Pakistan Youth Initiative (PYI) 2
Engaging Youth for Building Community Resilience and Promoting Social Cohesion

“Promoting Safe and Hygienic Environment by Raising Awareness on Solid Waste Disposal”

Name of Project:
“Promoting Safe and Hygienic Environment by Raising Awareness on Solid Waste Disposal”

Group Name:
Vikings

Group Members:
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Project Area:
Five union councils of district Rawalpindi including UC 10 Khyaban e Sirsyed-I,
UC 11 Khyaban e Sirsyed-II, UC 12 Dhoke Naju,
UC 32 Amerpura & UC 33 Kartarpura

Project Duration:
25th January 2019 - 15th March, 2019

Beneficiaries:
Direct:
Approx 1000 (Community members, Students, NGO's/CBO's, Media, Influential's, Govt. Officials and other Stakeholders)

Indirect:
Approx 5000 (General Community, Parents and family members of students)
Main Objective of the Project:
To secure the environment and cut down the threats posed to human health by educating communities of five union councils on solid waste disposal in seven weeks.
To reduce communal disputes caused by poor Solid Waste Management in targeted five union councils by raising awareness regarding proper waste disposal.

Outcomes:
- **Sensitizing communities:** Created a change in perception among general communities of selected project union councils regarding solid waste disposal.
- **Proposing agents for change:** Encouraged local structures as change agents for safe public health and environment.
- **Promoting sustainability:** Contributed to the overall sustainability of the area in terms of health and environment.
- **Enhancing social cohesion:** Promoted social harmony among communities by resolving communal issues reported by improper waste disposal.

Background:
Being the 6th most populated country in the world, there is a lot of consumerism and with it a great deal of waste being produced. Waste management sector in Pakistan is plagued by a wide variety of social, cultural, legislative and economic issues. In the country, more waste is being produced than the number of facilities available to manage it. Some of the major problems are:
- There is no proper waste collection system.
- Waste dumped on the streets.
- Different types of waste are not collected separately.
- Open burning of garbage is common.
- Citizens are not aware of the relationship between reckless waste disposal and resulting environmental and public health problems.
- Rawalpindi city generates 800 tons of garbage daily of which hardly 600 tons is lifted by sanitary workers while the remaining is left in the streets to produce stinking smell in both commercial and residential localities providing habitats for bacteria and many diseases. (https://www.dawn.com/news/740415).
- Some of the major problems that prevail in Rawalpindi due to improper disposal of waste are:
  - Poor health due to poor disposal of waste.
  - Sewage water related air pollution leading towards germination of microbes and spread of disease.
  - Unaware community about proper solid waste management.
  - Emergence of communal conflicts due to improper waste management.

Project Summary:
SAP was planned to ensure solid waste is managed in such a way that protects both public health and the environment targeted five union councils of Rawalpindi. An awareness raising campaign was launched through awareness raising, disseminating awareness material and liaison with government departments. Linkages were built with relevant institutions and civil society groups to endorse the initiative. Albayrak was consulted to provide waste disposal bin where it is missing or damaged. The ratio of communal conflicts also decreased by addressing the waste disposal in targeted union councils. To fill the gap of public awareness and community participation, the “People first framework” of VSO was followed. The six principles of the framework are embedded in a people-centered, evidence-based, effective and appropriate, reflective, collaborative and knowledge-sharing system that ensures accountability.
Communities with diverse backgrounds joined hands to work for common good. It improved health hygiene, sanitation and living conditions of community. Raising awareness and sensitizing communities resulted in decreasing communal conflicts caused by improper solid waste disposal. Identification and capacity building of community volunteers provided sustainability to the action in the long run. Further, Mohalla committee continued with the project objective in future and as sensitized organs for multiplier effect.
Collaboration with PHA:
PHA was involved to ensure their cooperation in SAP implementation. In meeting with PHA director PIAMAN and PHA planned for joint ventures. During project many meetings were conducted with PHA for joint activities. The collaboration of PHA makes it more valuable and important for the target communities. The impact was very clear and remarkable because under this umbrella PAIMAN and PHA planted more than 50,000 plants and PHA is going to complete 100,000 plants up to the end of March 2019. The PHA officials admitting and accepting the role of PAIMAN CYFs and Volunteers during plantation season. PHA officials always welcome PAIMAN CYFs to be the part of activities under their management and administration.

Meeting with Community Support Group:
To discuss the SAP and its implementation with community support group, consultative meeting was arranged with them. The basic purpose of this meeting was to ensure their cooperation for SAP implementation in project areas. The impact of consultative meeting was very impressive because of community ownership via engaging Community Support Group as direct stakeholders. The CSG members ensure their support and cooperation in SAP implementation.

Meeting with Sanitary Workers:
To engage sanitary workers in waste disposal awareness campaign and to ensure sustainability regarding waste disposal SAP implementation process/activities, meeting were conducted with them in all 5 Ucs. The meeting with sanitary workers makes ensure the direct intervention of RWMC as a main stakeholder of the SAP. The sanitary workers make it easy for CYFs access the community directly in door to door campaign regarding solid waste disposal.

Meeting with Community Youth Volunteers:
Meetings with Community Youth Volunteers were organized to discuss SAP related activities and to engage community youth volunteers in smooth way for successful execution of SAP and project in target areas. Another purpose was to ensure the sustainability for all activities which have done so far in concern communities. Meeting with CYVs were conducted through the SAP implementation and CYVs were take on board for each and every SAP activity. That why community actively take part in all SAP activities.

Awareness Campaign:
A door-to-door campaign was initiated to create awareness among community to sensitize them regarding plantation and solid waste disposal. In course of this campaign awareness sessions were conducted at schools with children and at Police stations with their staff. The awareness campaign sensitized the community directly. CYFs visit all the five UCs and conduct door to door solid waste disposal awareness campaign. This
Activities Conducted:

The opening ceremony of plantation week on 27th Feb 2019 was organized by PHA and PAIMAN CYFs. The Chief Guest Zartaj Gul, Federal Minster for Environment appreciated PAIMAN's CYFs efforts and distributes the PAIMAN's awareness handbills. While the famous singer Abrar ul Haq also appreciate the PAIMAN CYFs efforts in this regards. Abrar ul Haq take part in a plantation event conducted on 2nd March 2019 by PHA and PAIMAN CYFs.

Cleanliness Week:
A cleanliness week was launched by engaging Community Youth Volunteers and other stakeholders like Community support group, Parks and Horticulture Authority, Rawalpindi Waste Management Company for cleanliness of targeted areas of Union Councils. This week was arranged to ensure a healthy and clean environment by for achieving target of “Clean Pakistan”. During this activity Zartaj Gull- Federal Environment minister appreciated efforts of CYFs from PAIMAN.

The impact of this activity is to provide awareness regarding cleanliness. Under this activity CYFs along with CYVs including community members work jointly to keep the environment clean. The cleaning event were conducted at 4-B ground with the help of RWMC sanitary workers. The park is now neat and clean.

Plantation Campaign:
The basic purpose for launching this initiative was to build healthy environment in collaboration of PHA and others stakeholders. Also, this intervention made the importance of plants prominent among the community by engaging government officials, local communities and School children. During the activity famous singer Abrar-ul-Haq also appreciated the efforts of CYFs and PAIMAN. He individually meets with All CYFs and motivates them. He also shares their experience of their volunteer work and answer the CYF's questions and queries.

Dewar-e-Aagahi:
Raising awareness regarding clean & green environment was also carried out under the title “Dewar-e-Aagahi” in Khayaban-e-Sir Syed Rawalpindi. Under this activity a wall inside the 4-B ground was painted by volunteers and students of Govt. Model High School Khayaban-e-Sir Syed.

After completion of wall painting the community members agreed and commit that they will be definitely play their role keeping their environment clean & green.

Messages:

Mr. Nassrullah Jaral Media Secretary PTI Rawalpindi & Ex-Chairman UC-11 Rwp appreciated and commit for the continuity of this campaign. He told that with these activities people are now realized that without their own participation this impossible to have a clean and green environment. He appreciates and thanks PAIMAN and all CYFs for their outstanding efforts. He also thanks PAIMAN for converting the 4-B ground in Park.

Mr. Saleem RWMC Incharge UC-11 Rwp appreciated the way of awareness raising campaign for solid waste disposal. He also told that with this campaign the community members now cooperate with RWMC staff.

Mr. Latif Khan Orakzai Member Community Support Group UC-10 Rwp also not only appreciated the efforts of PAIMAN & CYFs but he told that this campaign sensitized the community. The community members now trying to dispose off solid waste at proper identified place. Also he appreciated the initiative of 4-B park & plantation campaign. He tell that it will bring not only change but it may be the ice breaking activity for being a responsible citizen.