up garbage for its disposal, don't suffer daily indignities, hygiene worries and exposure to a slew of dangerous pathogens. FYI: A whopping 20 tonnes of this category of waste is picked up every day. The debut week of this crusade – touted as the first of its kind in India – saw an overwhelming 4 million views and 2,20,000 'likes' for the video just on Facebook, with 88,000 people sharing it within days.

Starring Mangalbai Gaikwad, a local waste picker, the short reel starts with a female professional walking into her office and finding a little surprise – used menstrual pads — in her desk drawer, much to her shock. Cut to Gaikwad, who dourly informs us that she and her peers would very much appreciate not being subjected to such surprises either. "We wanted to keep it a bit funny; we're used to hearing sniggers from the audience – it probably helps people identify better with the video's import," said Cass Talbott, whose husband Brodie shot the shortfilm, and is also living here till August, working for the same cause. Childhood friends, the two of them had fallen in love in Bhutan, when they went there together for humanitarian work; Brodie as a teacher to monks and she training garbage handlers to recycle plastic waste into eye-catching bags. Her earlier stints also included similar work in Brazil and Lebanon.

The Red Dot campaign has been coorganised by the Rotary Club of Pune Shivajinagar (with whom Cass Talbott was a Peace Fellow a few years ago) and the Pune Municipal Corporation (PMC). "At one of our first few meetings as we kicked off the campaign, with some 200-300 waste pickers attending, we put forward the artwork we planned to use (a sanitary pad with a smear of blood on it) and asked them whether they would be comfortable having this imagery on their pushcarts. It was overwhelming to see hundreds of them all roar 'Yes!' together in one voice — like they really needed it out there, what they face every single day," Cass Talbott shared, a steady smile lighting up her face. "And there we had our creative strategy. Pushcarts all over the city toting the Red Dot campaign's message, like hundreds of free mobile billboards!"

A self-taught graphic design artist, Cass Talbott took a few weeks to conceptualise and ready the 15 sets of stencils to be used to decorate the pushcarts, and finalised the details in coordination with artist Shirin Shaikh. The next phase of operations includes a number of training and awareness drives with SWaCH volunteers and ward coordinators, art students, the waste pickers themselves, and members of the general public. Red Dot paper bags are to be made available at a nominal cost, and waste pickers are also going to

be trained for a door-to-door outreach drive. “Our pamphlets also promote the use of menstrual cups, which is not an issue we can take up full-time, but is certainly a concept I have seen gaining traction in India since I’ve been here. These cups could replace sanitary pads and tampons as a much more environment-friendly mechanism. It’s something of a rallying point for feminism – it’s a feminist act for many to be even talking about it,” Cass Talbott said, thoughtfully adding, “The Red Dot Campaign stays relevant for the proper disposal of these cups, too.”

The response has been heartening, offers Cass Talbott. “Mangalbai actually said at least half of the sanitary waste she now picks up is packed and marked with a red dot! She is probably a special case, but still, we hope the word spreads. We’re also toying with some different ideas, like involving the waste pickers in comedy skits to disseminate awareness, more pushcart painting initiatives, etc. – but what’s missing right now is that menstrual hygiene product companies, too, need to step up with better long-term post disposal solutions. Maybe this campaign will put some pressure on them.”

Mangalbai actually said at least half of the sanitary waste she now picks up is packed and marked with a red dot! She is probably a special case.

– Cass Talbott

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<http://www.nyoooz.com/news/pune/726661/reddot-campaign-launched-across-pune>

### **Red-Dot campaign launched across Pune**

IE Pune Wed, 08 Feb 2017

Red-Dot campaign launched across Pune

Summary: The Red Dot campaign is producing an array of creative materials to engage Puneites from all walks of life. Pune’s SWaCH wastepicker cooperative, the KKPKP waste-picker trade union and PMC — kicked off a massive, city-wide “Red Dot” campaign on Tuesday. For example, they are learning that unwrapped sanitary waste exposes them to harmful pathogens like staphylococcus, hepatitis, E coli, Salmonella, Typhoid, etcetera.

SWaCH is rolling their Red Dot message across the town by stencil painting Red Dot image to the sides of SWaCH pushcarts. The campaign launched a startling but charming one-minute Red Dot video, which is being shared via WhatsApp, Facebook, Twitter, Instagram, Vimeo, YouTube and the SWaCH website <http://www.swachcoop.com>. Pune’s SWaCH wastepicker cooperative, the KKPKP waste-picker trade union and PMC — kicked off a massive, city-wide “Red Dot” campaign on Tuesday. Aimed at improving the way residents dispose of their sanitary waste (diapers and sanitary napkins). Volunteers are using their creativity to request people to securely wrap their sanitary waste in a newspaper and mark it with a red dot. Watch What Else is Making News SWaCH is rolling their Red Dot message across the town by stencil painting Red Dot image to the sides of SWaCH pushcarts. The campaign launched a startling but charming one-minute Red Dot video, which is being shared via WhatsApp, Facebook, Twitter, Instagram, Vimeo, YouTube and the SWaCH website <http://www.swachcoop.com>. The Red Dot campaign is producing an array of creative materials to engage Puneites from all walks of life.

With its stickers, posters, t-shirts, mugs, and even mini paper pushcarts making their way into the public, soon you will no longer be able to avoid the subject of sanitary waste disposal. “SWaCH manages 20 tonnes of unwrapped sanitary waste every day, which is a serious health risk for us. Now it’s time for citizens to take closer look at this problem and show their support by wrapping and marking their sanitary waste,” said SWaCH wastepicker Mangal Gaikwad, who is also featured in the Red Dot video. For easy wrapping of sanitary waste, Red Dot paperbags can be purchased from SWaCH.

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<http://swachhindia.ndtv.com/learned-drive-keep-city-clean-5116/>

### **She Learned To Drive To Keep Her City Clean**

Women's Day Special 2017 | Written By Gopi Karelia | Edited By Priyanka Bhattacharya | February 22, 2017



#### **She Learned To Drive To Keep Her City Clean**

Meet Manisha Bhandare, Pune’s female truck driver, who goes from door to door to collect garbage before handing it to municipal authorities.

New Delhi: A typical day for Pune resident, Manisha Bhandare begins at 4 am with household chores. At 7am she begins her daily Swachhta run. She gets behind the wheels of a truck and drives from house to house collecting garbage. Every day, Manisha and her fellow volunteers make about 6-7 rounds in south-eastern stretch, Pune, and collect approximately 1 tonne of garbage. At the end of her rounds, she hands over the garbage to the ‘ghanta gaadi’ - the Municipal Corporation’s truck. After her Swachh duty, she goes back to her daily household chores and waits for her children to return from school.

It is hard to believe but Manisha did not even know to drive until 4 years back. It was her mother, a ragpicker with a waste management cooperative SWaCH (Solid Waste Collection and Handling) who encouraged her to go learn a new skill and go beyond being a ragpicker.



SWaCH works in collaboration with Pune Municipal Corporation (PMC). It was formed in 2000 after government passed the Municipal Solid Wastes (MSW) laws to improve sanitation conditions by processing waste segregation.

(image of segregation poster including segregation of sanitary waste)

Out of a workforce of 2,800 members, 75% of its members are female workers who provide door-to-door services of collecting waste in several parts of the city. Manisha is the first among them to be employed as a driver.

When asked if she faces any biases being the only female driver, she proudly said “Pratyekjana Salaam Thokte (everyone salutes me). There is absolutely no problem being a female driver. In fact, many girls have joined the organization and now aspire to become drivers.”



For Manisha, segregation of waste can solve a large part of health related issues. She believes it is a long way before every Indian household adopts the system of separating the dry and wet garbage.

The Swachh Warrior also gives awareness lessons on waste management to the citizens. While giving the service, Manisha ensures she gets adequate feedback from every household for improvisation purposes.

Citizens of Pune are now used to the front end waste management services of SWaCH so much so that they cannot do without Manisha and her team. of Swachh warriors.

Today, life has taken a new turn for her. Apart from being financially independent, she has earned respect from her family, her co-workers and the citizens of Pune.

She signs off by saying, “Sagdejana Swachh Raha! (Be clean, everyone!)”

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<https://telanganatoday.news/all-it-takes-is-a-red-dot>

### **All it takes is a red dot**

Pune’s SWaCH cooperative initiative of marking sanitary waste maybe the solution.

By T Takuangla Jamir |  
Telagana Today  
27th Feb 2017 11:00 pm

SWaCH, a Pune based cooperative of self-employed waste-pickers led by women started their ‘Red Dot campaign’ and we cannot help but appreciate and think about joining the movement.

What’s it about – It’s a first of its kind, a very simple solution to lessen the burden of waste collectors in segregating sanitary waste. Here, residents are encouraged to wrap their sanitary waste, which include menstrual pads, diapers, incontinence pads and condoms. Not just wrap it with an old paper but mark it with a red dot so that the waste pickers will not bother opening it.

We have all seen waste-pickers in and around the city who take the trouble to open plastics and covers in order to segregate if not to sell it off to scrap dealers. “If sanitary wastes are not disposed properly which carries bacteria it can expose the workers to infections like urinary tract infections and cervicitis,” says Dr Vinay, MBBS research fellow. Likewise, Dr Raini, wellness consultant, Apollo Hospitals, also says, “Basically E Coli bacterial infection thrives the most in improper disposal.” So, it’s not just about a matter of their dignity but also their health concerns.

We should understand that citizens’ involvement is as important as the civic bodies that work towards keeping the city clean and healthy. And though this was initiated by one of the neighbouring States, it would be a great step to tag along and take up this simple gesture to keep everyone healthy and safe. “I think it’s an amazing solution to curb the issue and along with GHMC even we the citizens should follow this seriously,” says social worker Ushna Rani, director of Sannihita.

So, how about starting it from today? After all it’s just a matter of a red dot.

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[http://mypunepulse.com/latest\\_news.php?regid=110](http://mypunepulse.com/latest_news.php?regid=110)

## SWACH, PMC starts Red Dot campaign

Pune's SWaCH wastepicker co-operative, the KKP KP waste-picker trade union and PMC kicked off a massive city-wide 'Red Dot' campaign.



Pune's SWaCH wastepicker co-operative, the KKP KP waste-picker trade union and PMC kicked off a massive city-wide 'Red Dot' campaign to improve the way residents dispose of their sanitary waste (diapers and sanitary napkins). The Red Dot campaign is producing growing array of creative materials to engage Pune-kars from all walks of life. With Red Dot stickers, posters, t-shirts, mugs, and even mini paper pushcarts all making their way into the public, soon you will no longer be able to avoid the subject of sanitary waste. "SWaCH manages 20 tonnes of unwrapped sanitary waste every day, which is a serious health risk for us. For easy wrapping of sanitary waste, Red Dot paper bags can be purchased from SWaCH. The Red Dot campaign is generously supported by Rotary International, PMC and local volunteers.

<http://swachhindia.ndtv.com/employment-education-empowerment-rag-pickers-collective-changing-womens-lives-5294/>

### **Employment, Education, Empowerment: The Ragpickers Collective Changing Women's Lives**

Women's Day Special 2017 | Written By Gopi Karelia | Edited By Priyanka Bhattacharya | March 1, 2017

With a poor technique of waste composition there is a rise in landfills and contaminated land in Indian cities. Municipalities are struggling to effectively handle the waste due to

lack of expertise, man force and technical know-how. Find out how this rag picker's organization is aiding the Pune Municipality and driving out waste

SWaCH-India's first fully owned self-co-operative of waste picking

Children of the workers have received formal education

Every SWaCH member also get a monthly user fee



IMAGE CREDIT: Amit Thavaraj

Had you asked a few years ago, Supriya Bhadakwad, a rag picker from Pune's Yerwada slum could never have imagined she would be able to afford a higher education for her three children. In fact, until a few decades back there were more children out on the streets as rag pickers than in schools, across slums in Pune.

Today, most children are back in schools, and even have access to higher education thanks to easily accessible education loans and scholarships. Supriya Bhadakwad still works as a ragpicker, but earns a steady income that has helped her educate her sons till Class 12.

Pune's slums have today become an example of how, with the right guidance and backing, women can take charge of their lives and make a better future for themselves and their children.

This social change can be traced to a co-operative movement called SWaCH, an acronym for Solid Waste Collection and Handling – formed by the members of Kagad Kach Patra Kashtakari Panchayat, a Trade Union of waste pickers in Pune. 75% of the members here are women, who volunteered to learn waste-segregation and create a grassroots level waste management team in exchange for facilities like medical insurance and education loans and scholarships.



It is India's first fully owned self-co-operative waste picking cooperative. Here, the women are not just workers but also leaders making decisions about their own lives.

“We made sure that these women handle operations at all levels from decision making to collecting waste,” said Lakshmi Narayan, a social worker and the brains behind SWaCH. The model they adopted has been so successful that membership doubled from 1500 workers in 2007 to a workforce of 2,800 waste pickers today.

SWaCH delivers a door- to-door waste collection service to nearly five lakh houses in Pune, covering almost 50 per cent of the city's households. Now, it has launched a Red-Dot campaign to educate citizens on the proper way to dispose sanitary waste.

### The government joins hands with SWaCH

In 2000, the Indian government passed the Municipal Solid Waste (MSW) rules pushing municipalities to ensure efficient and effective waste segregation, collection, transport and disposal. The SWaCH model tried to fill in the large chasm that existed between the MSW mandate and the capacity and strength of the Pune Municipality.



It also filled the gap between the household – the point of waste generation, and the community bin- the first point of its deposit, by stepping in to offer a service.

In 2007, the SWaCH members approached Pune Municipal Corporation (PMC) to carry out door-to-door collection of garbage within city limits. The PMC signed a contract with the organisation and in return, members' were given an insurance cover by the PMC.

### How does SWaCH function?



The SWaCH member gets paid per kilogram or per item for each material type sold.

In addition to this, every SWaCH member also gets a monthly user fee based on how many houses she covers. On an average, one member serves 150 families and with a user fee of 50 rupees, she earns about Rs. 7,500 every month.

Notably, the PMC does not pay any salary to SWaCH workers, saving the corporation a whopping ₹33,600,000 every month.

### A Win-Win Swachh Model

This socially inclusive model of waste collection has been a total win-win for residents of Pune.

It has provided steady empowerment, and has improved the financial conditions of waste pickers. Children of these workers are enrolled into formal school, many of whom go on to pursue higher education.

“Children of the workers have received formal education. They (members) are securing their children’s future by investing in their education,” said Laxmi Narayan. The Pune Municipal Corporation has also benefited, as this low-cost doorstep collection model has fulfilled the dual responsibilities of waste management and raising the standard of life for the people living in slums.



IMAGE CREDIT: Amit Thavaraj

And lastly, the campaigns and services of SWaCH on waste management have made the citizens of Pune more aware and participatory in the waste segregation system.

“The composting services that SWaCH offers have benefited our building. At the end of month, we get fine soil which we use in our garden areas. Through SWaCH, I am contributing my bit to the environment and it feels good,” said Varsha Chitale, a resident of Pune.

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<https://www.thequint.com/health/2017/03/10/swach-red-dot-campaign-waste-management-disposal-pune-slums-women-swachh-bharat>

### **In Photos: These Women Are Changing Lives, 1 Garbage Bag At A Time**

Sameeksha Khare

March 10, 2017

Prime Minister Narendra Modi hopes to bring about a “Swachh Bharat” (clean India) by 2019. While many are cynical about the idea, a group of women in Pune have decided to take it upon themselves to help make a clean India a reality.

Solid Waste Collecting and Handling (SWaCH) is India’s first wholly owned cooperative of about 2,800 self-employed waste pickers. Women constitute a whopping 75 percent of the workforce at SWaCH.



A waste picker stands atop a pile of garbage at one of the landfills. (Photo Courtesy: Lakshmi Anantnarayan)

Unsegregated waste is an environmental hazard, not to mention the adverse health effects it can bring about. This is where SWaCH comes in. The members of the organisation have been tirelessly working to educate residents about effective and hygienic waste disposal methods.



SWaCH is India's first wholly owned cooperative of about 2,800 self-employed waste pickers. (Photo Courtesy: Amit Thavaraj)

### **The Red Dot Campaign**

SWaCH workers deal with mounds of waste every day, including truckloads of used sanitary pads, diapers, tampons and condoms. These items are all made of non-degradable material and have to be separated from the recyclable and the wet waste. During sorting, waste pickers are exposed to the harmful pathogens from such waste, making them prone to disease, such as hepatitis, E coli, salmonella and typhoid. Currently, people tend to simply wrap up these items in paper before disposal. And this is what SWaCH's Red Dot campaign hopes to educate against. Under the campaign, residents are encouraged to wrap up the sanitary waste in a newspaper and mark it with a large red dot in order to help waste pickers identify and segregate without being exposed to it.



As part of their Red Dot campaign, these women are trying to educate people about sanitary waste disposal. (Photo Courtesy: SWaCH)

In 2016, the Ministry of Environment and Forests made it compulsory for households to segregate sanitary waste in clearly marked bags.

People often cringe when forced to deal with their own sanitary waste. Can you imagine what a waste-picker goes through while having to deal with truckloads of such, poorly packaged waste from households?

“Opening sanitary waste is disgusting, and an assault on their dignity and health without any financial gain,” says Suchismita Pai, outreach manager at the organisation.

“SWaCH manages 20 tonnes of unwrapped sanitary waste every day, which is a serious health risk for us,” says waste-picker Mangal Gaikwad.

"We process 650 tonnes of waste a day and have to open every packet during segregation. Imagine our horror every time we come across a blood-soaked pad. We talk about recycling but what about our dignity and health?" she says.



These women are taking charge of their lives to make a better future. (Photo Courtesy: SWaCH)

Through the Red Dot campaign, these women hope to spark a conversation and subsequently eradicate the stigma surrounding menstruation.

### **A Day In the Life of a Female Waste-Picker**

SWaCH is helping these women take control of their lives. The women volunteer to learn waste-segregation, in exchange for facilities like medical insurance and education loans and scholarships for their children.



A SWaCH member's normal work day begins at 6 am or earlier. (Photo Courtesy: Lakshmi Anantnarayan)



Between 9 am and 1 pm, she goes from door to door to collect waste from citizens. (Photo Courtesy: Lakshmi Anantnarayan)

Sometimes she climbs the stairs so as to collect waste from high rise apartment buildings. Around three or four hours after collection, the garbage is segregated into wet and organic and is handed over to the Pune Municipal Corporation's truck. The recyclable waste is sent to the scrap dealers.



Around three or four hours after collection, the garbage is segregated into wet, organic and recyclable waste. (Photo Courtesy: Lakshmi Anantnarayan)

Many of these women live in Pune slums. I never imagined I could afford higher education for my children. I was worried they would end up on the street as well, one woman says.



A woman sits with her child at one of the workshops at SWaCH. (Photo Courtesy: Amit Thavaraj)

The collective has helped a number of women in Pune's slums take charge of their lives. And their efforts will lead to a cleaner India, one replete with opportunities for their children.

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<http://www.indianmomsconnect.com/2017/03/23/red-dot-campaign-pune/>

### The Red Dot Campaign in Pune

Indian Moms Connect  
March 23, 2017

SWaCH waste pickers collect around 650 tonnes of Pune's waste each day. They hand segregate to recycle more than 140 tonnes. Sanitary waste (diapers and pads) comprise 3% of household waste collected. This means that the workers handle 20 tonnes of them every day.

### Waste Disposal Today

Many of us think dusting houses clean, tying up our wastes in plastic bags and throwing them right in front of our own compound is perfectly sane. Oh! Some of us do walk the distance to the dustbins and throw our waste just outside the bin. Mainly because, we think it's too "unhygienic" to walk near a trash bin .

Sadly, what happens to the garbage once it is out of our home is not a matter of concern of many.

Having grown up with the stench of garbage on every road corner, we have got used to tolerating undisciplined disposal of waste. It's high time we start respecting the surroundings. Cleanliness starts from home.  
Read on to find out what we can really do!  
What is SWaCH?

SWaCH (Solid Waste Collection and Handling) is India's first co-operative of self-employed waste pickers and waste collector and other urban poor. SWaCH is authorized by the Pune Municipal Corporation (PMC).  
The Predicament

SWaCH waste pickers collect around 650 tonnes of Pune's waste each day. They hand segregate to recycle more than 140 tonnes. Sanitary waste (diapers and pads) comprise 3% of household waste collected. This means that the workers handle 20 tonnes of them every day.

Unwrapped sanitary waste exposes waste pickers to harmful pathogens like E.Coli, Hepatitis virus, Salmonella typhi, Staphylococcus. Exposure to sanitary waste, also undermines the degree of waste collection and recycling work.

What is Red Dot Campaign?

It's a call for domestic waste disposers to discard the sanitary wastes sensibly by wrapping pads and diapers in paper and marking them with a red dot. Red dot is an indication of hazardous waste. This will ensure that the packet is not opened. SWaCH bags are also available for this purpose. This makes wrapping easy and they cost at Rs. 1.25.

Any day, waste prevention is a better alternative to this problem. So it is highly recommended that we use reusable silicon menstrual cups, cloth pads, and cloth diapers to help make a greener India.

Call for Empathy

I know, I have emptied bottles of hand wash while changing my son's diapers. If we could put ourselves in the garbage collectors' shoes and imagine having to work in insalubrious conditions, I'm sure we will segregate/reduce the sanitary waste. Isn't it fair that we treat them with dignity? Is it too much to ask of us? After all, they are humans too...!

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[http://maharashtratimes.indiatimes.com/maharashtra/pune-news/pmc-organised-red-dot-campaign/articleshow/57819056.cms?utm\\_source=whatsapp](http://maharashtratimes.indiatimes.com/maharashtra/pune-news/pmc-organised-red-dot-campaign/articleshow/57819056.cms?utm_source=whatsapp)

**कचरावेचकांसाठी 'रेड डॉट कॅम्पेन'**

Maharashtra Times | Updated: Mar 25, 2017, 12:14AM IST

महापालिका आणि 'स्वच्छ'चा संयुक्त उपक्रम

म. टा. प्रतनिधी, पुणे

सॅनटिरी नॅपकीन आण डिायपर हाताळल्याने कचरा वेचकांना आरोग्याचा धोका नर्माण होण्याची भीती वाढत असल्याने आता महापालिकेने 'स्वच्छ' संस्थेच्या सहकार्याने 'रेड डॉट कॅम्पेन' शहरात राबवण्याचा नर्णय घेतला आहे. त्यासाठी, शहरात मोठ्या प्रमाणात जनजागृती करण्यात येणार असून, स्वतंत्ररर्तिया गोळा होणार्या या कचर्याची वलिहेवाट लावणे शक्य होणार असल्याचा दावा केला जात आहे.

शहरात एकूण गोळा होणार्या कचर्यामध्ये सुमारे तीन टक्के प्रमाण सॅनटिरी नॅपकीन आण डिायपरचे आहे. कागदामध्ये न गुंडाळता टाकलेला हा कचरा आरोग्य सेवकांसाठी हानकारक ठरत असल्याने नागरकिंमध्ये जागरूकता नर्माण करण्यासाठी ही मोहीम राबवले जाणार असल्याची माहर्ती महापालिका आयुक्त कुणाल कुमार यांनी शुक्रवारी दली. घरगुती सॅनटिरी कचरा एका कागदामध्ये गुंडाळून त्यावर लाल बट्टी (रेड डॉट) काढण्याचे आवाहन पालिका आण स्वच्छ संस्थेने केले आहे. यामुळे, असे चनिह असलेला कचरा न उघडता तो वर्गीकृत करणे सोपे होईल, असा दावा स्वच्छ संस्थेने केला. घरघरी गोळा केल्या जाणार्या कचर्याप्रमाणेच कंटेनरमध्ये कचरा टाकतानाही नागरकिंंना 'रेड डॉट'चा वापर करावा, यासाठी जनजागृती केली जाणार आहे.

प्लास्टकिच्या बाटल्यांवर प्रक्रिया

शहराच्या वविधि भागांमध्ये मोठ्या प्रमाणावर गोळा होणार्या प्लास्टकिच्या बाटल्यांचा पुनर्वापर करण्याची यंत्रणाही महापालिकेने उभारली आहे. आर्ट लाइव्ह फाउंडेशनच्या मदतीने सध्या शहरात प्लास्टकि बाटल्यांच्या संकलनासाठी ४० केंद्रे (पेट कर्ऑस्क) उभारण्यात आली आहेत. त्याद्वारे, गोळा होणार्या बाटल्यांवर प्रक्रिया करून त्याचा भुगा करण्यात येत आहे. एका दविसात सरासरी पाच हजार बाटल्यांवर प्रक्रिया केली जात आहे. शहरातील हॉटेलर्स असोसिएशनसोबत आता सहकार्य करण्यात येत असून, मोठमोठ्या हॉटेल्समध्ये गोळा होणार्या बाटल्यांवर आता थेट या प्रकल्पात येणार आहेत, असा दावा कुमार यांनी केला.

मोबाईल ॲप डाउनलोड करा आण रिहा अपडेट

तुमची प्रतकि्रिया

सेनेच्या मंत्र्यांचे राजीनामे खशिबाहेर!मायावतींना राज्यसभा, वधिनपरषिदेची दारे बंदशविाजी महाराज रजपूत नव्हे मराठाच

पाहुणा नघिला पत्नीचा प्रयिकर

सेक्सच्या परमोच्च सुखाचं रहस्य काय?

ही आहे कपलि शर्माची गर्लफ्रेंड

गंज चढलेलं 'मशीन'

शविसेनेच्या गुंडगरीला 'कसि ऑफ लव'चे उत्तर

तुमची प्रतकि्रियामराठीत लहि (इनस्क्रिप्ट) | मराठीत लहि (इंग्रजी अक्षरांमध्ये) | Write in English | व्हरचुअल की-बोर्ड

तुमची प्रतकि्रिया लाइव्ह होताच ई-मेलद्वारे तुम्हाला सूचना देण्यात येईलनयिम व अटी

प्रतकि्रिया

अधिक »

पुणे सुपरहटि

...मूहणून 'तनि' जावेच्या मुलाला मारले!  
माळीणवासयिंचे घराचे स्वप्न अखेर साकार  
शविसेनेची 'हाता' ला साथ  
चमुकल्याचा स्वतःच्याच वडीलांकडून लैगकि छळ  
पीएमपीच्या अध्यक्षपदी तुकाराम मुंढे  
बगिरसरकारी अधिकार्यांना डचचूराणादा 'लाडक्या' राज ठाकरेना भेटतो तेव्हा...हेल्मेट घातले नाही;  
महिला अधिकार्याने चोपलेअभनित्री ऐश्वर्या राय-बच्चनच्या वडलांचे नधिन  
पुणे बातम्या  
महापराक्रमी शंभूछत्रपती  
संतोष गणवेशातून भेटतात  
अघोषति संपत्ती उघड होईल?  
मळिकतकर बलि उशरि मळिणार  
'आरटीओ'चे ९५ टक्के उद्दष्टि पूरण

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<http://beta1.esakal.com/pune/red-spot-campaign-sanitary-waist-36830>

## सकाळ वृत्तसेवा

शनवार, 25 मार्च 2017

Sakaal. March 25, 2017

पुणे - शहरातील "सॅनटिरी वेस्ट'ची वलिहेवाट लावण्यासाठी महापालिका, "स्वच्छ' आणखिासगी कंपनी यांच्या वतीने "रेड स्पॉट' मोहीम हाती घेण्यात आली आहे. त्याचाच भाग म्हणून "स्वच्छ' संस्थेच्या कचरावेचक महलांच्या माध्यमातून ही मोहीम राबवण्यात येत असून, तला अपेक्षति प्रतसिाद मळित आहे, अशी माहतिी महापालिका आयुक्त कुणाल कुमार यांनी शुक्रवारी दलीी.

महापालकिेच्या घनकचरा वभागाचे प्रमुख सुरेश जगताप, संस्थेचे हर्षल या वेळी उपस्थति होते.

कुणाल कुमार म्हणाले, 'शहरात नरिमाण होणार्या "सॅनटिरी' कचर्यासाठी महापालकिेने काही ठकिाणी यंतरे बसवली आहेत; मात्र त्याचा उपयोग होत नाही. तरीही त्यांची संख्या वाढवण्यात येणार आहे. त्याशविय, या मोहमितरगतही प्रभावी उपाययोजना केल्या जाणार आहेत. या मोहमिसाठी "सोशल कॉर्पोरेट रसिर्पॉन्सबिलिटी'अंतरगत मदतीसाठी खासगी संस्था पुढे आल्या आहेत. स्वच्छ संस्थेचे सुमारे 2 हजार 600 कचरावेचक रोज वविधि प्रकारचा साडेसहाशे टन कचरा जमा करतात. त्यात "सॅनटिरी वेस्ट'चे प्रमाण पाच टक्के आहे. शालेय वदियार्थीनी आणखिौषध वकिरेत्यांच्या माध्यमातून ही मोहीम घरोघरी पोचवण्यात येईल.'

हर्षद म्हणाले, 'हा कचरा रसृत्यावर टाकला जातो. त्यामुळे तो वेचताना वेचकांच्या आरोग्याला धोका नरिमाण होतो. त्यासाठी "रेड स्पॉट' मोहीम राबवण्यात येत आहे. हा कचरा कागदामध्ये व्यवस्थति गुंडाळून त्यावर फक्त एक "रेड स्पॉट' द्यायचा आहे.'

प्लास्टकि बाटल्यांसाठी उपक्रम

शहरात जमा होणाऱ्या 'प्लास्टिक'च्या बाटल्यांपासून कपडे तयार करण्याचा उपक्रम कॉर्पोरेट सोशल रस्पोन्सबिलिटी'च्या (सीएसआर) माध्यमातून हाती घेण्यात येणार आहे. त्यासाठी 'आर्ट्स अलाइव्ह फाउंडेशन'ची नेमणूक करण्यात आली आहे.

या उपक्रमात रोज सुमारे 15 लाख बाटल्या जमा करण्याचे नयोजन असून, त्यातून रोजगारनिर्मितीही होणार आहे. यासाठी पुणे हॉटेलिअर्स असोसिएशन सहकार्य करणार आहे. रकाम्या बाटल्या नयिमति देण्यात येतील, असे असोसिएशनच्या पदाधिकार्यांनी सांगितले.

या उपक्रमाबाबत महापालिका आयुक्त कुणाल कुमार, "'केंद्र सरकारच्या स्वच्छ भारत अभियानांतर्गत हा उपक्रम सुरू करण्यात येत आहे. त्यासाठी शहरात 40 केंद्रे सुरू करण्यात येणार आहेत. त्यात जमा झालेल्या रकाम्या बाटल्या एका यंत्राच्या माध्यमातून 'क्रश' करण्यात येतील."

<http://epaperbeta.timesofindia.com/Article.aspx?eid=31835&articlexml=25032017004023>

Times of India. March 25, 2017

# कचरावेचकांसाठी मोहीम

म. टा. प्रतिनिधी, पुणे

सॅनिटरी नॅपकीन आणि डायपर हाताळल्याने कचरा वेचकांना आरोग्याचा धोका निर्माण होण्याची भीती वाढत असल्याने आता महापालिकेने 'स्वच्छ' संस्थेच्या सहकार्याने 'रेड डॉट कॅम्पेन' शहरात राबविण्याचा निर्णय घेतला आहे. त्यासाठी, शहरात मोठ्या प्रमाणात जनजागृती करण्यात येणार असून, स्वतंत्ररित्या गोळा होणाऱ्या या कचऱ्याची विल्हेवाट लावणे शक्य होणार असल्याचा दावा केला जात आहे.

शहरात एकूण गोळा होणाऱ्या कचऱ्यामध्ये सुमारे तीन टक्के प्रमाण सॅनिटरी नॅपकीन आणि डायपरचे आहे. कागदामध्ये न गुंडाळता टाकलेला हा कचरा आरोग्य सेवकांसाठी हानिकारक ठरत असल्याने नागरिकांमध्ये जागरूकता निर्माण करण्यासाठी ही मोहीम राबवले जाणार असल्याची माहिती महापालिका आयुक्त कुणाल कुमार यांनी शुक्रवारी दिली. घरगुती



## प्लास्टिकच्या बाटल्यांवर प्रक्रिया

शहराच्या विविध भागांमध्ये मोठ्या प्रमाणावर गोळा होणाऱ्या प्लास्टिकच्या बाटल्यांचा पुनर्वापर करण्याची यंत्रणाही महापालिकेने उभारली आहे. आर्ट लाइव्ह फाउंडेशनच्या मदतीने सध्या शहरात प्लास्टिक बाटल्यांच्या संकलनासाठी ४० केंद्रे (पेट किऑस्क) उभारण्यात आली आहेत. त्याद्वारे, गोळा होणाऱ्या बाटल्यांवर प्रक्रिया करून त्याचा भुगा करण्यात येत आहे. एका दिवसात सरासरी पाच हजार बाटल्यांवर प्रक्रिया केली जात आहे. शहरातील हॉटेलर्स असोसिएशनसोबत आता सहकार्य करण्यात येत असून, मोठमोठ्या हॉटेल्समध्ये गोळा होणाऱ्या बाटल्यांवर आता थेट या प्रकल्पात येणार आहेत, असा दावा कुमार यांनी केला.

सॅनिटरी कचरा एका कागदामध्ये गुंडाळून त्यावर लाल बिंदू (रेड डॉट) काढण्याचे आवान पालिका आणि स्वच्छ संस्थेने केले आहे. यामुळे, असे चिन्ह असलेला कचरा न उघडता तो वर्गीकृत करणे सोपे होईल, असा

दावा स्वच्छ संस्थेने केला. घरोघरी गोळा केल्या जाणाऱ्या कचऱ्याप्रमाणेच कंटेनरमध्ये कचरा टाकतानाही नागरिकांना 'रेड डॉट'चा वापर करावा, यासाठी जनजागृती केली जाणार आहे.



<http://swachhindia.ndtv.com/simple-red-dot-menstrual-waste-can-change-sanitation-workers-life-2-5840/>

NDTV

Features | March 31, 2017 0

## **A Simple Red Dot On Your Menstrual Waste Can Change A Sanitation Worker's Life**

*Pune's waste-pickers handle about 20 tonnes of dirty diapers and sanitary pads every day, exposing themselves to diseases like staphylococcus, hepatitis, e coli, salmonella and typhoid*

“Initially when I joined SWaCH in 2004, it was shocking to see my co-workers removing sanitary waste from the wet waste with their hands. It has been 13 years and even today I have to hand segregate the menstrual waste and deal with flies, insects and the unbearable smell on a daily basis. Twice I was diagnosed with bacterial infection, but now I am used to it.”, 43-year old Sarru Waghmare’s shocking words point to the cruel reality of a waste picker’s life.

Even the most well-meaning of us, dispose our waste without much thought to where it ends up, how and by whom it is handled. Sarru Waghmare works at the Pune waste picker cooperative SWaCH (Solid Waste Collection and Handling). Like her, several other workers face health issues ranging from headache, loose motions to fever.

We live in a society where even discussing menstruation is a taboo. Not surprisingly, the issue of how our menstrual waste is handled is totally brushed under the carpet. However, as Sarru Waghmare’s words show, it is a conversation that needs to be brought out into the mainstream.

Sanitary waste is a silent and a mounting problem in India. Every day, SWaCH workers collect 650 tonnes of waste from over five lakh houses of Pune, which they hand-segregate into dry and wet waste. Out of that, 3 per cent is sanitary waste, meaning they handle nearly 20 tonnes of dirty diapers and sanitary pads every day.



Red Dot Campaign was launched on February 7

To talk about this, SWaCH along with Kagad Kach Patra Kastakari Panchayat (KKPKP), a trade union of waste pickers, and the Pune Municipal Corporation have started the arduous process of inculcating sanitary waste management techniques in more than 5 lakh households of Pune.

The Red Dot Campaign was formally launched on February 7 this year. The city-wide project was launched in two parts, one to raise awareness on ways to dispose sanitary waste and the other, to make sanitary napkin manufacturers more accountable.

Residents of Pune were asked to wrap up their sanitary pads and diapers in paper that was marked with a red dot. This would help SWaCH workers identify sanitary waste and treat it accordingly. To make it easier for the residents to dump waste in pushcarts, the carts were painted red.

The SWaCH team also manufactures fifty thousand red-labelled bags per month and sells them for merely Rs.1.25 per bag as part of their campaign.



To promote the awareness in an appealing way, the SWaCH team came out with stickers for shops, mugs, flyers and banners. Keeping digitization in mind, all information related to the red dot can also be accessed with a simple QR code.

### **Health and Dignity at stake?**

Every day, waste pickers rummage through waste to segregate it, exposing themselves to various diseases, like staphylococcus, hepatitis, e coli, salmonella and typhoid. In fact, the stress of handling people's waste on a daily basis has many more ramifications.

Malati Gadgil, who heads the campaign, tells us how many sanitary workers even lose the will to eat because of their work. "We all like to eat in clean surroundings and with clean utensils. You can hardly go from changing a diaper to eating right away even if it is your child. Imagine being faced with it every day."

The kind of waste they get exposed to is not just harmful for them but also against their dignity of labour.

"It is hard to categorize diseases but handling blood and feces is an issue which is why even hospitals and path labs are careful, using disposables and gloves etc.," added Ms Gadgil.



Red-labelled bags ensures segregation of Sanitary Waste

“As a woman myself, I can empathize with the indignity of handling sanitary waste and like other women not be exposed to it. A simple red dot can ensure that no one has to go through this,” said P. Ritika, student volunteer with SWaCH.

Terming the Red Dot Campaign as beginning of a revolution in waste management, Isak ismail Shaikh, PMC Health Inspector said, The red dot difference is there for all to see as citizens have started giving the waste in a separate identifiable form. It will make a big difference to those working in the SWM (Solid Waste Management) field.

Since it has been just a month since the launch, the change is slow but steady says Ms Gadgil.

“People are responding to the campaign, they are neatly wrapping up the sanitary waste, but it is a long way to go.”

As Ms Waghmare goes from door to door collecting waste, she is changing people’s approach towards sanitary waste by educating them.

“It is hard to change the mentality of people and often they ward off the issue by saying that it is not their responsibility or they do not have time to mark it a red dot.”

She further adds, “SWaCH members are hopeful and slowly but steadily, we will bring a change.”

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<http://indianexpress.com/article/cities/pune/red-dot-campaign-apathy-of-people-corporates-biggest-challenge-in-disposal-of-sanitary-waste-4595862/>

## RED DOT CAMPAIGN: 'Apathy of people, corporates biggest challenge in disposal of sanitary waste'

"The campaign has just begun. We plan to work with the newly-elected councilors and use PMC's channels such as emails, ads in theatres, billboards etc to raise awareness," said Gadgil.

Written by Garima Mishra | Pune | April 2, 2017



The Red Dot campaign was launched recently by Pune Municipal Corporation Commissioner Kunal Kumar.

A WOMAN, a new-age professional, walks out of her house busy talking on her cellphone, holding a small polythene bag in another hand. Outside her housing society, she spots a wastepicker with a waste push-kart. Still busy talking on the phone, the woman throws the polythene in the push-kart and walks away. She reaches office and sits in her plush cabin. As she opens one of the drawers to find some document, she is shocked to find a used sanitary napkin lying there. That's when the wastepicker woman again appears on the screen and says, "No one wants to find that at their workplace. Handling sanitary waste is hazardous to our health." This is a scene from a short film by SWaCH Pune Seva Sahakari Sanstha Ltd., a group of self-employed wastepickers that provides waste collection and management services and is authorised by the Pune Municipal Corporation (PMC). The short film, which released just last month, is a part of Red Dot Campaign (RDC), which was officially launched recently by PMC Commissioner Kunal Kumar.

Talking about the Red Dot Campaign, Malti Gadgil from SWaCH, said, "We began the process of raising awareness about proper ways of sanitary waste

disposal way back in 2008-09 by having extended discussions with our members who had first brought to light the indignity they felt from handling this kind of waste. We have conducted several awareness drives in the past, including a send-it-back event on March 8 when we packed used sanitary waste and sent it to corporates — Kimberley Clarke, J&J and P&G to give them an inkling of what it felt like to have to deal with this waste on a daily basis. This was to raise awareness about this issue.” The RDC, she said, is to go a step further to ensure it comes to them packed in a particular way to save them from indignity and to safeguard the health of wastepickers. This packing method was finalised through discussions and consensus from the membership of Kagad Kach Patra Kashtakari Panchayat (KKPKP) and SWaCH. The wastepicker members felt the bags that the SWaCH manufactures are not reaching all due to its cost and hence, proposed RDC a low/no cost option — rap and mark with a red dot. “The campaign has just begun. We plan to work with the newly-elected councilors and use PMC’s channels such as emails, ads in theatres, billboards etc to raise awareness,” said Gadgil.

Though SWaCH has been taking efforts to raise awareness about proper disposal of sanitary waste since a long time, Pai said the challenges lie in figuring out why is no response from people and apathy from the corporates. SWaCH also released another short film last month, which has already received more than a million views. It features wastepickers’ children drawing attention to the need to wrap and mark with the red dot to keep their mothers safe. Sharing how the organisation aims to reach more people, Gadgil said, “We plan to ensure all the newly-elected councilors endorse this system of sanitary waste disposal, raise funds to ensure some billboards carry this information. All our pushcarts will be painted with this message. We have new pamphlets that need to be distributed.”



# ALL IS NOT *waste*

Social activist Taylor Cass Talbott is trying to bring about a change in the lives of waste pickers, and make them more acceptable in society. **Radhika Sathe-Patwardhan** catches up with the lady to find out why she does what she does



**N**ot many of us would willingly stay in a ghetto, or a vasti as you'd call it here, even if it is just for an experience. So when you hear that an American couple has taken up residence in such a place, it comes as quite a shock to say the least. When I first spoke to Taylor Cass Talbott and she said that she is moving into Indira vasti in Aundh, it amazed me that this lady would willingly opt for a small two-room 'apartment' (for the lack of a more appropriate term). She wanted to experience how the waste pickers who she works with at SWaCH (Solid Waste Collection and Handling or, officially, SWaCH Seva Sahakari Sanstha Maryadit) live, so she, along with her husband, Brodie, moved in.

## **Social awareness and inclusion**

Talbott has been working on waste and social inclusion issues for a decade. Her aim is to reduce the stigma associated with the job across the world. She has always been keen on working for the society — especially for people who have a hard life. Back home in Portland (in Oregon, USA), she used to work at a clinic for the homeless as the medical interpreter. She wanted to know how one can get people to look positively at waste, and those involved with it. On seeing how even humans — the homeless and the poor — get treated as the waste of the society, she wanted to work towards getting them the required attention.

"I got to know the homeless population in the city, when working at the clinic. I was interested in craft, and also about what can be done with waste," Taylor shares. While on a holiday in Brazil, she came across the waste-picking community there and saw how they recycle and use art and craft to make interesting products from waste. On returning home, she wanted to apply what she learnt there, "I experimented, trying to understand how we can recycle and reuse the garbage through art and craft." For six years, she took part in Portland city's 'Junk to Funk' fashion show where they used recycled material. She organised exhibitions where established artists and the homeless people showcased their work, getting people from different parts of the society to interact with each other and work towards social inclusion. "I was looking at how to get people respect each other, with waste craft as a medium," Taylor explains. "It is a benign way of drawing people's attention to the issue of social inclusion."

She left the job later, and 'ended up organising a huge art event in Brazil.' "I travelled to and fro for almost a year,

***"I GOT TO KNOW THE HOMELESS POPULATION. I WAS ALSO INTERESTED IN WHAT CAN BE DONE WITH WASTE."***

bringing established artists, waste pickers, and other people together to explore through art the issue of social inclusion of waste pickers, as they have a huge movement in Brazil.”

## International outlook

For her Master’s, she went to Tokyo, Japan, bagging a Rotary Peace Fellowship for Master’s in Peace Studies. She did a part of her research in Bhutan where she worked with the country’s first Zero Waste Project for three years. As a part of the programme, she founded a Craft Co-operative there, where she taught women how to make different products — purses, pouches, bags, etc — from waste plastic bottles and discarded threads and fabrics. Being interested in arts and craft, and teaching about the same, helped her in making people understand and look positively at waste, without instantly thinking of it as disgusting.

Post her work in Bhutan, she came in touch with SWaCH in Pune through Rotary Club of Pune Shivajinagar. She met Laxmi Narayan, the co-founder of Kagad Kach Patra Kashtakari Panchayat (KKPKP) and SWaCH, organisations which deal with waste pickers and work towards empowering them. “Laxmi is my hero for the kind of work she’s done for these people, and how she constantly strives to better their living conditions and empower them,” she confesses. She used her knowledge on the waste-picking community in Brazil to her work here in India.

## Pune connect

“Governments can use hygiene as an excuse to ban waste picking and try making it mechanised and automated. But this leads to loss of jobs. Instead, one should look at how waste can be made more hygienic,” she shares. She appreciates the work done by waste-picker organisations in Pune as they have kept it accessible, without letting the money go to the same few. They keep looking at how they can better the lives of these low-income group of people, ensuring dignity and hygiene.

This is where the Red Dot Campaign comes into the picture. She has been working with SWaCH, training the waste pickers on issues of sanitary waste, and why it needs to be separated. She created stencils which are used to mark the wheel barrows that the waste pickers use to spread the word about the campaign. She, and her husband Brodie, also conceptualised and shot a video for social media to get the word out.

Talking about her future plans, Taylor says she wants to take what she’s learnt during her travels and stays in Bhutan and India, and apply it back home. “Many here look to the US for new ideas and innovations, but there are lots of things here that the US can learn from. Here, many things come out of necessity, but they end up being useful because of it,” Taylor shares, “I want to take that back home and see how it benefits the people there.” She will be going back soon, and hopes to see how the eastern world can influence the west and draw from its ideas.

## MARK IT RED!

The Red Dot Campaign aims to educate everyone to dispose sanitary waste properly. SWaCH waste pickers collect a total of 650 tonnes of waste per day. They segregate it by hand and recycle more than 140 tonnes. Sanitary waste (diapers and pads) comprise three per cent of household waste, which is 20 tonnes.

Unwrapped sanitary waste exposes waste pickers to harmful pathogens like staphylococcus, hepatitis, E coli, salmonella, typhoid, etc. Exposure to sanitary waste also undermines the dignity of waste collection and recycling work, which is responsible for maintaining human and environmental health in urban areas.

The campaign basically is something as simple as wrapping all your sanitary waste such as pads and diapers in any paper securely, and marking a red dot on it. That way waste pickers will recognise it and won’t need to open and handle it, making their working environment further unhygienic. **■**

PHOTOGRAPHS BY CHARLES JOSEPH



**“TAYLOR HAS BEEN TRAINING WASTE PICKERS ON ISSUES OF SANITARY WASTE.”**



# Red Dot Campaign: 85 Pune Corporators Extend Support And Pledge To Segregate Sanitary Waste

The red dot campaign started by SWaCH (Solid Waste Collection and Handling) in collaboration with the Pune Municipal Corporation and Kagad Kach Patra Kashtakari Panchayat, a waste-pickers union aims to inculcate the sanitary waste management techniques in more than 5 lakh households of Pune

Written By: [Gopi Karelia](#) | Edited By: [Sonia Bhaskar](#)

| June 22, 2017 6:32 PM |



## HIGHLIGHTS

- The Red Dot campaign was launched in March
- 85 of the 152 local corporators have pledged support to Red Dot Campaign
- SWaCH aims at 100% segregation of menstrual waste

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**New Delhi:** 45 days of intensive training, endless role plays and a strong conviction resulted in 85 of the 152 local corporators, pledging support to the campaign on how to dispose off [diapers and menstrual waste](#). Started by SWaCH (Solid Waste

Collection and Handling) in collaboration with the Pune Municipal Corporation and Kagad Kach Patra Kashtakari Panchayat, a waste-pickers union, the campaign aims to spread awareness on ways to dispose sanitary waste in more than 5 lakh households of Pune.

Ever since the citywide campaign was launched in March by PMC Commissioner, Kunal Kumar awareness about wrapping sanitary waste in a paper and marking it with a red dot was raised in multiple ways. From releasing Public Service Announcement videos, doing plays to organising training workshops in various parts of the city, [SWaCH is trying to gradually bring about a change](#) with regard to treating the sanitary waste, “When citizens wrap diapers and sanitary pads we are protected. By marking it we know not to open the package,” said Mangal Jadhav a waste-picker living in Patil Estate.

A month and half back, SWaCH members including the waste pickers decided to get a firm political support to address the mounting yet silent problem of improper disposal of menstrual waste by Pune citizens which posed serious health issues for the waste pickers.

But before approaching the officials, 1,500 waste pickers were given an intense training on how to present the cause of red dot campaign says Malati Gadgil, Activist at KKPKP. “We had role plays, where we asked the waste pickers to explain the entire cause. Many times, the corporators do not get the time to read these appeals, hence we taught the waste pickers to read. For nearly a month and half aggressive training was imparted to these waste pickers,” adds Ms Gadgil.

After nearly a month, the corporators signed a pledge which read We will support the implementation of the plan (to wrap and mark sanitary waste) and will also aid SWaCH in outreach and awareness programs about the red dot campaign.

The first lady of the city, Mayor Mukta Tilak attentively listened to the presentation done by Suman More, a chairperson of SWaCH, also a waste picker. She not only signed the letter but also made an appeal to all the citizens to ensure they securely wrap and mark their sanitary waste. A confident Ms More now aims to target 100 per cent segregation of menstrual waste and plans to visit every society and showcase this letter to every citizen who refuses to segregate this waste.

This is a step towards restoring dignity to waste picking and better recycling. I appeal to all citizens to support this effort urged Sidharth Dhende, Deputy-Mayor.

Like Ms More, her counterparts have also secured letters from their respective corporators. Over 400 waste pickers will carry this signed letter and spread awareness on the red dot campaign. “Maybe one day the manufacturers of these products will realise the amount of this waste and do something about it” Ms More added.



Ms Gadgil believes that a support from local government will make a huge difference in the mindset of the people living not only in Pune but also across India, “The corporators will help us take this message forward to MLAs and MPs who will in turn become our voices and educate people about this massive problem.”

To upscale the movement, the SWaCH team has appealed to the local government to showcase their 30 second film in theatres right before any movie commences. The short film is on how a simple red dot on menstrual waste can significantly address the problem of sanitary waste and can change a sanitation worker’s life, said Ms



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## 'सॅनिटरी कचरा कागदात गुंडाळून द्या'

**चौघांना अटक**

वेळणाच्या चौघांना इंदापूर भटक केली. अविनाश चंदने (वय १९, टी रोड, इंदापूर) व तुयार वकर (वय २०), नौलेशा ने (वय २१ रा. कसबा ) तसेच इफान शेरखान २०, रा. दर्गा मशिद अटक केलेल्यांची नावे वाईमध्ये १ लाख रुपयांचे तसेच १७ हजार रुपये लाख १७ हजार रुपयांचा करण्यात आला.

पुणे, ता. २२ : "नागरिकांनी सॅनिटरी कचरा एका कागदात गुंडाळून, त्यावर मोठा लाल बिंदू काढून कचरावेचकांना द्यावा. त्यातून सॅनिटरी कचऱ्याची योग्य विल्हेवाट लागेल आणि कचरावेचकांच्या आरोग्यालाही त्याचा धोका होणार नाही," असे आवाहन महापौर मुक्ता टिळक यांनी केले आहे.

महापालिका, कागद- काच-पत्रा कष्टकरी पंचायत आणि स्वच्छ संस्थेतर्फे राबविण्यात येणाऱ्या 'रेड डॉट' मोहिमेस पाठिंबा देताना त्यांनी हे आवाहन केले. टिळक आणि उपमहापौर डॉ. सिद्धार्थ घेंडे यांच्यासह ८५ नगरसेवकांनी प्रतिज्ञापत्रावर सही करून मोहिमेला पाठिंबा दिला. या मोहिमेद्वारे सॅनिटरी कचऱ्याविषयी नागरिकांमध्ये जनजागृती करण्यात येत आहे. कचरावेचकांनाही व्हिडिओ आणि प्रशिक्षण शिबिराच्या माध्यमातून सॅनिटरी कचरा कसा गोळा करावा, याविषयी माहिती दिली जात आहे. याचाच एक भाग म्हणून स्वच्छ संस्थेच्या चारशेहून अधिक कचरावेचकांनी नगरसेवकांची भेट घेऊन प्रतिज्ञापत्रावर त्यांची सही घेतली.



**सत्या सावित्री**

### सुपरहिट सहावा आठवडा

सिटीप्रॉइड सातारा रोड १२.४५, ६.००; सिटीप्रॉइड कोथरुड ४.३०; सिटीप्रॉइड आर डेक्कन १.३०; मंगला पुणे ३.४५; ई-स्वबेअर पुणे १.४५; सिनेपोलिस सिग्नल मॉल मंगरुड ७.२५; पीप्लीआर मार्केट सिटी ५.०५; बिग सिनेमा विषवड स. १०.००; विजाल ई-स्वबेअर पिंपरी ३.००; पीप्लीआर पिंपरी रा. १०.००; अमिचची सिटीप्रॉइड सिंगड रोड २.००, ७.३०; फ्लटॉय सिंगड रोड ५.४५; सिटीप्रॉइड स्पोर्ट १८ पिंपळे सोदागर ७.००; पैसच हडपसर ६.३०

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स्वच्छ पुणे सेवा सहकारी संस्थेतर्फे कोथरूड येथील सुनारदरा भागात कचरा हाताळणी आणि व्यवस्थापनाबाबत जनजागृतीसाठी प्रभातफेरी काढण्यात आली. कागद, काच, पत्रा कष्टकरी पंचायत आणि स्वच्छ पुणे संस्थेच्या ३० कचरावेचकांनी या जनजागृती मोहिमेत सहभाग नोंदविला. प्रभातफेरीला सकाळी साडेआठ वाजता सुरुवात झाली. शिवकल्याण नगरपर्यंत ही प्रभातफेरी काढण्यात आली. ओला आणि सुका कचरा वर्गीकृत करून कचरावेचकांना द्यावा, तसेच सेवाशुल्काही वेळेवर द्यावे, असे आवाहन आरोग्य निरीक्षक संतोष ताटकर यांनी या वेळी केले.

**SWaCH members march, promoting the Red Dot Campaign.**

<http://www.lokmat.com/storypage.php?catid=12&newsid=18895042>

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- घरोघरी जाऊन कचरा गोळा करून ओला आणि सुका कचरा वेगळा करून नागरिक व शहराच्या आरोग्याची काळजी घेणाऱ्या शहरातील कचरावेचक कर्मचाऱ्यांना पावसाळ्यामध्ये आरोग्याच्या गंभीर समस्यांना तोंड द्यावे लागते. पावसाळ्यात कचऱ्याची येणारी प्रचंड दुर्गंधी, भिजून जड झालेला कचरा ठेवण्याचा प्रश्न आणि सतत पावसा-पाण्यात भिजून सर्दी, ताप, अंगदुखीचा त्रास यामुळे पावसाळा कचरावेचक कर्मचाऱ्यांची परीक्षा पाहणारच ठरतो. यामुळे कचरा वर्गीकरणासाठी महापालिकेने त्वरित वर्गीकरण शेड उपलब्ध करून द्यावी, अशी मागणी 'स्वच्छ' संघटनेच्या लक्ष्मीनारायण यांनी केली.
- कागद-काच-पत्रा कष्टकरी पंचायत संघटना आणि 'स्वच्छ पुणे सेवा सहकारी संस्थे'च्या वतीने सन २००८ पासून पुण्यात दारोदार जाऊन कचरा गोळा करण्याचे काम केले जाते. यासाठी स्वच्छ आणि महापालिकेचा करारदेखील झाला आहे. या कचरा गोळा करणाऱ्या कर्मचाऱ्यांना महापालिकेच्या वतीने कोणत्याही स्वरूपाचे मानधन अथवा पैसे दिले जात नाही. तर ज्या घराघरांतून हा कचरा गोळा केला जातो, त्याच लोकांकडून महिन्याला ठराविक रक्कम दिली जाते. तसेच नागरिकांनी दिलेल्या कचऱ्याचे ओला आणि सुका कचरा असे वर्गीकरण करून ओला कचरा महापालिकेला दिला जातो. तर सुक्या कचऱ्यातील काही वस्तू पुनर्वापरासाठी विक्री करून त्यामधूनदेखील पैसे मिळविले जातात. त्यामुळे या कचरावेचक कर्मचाऱ्यांचा संपूर्ण उदरनिर्वाह कचऱ्यावरच अवलंबून असतो.
- याबाबत लक्ष्मीनारायण यांनी सांगितले, की शहरातील कचरावेचक कर्मचाऱ्यांना नेहमीच विविध समस्यांना तोंड द्यावे लागते. परंतु पावसाळा असला की या समस्यांमध्ये अधिक वाढ होते. पावसाळ्यामध्ये घरोघरी जाऊन नागरिकांनी दिलेला कचरा गोळा करायचा व सुका कचरा ठेवण्यासाठी किंवा कचऱ्याचे वर्गीकरण करण्यासाठी कोणत्याही स्वरूपाची सोय नसल्याने रस्त्यावरच हा कचरा वेगळा करावा लागतो. पाऊस असल्याने सुका कचरा भिजून अधिक जड होतो. त्यामुळे कचऱ्याचे वजन वाढते व असा जड झालेला कचरा वाहून नेण्याचा मोठा प्रश्न कचरावेचक कर्मचाऱ्यांसमोर असतो. त्यात सुका कचरा भिजल्याने भंगार दुकानदारदेखील निम्म्याच दरामध्ये तो खरेदी करतात. यामुळे पावसाळ्यात कचरावेचक

- कर्मचाऱ्यांचा दुहेरी तोटा होतो.
- पावसा-पाण्यात दिवसभर काम केल्याने त्यातच कचरा ओला झाल्याने येणारी प्रचंड दुर्गंधी या सर्व गोष्टींचा कचरावेचक कर्मचाऱ्यांच्या आरोग्यावर विपरीत परिणाम होत असतो. सतत सर्दी, खोकला, ताप आणि मोठ्या प्रमाणात अंगदुखीचे आजार जडले जातात. आजारी पडल्यावर कचरा गोळा करायला सुटी झाली की नागरिक पैसे कट करून देतात. यामुळे दोन्ही बाजूने त्यांची कोंडी होते. यामुळे घर चालविण्यासाठी पावसा-पाण्यात आजारी असतानाही अनेक कर्मचारी काम करतात. यामुळे महापालिकेने या कर्मचाऱ्यांच्या आरोग्याकडे देखील लक्ष देणे गरजेचे आहे.
  - संपूर्ण शहराचा विचार करता किमान प्रत्येक आरोग्य कोठीला एक याप्रमाणे किमान १३८ कचरा वर्गीकरण शेडची नितांत गरज आहे. परंतु सध्या हाताच्या बोटावर मोजण्याएवढ्यादेखील शेड उपलब्ध नाहीत. या शेड उपलब्ध करून दिल्यास या कर्मचाऱ्यांच्या समस्या काही प्रमाणात तरी कमी होण्यास मदत होईल.
  - झोपटपट्ट्यांमध्ये
  - कचरा गोळा करणाऱ्या कचरावेचक कर्मचाऱ्यांना महापालिकेच्या वतीने काही मानधन दिले जाते. परंतु ते देखील वेळेत मिळत नसल्याचे लक्ष्मीनारायण यांनी स्पष्ट केले.
  - दरम्यान अद्यापही नागरिकांमध्ये कचऱ्याचे वर्गीकरण करण्याबाबत जागरूकता नाही. आजही सॅनिटरी नॅपकीन व डायपर एका न्यूज पेपरमध्ये लाल ठिपका लावून वेगळ्या ठेवण्याच्या सूचना वेळोवेळी दिल्या जातात.
  - याबाबत शासनाच्या वतीनेदेखील जनजागृती केली जाते. परंतु आजही ९९ टक्के महिला हा कचरा वेगळा ठेवत नाही. पावसाळ्यामध्ये सॅनिटरी नॅपकीनचा कचरा भिजल्यावर काय स्थिती होत असेल, याचा सर्वसामान्य नागरिकांनी एकदा तरी विचार करावा. अशा परिस्थितीतही 'कचरावेचक' कर्मचारी आपले काम करत राहतात. हे कर्मचारीदेखील समाजाचा एक घटक आहेत, याचा विचार करून नागरिकांनी किमान कचऱ्याचे वर्गीकरण तरी करावे.

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**DIRTY NO MORE:** The Anand Park Residents' Association managed to evict ragpickers from this private land after 15 years of misuse. The site is now being converted into a garden —Girish Deshpande



**A WELCOME ALERT!** A total of 3,000 leaflets like the one above were distributed among car owners, asking them to stop using illegal reverse horns and other noisy add-ons —Shashank Kulkarni

## March ahead with water participation



Mandor Deshpande

day of every month to chalk out our agenda. The following Thursday, we would go and meet the ward officer with a laundry list of demands."

WhatsApp groups and Facebook may have assumed the modern day roles of meeting points, but they have certainly not taken away from the camaraderie between the mandal's members. Rather, they have only helped to increase their numbers and strengthen their mission.

Our objective is sustainable development of the entire area that comes under the jurisdiction of the Aundh ward office, explains Vaishali Patkar, president of the mandal. "We want to work with cooperation and not confrontation with the authorities. We regularly conduct site visits with them to apprise them of the situation and our demands. Credibility builds when citizens work on the ground in large numbers," she says.

# Aundh teaches PMC how to pave the way for a smart city

## Locals Win War To Preserve Open Spaces

The elderly sit on benches discussing world politics, toddlers cycle nearby and dotting mothers, even when on a brisk walk, keep an eye on their children. Neighbours youngsters hang out at about half a dozen eateries, having a good time with friends.

These are typical scenes on any given day on ITI Road in the heart of Aundh, thanks to a wide pedestrian plaza along its length. But this is not a gift from municipal authorities. Instead, it is the result of a hard-won battle locals waged against various forms of encroachments and violation of rules. In an example of civic cooperation and citizens' power, the residents of Aundh worked tirelessly to preserve their community spaces, which in 2006 were on the brink of being snatched away by heavy traffic, haphazard parking, hawkers and debris dumping.

Learning from the example set by the public, the PMC has undertaken to develop the stretch between Parihar Chowk and Rishi Chowk on similar lines. In fact, the stretch was showcased as a 'Smart City Model' by municipal commissioner Kanul Kumar to Prime Minister Narendra Modi during his visit to Pune last year. It is currently being developed as a community plaza with spaces marked for all forms of road use.

Recognizing the looming danger of the road turning into a dangerous thoroughfare, where walking would be almost impossible, not to speak of using the space for any form of leisure, members of the citizens' forum Aundh Vikas Mandal swung into action, insisting on the development of the road as a community space.

Strengthened by the expertise of urban designers in their own vicinity and backed by the support they got from the traffic police, the mandal stuck to its guns, despite resistance from some local political groups.

When push came to shove, the residents decided to get "down and dirty". Armed with measuring tapes and ideas, they not only measured the length and breadth of ITI Road, but also finalized the plan and design they wished to be implemented there.

From designing the layout to presenting the final report to the civic body and getting it approved from the road department, it was a battle the residents fought till the end.

Today, the tree-lined boulevard is a haven for pedestrians. It is a space where 15 key components of street design have been emphasized while incorporating factors like non-motorized transport, safety of pedestrians and picturing streets as essentially urban spaces and social hubs.

A winning feature of these developments is that in Aundh, the residents love their trees. In March this year, locals launched furious protests after six trees were found damaged due to civic pipeline work. The PMC took note and road-widening crews in the area were told to avoid damaging green cover.

Well-designed roads, aesthetic dividers and plenty of demarcated spaces for non-motorized transport are features in Aundh's cap, placing it among the better designed pockets of the city.

## CIVIC BODY ADOPTS RESIDENTS' MODEL

Techniques used by the residents of Aundh were used by the PMC to create its own locality model. Aundh's ITI Road was improved using measuring tape and designs worked out in living rooms. With great initiative, locals fought for footpaths and parks



### WHAT LOCALS ACHIEVED

Within three years of work starting in 2009, ITI Road had the following features:

- > An uninterrupted plaza that allowed pedestrians to walk along the busy road without worrying about traffic
- > Benches and alcoves of sitting, which allowed people to spend their evenings in peace
- > The carriageway is still serving a growing number of vehicles with ease
- > There are well-demarcated parking spots and entry-exit points

### HOW PMC FOLLOWED

- > Inspired by work on ITI Road, the PMC decided to start work on a 'modern plaza', from Parihar Chowk to Rishi Chowk. The civic body went about:
  - > Fixing garbage bins of blue and green colours
  - > Adding installations for aesthetics
  - > Creating concrete bollards to prevent misuse by bikers
  - > Hiding electricity feeders by using 'creative covers'
- > Designating parking space for two- and four-wheelers
- > Stopping encroachments by hawkers and pushcarts
- > Making sure there was adequate street lighting
- > Using cobble stones and proceeding to elevate crossings to slow-moving traffic at junctions
- > Making walking spaces 'interesting for children' by incorporating games such as snakes & ladders

When the Prime Minister visited Pune last year, the stretch from Parihar Chowk to Rishi Chowk was on display as an example of how things should be in a smart city



### AUNDH VIKAS MANDAL

Founded | January 18, 1988  
Mission | To improve quality of life in Aundh through citizen participation

### Key work areas

- > Ensuring availability of open spaces for the public
- > Ensuring shuttle services to reduce use of cars
- > Making documentary films to spread awareness on correct garbage disposal techniques

### Work in progress

- > Ensuring locally-available quality medical facilities for low-income groups at affordable rates
- > Getting traffic signal functional at Ambedkar Chowk



### NUMBERSPEAK

- > Trees | 6.5 lakh. Aundh has the highest number of trees in any locality in Pune. Some of the trees are well over 100 years old
- > Population | 40,000



There was a time when there was considerable political pressure to cut down trees and convert extra space on roads into parking spots. But we were insistent on developing public spaces because we had no place to simply walk around

Earlier, there was never any space to walk. Now, it's up to residents and businesses to maintain these public spaces

It feels nice to step out of one's home and walk on streets that are owned by the people

Prasanna Desai | ARCHITECT & URBAN PLANNER, WAS INSTRUMENTAL IN DESIGNING MODEL ROADS IN THE LOCALITY

## Man daug

### Surrenders, Narrates Episode To Police

Times News Network

Pune: A man alleged to have killed his wife and 13-year-old son and assaulted his daughter and a neighbour with a sharp weapon in a series of attacks in the hours of Monday at Khe Phata on Pune-Mum highway.

Police said the man, Sant Gopal Satkar (38), narrated to the police his episode of infidelity and this may have driven him to commit the gruesome act. His deceased son was identified as Anus.

Satkar walked into Wadgaon Maval police station to surrender. He narrated to the police his episode of infidelity and this may have driven him to commit the gruesome act. His deceased son was identified as Anus.

Satkar is a labourer employed with the manufacturing plant of a prominent automobile company MDC Talegaon Dadash. Satkar's daughter Shubhra alias Shrawan and neighbour Ganesha bekar, who had rushed to his house on hearing screams of the victims, suffered serious injuries.

Both, Shubhra and nesh, were admitted to private hospital. They are undergoing treatment for injuries to hand and stomach. Both, Satkar and Anus, died grievous stab wound neck, the police said.

Before Satkar could reach the police station

## CRIME DIGEST

### Pedestrian killed in hit-and-run

In a hit-and-run case, Kuntal Balaji Korade (47) Pimpri was killed while his friend, Lalita Agrewal, fled serious injuries while unidentified four-wheeler knocked them down on service lane in Pimpri Sunday while they were crossing the road. Korade's son, Sachin, has lodged complaint with the Pimpri police in this regard.

### Stillborn baby found

The Hadapsar police has found a stillborn baby at Nandevnagar in Marjari B village on Sunday morning. The Hadapsar police has filed a complaint in this regard, suspecting that infant may have been born to an illicit relationship.

### Man duped of ₹5 lakh on job promise

The Kolhapur police has arrested a man and a woman for duping a man of ₹5 lakh on the promise of a job. The suspect had urged the man to transfer ₹5 lakh as fees for the job but never got.

### Man held for rape



**WATCH THE DOT:** The 'Red Dot Campaign' was started in December last year. A documentary by the Aundh Vikas Mandal urged residents to separately dispose off sanitary napkins in wrappers stamped with a red dot. It helped civic workers handle waste better —**Vaishali Patkar**



# Picking Dignity

A cooperative recycling collection model in one major Indian city shows the power of grassroots organizing around the informal sector. The effort is a valuable case study for leaders looking to move waste systems forward in developing countries.

*By Taylor Cass Talbott*

*Photography by Brodie Cass Talbott*

When asked their impressions of the SWaCH waste picker cooperative, a handful of well-heeled residents of Pune, India had a quick reply: “Can somebody train those women to be less arrogant?”

It’s a jarring request in a country still hobbled by the enduring injustices of the caste system. Nearly all of India’s estimated 1.5 million waste pickers populate the bottom rungs of the country’s rigid caste hierarchy, so it’s surprising to hear that some Pune waste pickers are known for holding their heads up high.

Then again, the SWaCH cooperative has reason to be proud. The group’s roughly 2,800 members, most of whom are women, operate a door-to-door waste collection network that is municipally supported. Each

day, they service around 500,000 households (half of Pune city) and handle up to 1,000 tons of waste, 22 percent of which they sell for recycling.

What’s more, as SWaCH and its mother trade union have evolved over the past 20 years, they have brought health benefits, education, and economic and personal protection to individuals who would otherwise be among the most vulnerable in Indian society.

The labor organization effort stands out as an enlightening case study for other large municipalities in developing corners of the world, where concepts like waste-to-energy are increasingly jeopardizing informal waste and recycling structures.

“SWaCH is a social, environmental and

economic boon for our city,” said Pune’s municipal commissioner, Kunal Kumar. “We expect this model to not just sustain, but expand.”

### GAINING GLOBAL SUPPORT

As a nation, India produces roughly 6.8 million tons of waste per day, and 17 to 22 percent of that total is collected by the informal sector, a segment that includes scrap dealers, specialized dealers, recyclers and waste pickers. The working conditions for pickers run a wide spectrum. Some individuals forage through landfills and urban dumpsites; others work as part of organized doorstep collection cooperatives such as SWaCH.

Not surprisingly, Indian waste pickers have traditionally had little say when it comes to the direction of municipal solid waste management systems. However, the status and inclusion of waste pickers is starting to be supported in national and international solid waste regulation, thanks in part to the unifying force of global networks like WIEGO (Women in Informal Employment: Globalizing and Organizing), the Global Alliance of Waste Pickers, and GAIA (Global Alliance for Incinerator Alternatives).

Those organizations have helped institutions worldwide understand that waste picker-based solid waste management systems can help save government money and reduce greenhouse gases by increasing recycling via largely non-polluting forms of transportation. They’ve also made the argument that structures using pickers provide employment for those who need it most.

Those upsides of informal organization are certainly on display in Pune, a city of just over 3 million people that’s located on the western edge of the country around 90 miles south of Mumbai.

Today, Pune is home to about 8,000 waste pickers. The KKPKP waste picker trade union, which is the parent of SWaCH, has an estimated 5,000 active members. In any given neighborhood, one can find SWaCH workers pushing their orange carts through traffic, or deftly

hauling large buckets up and down stairs as they collect waste door-to-door.

According to academic research published in 2013, in Pune, the informal waste trade provides jobs for 630 people per 10,000 annual tons of material, compared with just one job that would be created by incinerating or landfilling that weight. Comparing the cost of their services with what the municipality would spend if transporting materials and hiring workers on minimum wages for the same work, SWaCH calculates that their model saves the Pune municipality about \$8 million annually.

But bringing waste pickers to the city’s doorsteps hasn’t been easy.

In the late 1980s, Poornima Chikarmane and Lakshmi Narayan, then social workers from Pune’s Department of Adult Education, started working in the city’s slums to devise income generation projects for women who were essentially homemakers. They were left with the nagging discomfort that the women who most needed support were not those they found at home, but those out working in the streets scraping through dumpsters

### FEMALE LEAD

In India, almost 80 percent of waste pickers are women, and the cooperatives and trade unions that have developed in the country around the informal waste sector help support the advancement of women in Indian society as a whole.

“Before, my husband wouldn’t even let me choose which vegetables to cook for dinner,” said Suman More, the democratically elected president of the SWaCH picker group. “When I started organizing with KKPKP [SWaCH’s parent organization], I also started going home and putting my foot down about my treatment there.”

KKPKP and SWaCH have always towed a firm gender line: When couples or siblings work together for the organizations, bank accounts and checks go to the woman. “We’ve found that women simply put their earnings to better use,” explained Lakshmi Narayan, one of KKPKP’s founders.



Members of the KKPKP waste picker union in Pune, India connect at a monthly meeting.



Mangal Gaikwad starred in SWaCH's viral video promoting its Red Dot campaign, which asks Pune residents to clearly label items such as diapers and menstrual pads that could be dangerous to the health of materials handlers.



Though 80 percent of Indian waste pickers are female, men such as Gorakh Chabu Gaikwad are also part of the informal system.

and dumpsites to earn a meager income selling waste.

There was little precedent for waste picker organizing. So Chikarmane and Narayan built relationships with local waste pickers and rallied a small but committed group of women who set out to convince local government and the unions that waste work was in fact a profession. In 1993, they amassed the numbers and conviction needed to start a trade union for waste pickers that they called the Kagad Kach Patra Kashtakari Panchayat (KKPKP).

When the young union first summoned waste pickers for an open forum to discuss issues the union should address, a whopping 1,500 people attended. KKPKP went on to eliminate child labor from Pune's waste picking, protect pickers from police harassment, provide scholarships for children of waste pickers to ensure retention in formal education, and secure health insurance, welfare benefits, pensions and a credit cooperative society for its members. Those support structures allowed Pune's waste pickers to recover greater amounts of recyclable materials, and the workers were able to assemble themselves into small waste collection groups serving select neighborhoods.

#### *A 'PRO-POOR' PARTNERSHIP*

By 2004, Indian cities received directives to implement the country's Municipal Solid Waste Rules of 2000. KKPKP saw this as an opportunity, and the group lobbied the Pune municipality to support a doorstep waste collection pilot that KKPKP eventually called SWaCH (Solid Waste Collection and Handling). The municipality, which initially provided pushcarts but paid nothing, was happy with the outcome and in 2008 signed a five-year contract with SWaCH.

Now considered a pro-poor public private partnership, the 2,800-member cooperative is managed by four zone coordinators, 15 ward coordinators, 76 division coordinators and a handful of administrative organizers. The municipality is required to provide equipment and safety gear, maintain an office and resource recovery centers, provide welfare benefits and funding for management and operational costs, and give a subsidy to help cover collection in the

slums. In exchange, SWaCH is to provide daily doorstep collection of segregated (wet and dry) waste.

SWaCH collects monthly user fees of 50 rupees (about 75 cents) per household to supplement what members make from selling recyclables. Over the years, SWaCH has expanded its services to include on-site composting, used clothes collection and resale, e-scrap collection, and a handful of specialized services like the provision of recovered plastics for conversion to 3-D printer filament. The group is also developing plans to open shops that recover, repair and resell electronics and appliances.

There's no question that KKPKP and SWaCH have brought major gains to the lives of waste pickers and Pune's urban poor. "When I used to pick from the roadside, I always had problems with the police," says Sindhubai Galfade, a longtime member of both organizations. "The union helped protect us, but SWaCH gave me a new identity. I wear a uniform, I no longer suffer harassment and I have a reliable income stream."

Still, though SWaCH is known for its



Ujala Bhalero sells cardboard at KKPKP's scrap shop.



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collaboration with the relatively progressive Pune municipality, the relationship has never been entirely smooth. After letting its first five-year contract with SWaCH lapse for more than two years, the municipality recently signed another five-year contract. This was only after waste pickers launched a major campaign denouncing the municipality for failing to dole out more than half of the funds and implements promised under their first deal. The municipality did ultimately make good on those provisions, but is already delaying funds under the new contract.

During the gap in contracts, SWaCH coordinators were laid off by the dozens and their salaries dropped well below the income of an average SWaCH waste picker, which can range from 3,000–25,000 rupees (about \$50 to \$400) monthly.

Knowing that the groups will likely face similar battles moving forward, SWaCH and KKKPKP have begun organizing monthly empowerment trainings for waste picker leaders covering subjects like public speaking and organizing, solid waste management systems, feminism, health and economics. A Rotary International grant covered the costs of the first year of trainings, and SWaCH and KKKPKP are seeking funding to expand the trainings to include subjects such as science, math, history and sociology.

Putting members' advocacy skills to the test, SWaCH and KKKPKP recently launched a major "Red Dot" campaign promoting the implementation of new state and national rules mandating the segregated disposal of sanitary waste, such as diapers and menstrual pads. To protect their own health, waste pickers are asking that Pune residents wrap and mark their sanitary waste with a red dot. The campaign has received a tidal wave of publicity and support, with its PSA video drawing more than 4 million Facebook views and 90,000 shares in the first week.

Waste pickers now want to take the Red Dot campaign further by pressuring companies to establish long-term solutions to the problem of sanitary waste. Procter & Gamble has developed a technology for autoclaving sanitary waste and extracting valuable super-absorbent polymers (SAP) for recycling. Though the consumer goods giant has been discussing the technology with SWaCH/KKKPKP and the Pune municipality for months, the company has still not established a facility in Pune.

Other companies, like Kimberly-Clark, have also been consulting with SWaCH/KKKPKP to better understand the realities of sanitary waste disposal in India.

"The poor are the first to feel the brunt of middle class excesses since emerging economies – and the slums within them – are 'safe' places to dump the consequences of such excess," said Malati Gadgil, a long-time KKKPKP and SWaCH organizer. "Yet ... it impacts the health of the poor and puts a strain on health care and the government. So the middle class should care. And, by extension, companies will begin to care. The movement has started."

*Continued on page 32*

The movement of organized waste picker groups has had profound implications. Members of the SWaCH cooperative, several of whom are shown here collecting segregated waste in Pune's Ramnagar slum, service around a half a million households daily. More than 20 percent of the 1,000 tons of material they handle each day is sold for recycling.

**A BATTLE WITH BIG BUSINESS**

The SWaCH model has captured the attention of circular economy champions with the Ellen MacArthur Foundation, who occasionally call on Gadgil for her pro-poor perspective on development. But in India, pickers are increasingly in competition with larger material management efforts from both the public and private sectors.

*"It's a mistake for countries like India to always look to Europe and the U.S. for waste management solutions," said one Indian waste picker organizer. "Our reality is very different here."*

Indian leaders are currently looking to incineration as a solution to the country's waste. For instance, Prime Minister Modi's Clean India initiative is said to be promoting waste incineration while merely paying lip service to the upgrade and protection of India's waste pickers. And India is not unique in that waste-to-energy facilities are typically situated in poor communities.

In Pune, small and large businesses pro-

moting gasification and pyrolysis are cropping up regularly, with little regulatory oversight or emissions testing. Other businesses vying for access to waste are also flourishing. Pune's municipally sponsored My Pet project encourages residents to "be green" by depositing their plastic bottles in public bottle crushing receptacles, overlooking the reality that those bottles would otherwise serve as income for waste pickers.

International groups supporting waste pickers argue that private waste-to-energy systems, which are commonly funded

by Western countries through international development initiatives, are one of the most significant and growing threats to recycling livelihoods around the world.

"It's a mistake for countries like India to always look to Europe and the U.S. for waste management solutions," Gadgil said. "Our reality is very different here."

And it's clear that waste picker organizations will continue to use their skills mobi-

lizing and building public support to make the segment's voice loud and clear to Indian policymakers. In recent years, in collaboration with the Alliance of Indian Wastepickers, leaders from KKKPK and SWaCH successfully lobbied for a slew of new national waste management rules supporting the inclusion and rights of waste pickers.

In Pune, waste pickers have claimed their place in India's labor history, but their place in India's future is very much dependent on their ability to self-advocate every step of the way.

"Our members have so much history with organizing," said Aparna Susarla, a seasoned SWaCH director. "I learn from them every day." <sup>RR</sup>

*Taylor Cass Talbott is an artist and waste reduction specialist from Oregon. Long interested in the informal waste sector, Cass Talbott secured funds to help design and implement SWaCH's Red Dot campaign. She and her husband, Brodie Cass Talbott, recently spent nine months working with SWaCH/KKKPK in Pune. Learn more about her projects at [livedebris.org](http://livedebris.org) and contact her at [livedebris@gmail.com](mailto:livedebris@gmail.com).*



Saru Waghmare (with microphone) and other SWaCH leaders speak to the press about their Red Dot campaign.