

>>>FS-NEWSLETTER<<<

FS- INSIGHTS

INAUGURAL ISSUE: DCM SHRIRAM FOUNDATION-FINISH SOCIETY - HARDOI DSWM SPECIAL



TOP STORY OF THE NEWSLETTER

RETD. GOVT. OFFICER SPEARHEADS SWM WORK IN HARDOI

>>> READ MORE

Caste and class distinctions are fraught with deep-rooted biases and prejudices in the Indian hinterland. During the Khushali Swachhata project of DCM SHRIRAM Foundation - implemented by FINISH Society in Hardoi district.

READ MORE <<<

Sometimes it may be difficult to raise our voice against wrong just because we are scared, but there are some people who have the guts to speak out their mind and that too, boldly. Aparna is a fearless and combative daughter of Hardoi, who not only showed the courage to call out the wrong but also took the initiative to correct it.

CCTV CAMERA USED TO DISPOSE OF WASTE IN HARDOI



MR. RM MALLA

Board Member- FINISH Society
Former Chairman & Managing Director of IDBI Bank Ltd.
Former Chairman & Managing Director (SIDBI)

It gives me immense pleasure to introduce to you a new beginning in the way we present our Newsletter FS Insights. Beginning from the August-2023 issue, the communication team has set about to dedicate each issue to primarily showcase ongoing work in our project areas across the country. The inaugural issue features the Decentralised Solid Waste Management (DSWM) initiative being rolled out by FINISH Society in concert with DCM Shriram Foundation in the Hardoi district of Uttar Pradesh. The issue showcases prominent case stories that have ushered in change in the area and also features on-ground activities by way of photographs with matching captions to give the viewer an understanding of the people's involvement in this campaign which has assumed the shape of a full-time movement. DSWM units have been set up in various areas and problems faced by the residents have been addressed with innovative solutions and with active involvement from both FINISH Society and DCM Shriram Foundation. I am sure you will enjoy reading the case studies and will also gain valuable insights about the way FINISH Society functions on the ground. I thank our CSR partner DCM Shriram Foundation for reposing trust in our expertise and expressing confidence in the execution of the project "Khushali Swachhata" which primarily aims to clean and beautify the environment in Hardoi. Your responses and feedback will be highly appreciated.

Warm regards,

A MONTHLY LANDMARK INITIATIVE

INAUGURAL ISSUE: DCM SHRIRAM FOUNDATION-FINISH SOCIETY - HARDOI DSWM SPECIAL

Objective:

To effectively manage biodegradable waste at the household/habitation level,

Target Group:

Families in urban areas/ farmers in rural involved in Ghura composting (animal waste composting),

Tools:

Home visits, practical demonstration, toolkit documents,

PROJECT TEAM:

Vivek Singh, Shivendra Pratap Singh, Ankit Kumar, Rajat Kumar, Madhulika Gupta and Mahnaj Khan with support from the processing team/ green workers namely Ramakant and Babloo.

Beginning from the August 2023 issue of FS INSIGHTS, we have decided to showcase in a holistic manner work going on in our project areas by dedicating each MONTHLY issue to one project area. The idea is to provide a platform to our project team to share their achievements and case stories which, besides mailing to our stakeholders, will also be shared on the Country Page of FINISH Mondial so that the work gets visibility and provides learning and insights to the global FINISH family.

To set the ball rolling we have chosen the Khushali Swachhata project in Hardoi for which FINISH Society has signed an MoU on Decentralized Solid Waste Management (DSWM) with DCM Shriram Foundation for a period of 3 years beginning from August 2022.

The program is in collaboration with the Municipal Council (Nagar Nigam) Hardoi. The program is being piloted in 4 wards of Hardoi City.

Decentralized composting, also known as cluster composting, refers to a community-scale network in a specific neighbourhood that diverts and composts bio-waste in a controlled and operative environment.

Decentralized Solid Waste Management (DSWM) is a system to provide a clean environment and hygienic living conditions by reducing the quantity of waste at the source. It involves the management of municipal solid waste by various small waste management centres within the locality. Decentralized organic Solid Waste (SW) composting promotes green growth, reduces GHG emissions and also reduces transportation of organic solid waste to waste disposal sites. This will encourage innovation and the adoption of decentralized waste recycling solutions.



RETD. GOVT. OFFICER SPEARHEADS SWM WORK IN HARDOI

Caste and class distinctions are fraught with deep-rooted biases and prejudices in the Indian hinterland. During DCM SHRIRAM Foundation Khushali Swachhata project implemented by FINISH Society in Hardoi district, the team faces many unlikely situations, during the worst and best of circumstances. However, the team is able to successfully overcome them because of some people, who selflessly support the Project. A case in point is that of support received from Rajesh Kumar, a resident of the Gupta Colony of Hardoi Ward-5.

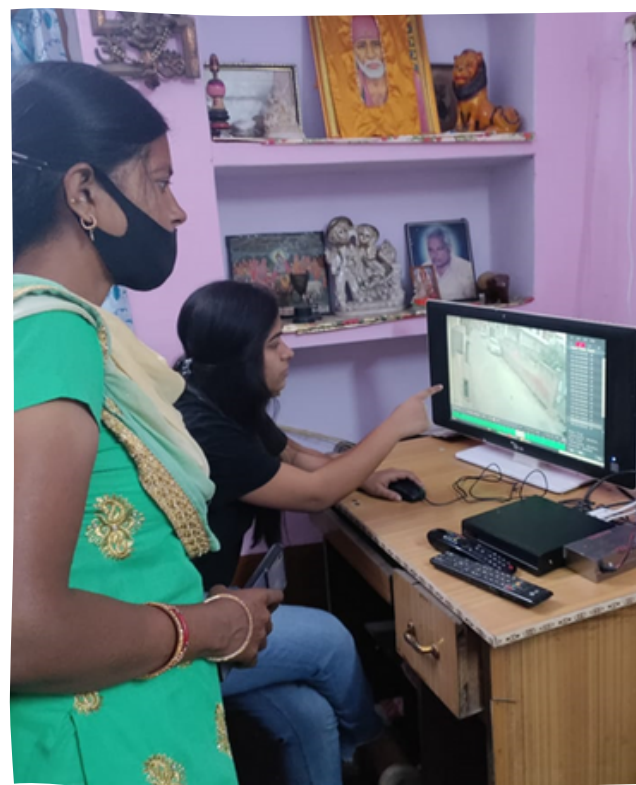
>>> [READ THE WHOLE STORY](#)

CCTV CAMERA USED TO DISPOSE OF WASTE IN HARDOI

Sometimes it may be difficult to raise our voice against wrong just because we are scared, but there are some people who have the guts to speak out their mined and that too, boldly. Aparna is a fearless and combative daughter of Hardoi, who not only showed the courage to call out the wrong but also took the initiative to correct it.

Aparna has been a topper since childhood and is now a software engineer who lives with her grandmother in Hardoi. Aparna always wanted to do something for society; and has been associated with many social outreach activities.

>>> [READ THE WHOLE STORY](#)





A DEFIANT LAWYER, HE IS ALL FOR A WASTE-FREE HARDOI

When a resistor turns into an enabler the results can be game-changing. When DCM Foundation and FINISH Society joined hands for door to door waste collection and disposal in ward 21 of Hardoi city, under the Khushhali project the dice was loaded against them. Being the biggest ward of the city, the team faced many challenges right from the beginning. These included little support from local people, tardy waste management practices by the local administration and worst of all, the local populace were prone to dumping waste on the road or in front of their houses. When Project Associate Shivendra began to liaise with the local municipal

➤➤➤ READ THE WHOLE STORY

HOW A SMELLY PATCH CHANGED INTO A GREEN UNIT IN HARDOI

Preconceived notions and resistance to change are two major barriers when it comes to doing things for one's own and the community's betterment.

➤➤➤ READ THE WHOLE STORY



KIDS' PAINTINGS TURNS DSWM UNIT INTO A PRIDE ZONE.

When DCM Shiram Foundation & FINISH Society joined hands to start the Khushali Swachhata Project intervention in Ward-5 of Hardoi city in October 2022, (comprising 4200 residents and 763 families) there were many challenges to contend with.

➤➤➤ READ THE WHOLE STORY



हमारी कहानियाँ पढ़ें अब हिन्दी में भी-



 >>> अभी क्लिक करें

Exposure visit of Natural leader and Mohalla Samiti members of ward-21, in DSWM unit-

- Shikha (Ashraf tola)
- Geeta (Ashraf tola)
- Shushila (Ashraf tola)
- Ramshri (Ashraf tola)
- Anita Mishra (Ashraf tola)



Drawing Competition among children of Mangalbagiya in Ward-5 to promote healthy behaviour for waste management-

Participants included- Khushnuma, Shimbul, Ekra, Malaika, Shahiba, Altamas, Ayaan, Shreya & Manvi.

Mehndi Competition: Those present include residents of Ward-5 Priyanshi- Saiyapurwa Saniya- Kapte wali gali, Tanisha- Gupta Colony, Varsha Verma- Gupta Colony, Rinki Gupta- Gupta Colony, & Divya- Gupta Colony



FINISH IN NEWS

LOKMAT Times of INDIA

g smelly patch into green

Decentralised Solid Waste Management (DSWM) unit. The FINISH team found a piece of land near the municipal office. There were at least 20 plus shops located in the area which included the offices of all mainstream political parties of the district and state. The biggest catch in choosing the location was that it was overflowing with garbage and waste and was presently being also used by the shopkeepers and the political party workers, as a makeshift parking lot for their vehicles.

When the FINISH Society started construction of the DSWM unit, they met with stiff resistance from day one itself. The shopkeepers and other office-goers started protesting despite the fact that the team was cleaning the waste and garbage. To address the shopkeepers' complaints, a meeting was convened.

The main reason for their resistance was the imminent smell of composting and waste which would disturb the shop-owners and guests who would visit the political party offices. Once the FINISH Society team got a fair idea for the resistance, experts from the team including project manager Vivek Singh organised a meeting with all the stakeholders



and managed to assuage their feelings after which everyone agreed to permit the construction of the unit. But still, there was confusion as well as vested interests at play among the shopkeepers and the political parties since they ostensibly wanted to utilise this land for their own personal benefits.

However, work got underway and within the stipulated time, the DSWM unit was inaugurated by the CDO Akanksha Rana with a Swachh Bharat rally on Gandhi Jayanti day (2nd October 2022).

However, serious challenges began to crop up as the DSWM unit started functioning. It is important to note that proper and odourless composting of waste requires a dry atmosphere. But by the time the unit began to function, there was heavy rainfall in the district. The collected waste and the area developed more mois-

Chhatrapati Sambhajinagar Man
Page No. 6 May 26, 2023
Powered by [erelego.com](http://www.erelego.com)

TURNING SMELLY PATCH INTO GREEN UNIT

In Lokmat Times

[Preconceived notions and resistance to change are two major barriers when it comes to doing things for one's own and the community's betterment. This in essence is what transpired in the Swacchagrah project sponsored by DCM-Shriram Foundation and implemented by FINISH Society in Hardoi district captured by a news portal under the title \[http://epaper.lokmat.com/articlepage.phparticleid=LOKTIME_NALT_20230526_6_6\]\(http://epaper.lokmat.com/articlepage.phparticleid=LOKTIME_NALT_20230526_6_6\)](http://epaper.lokmat.com/articlepage.phparticleid=LOKTIME_NALT_20230526_6_6)

How dumping ground transformed into a solid waste mgmt unit

TIMES NEWS NETWORK

Sustained efforts to ensure cleanliness helped in the transformation of a garbage dumping ground into a decentralized solid waste management unit in Hardoi district.

It all started with the launch of Swacchagrah project, sponsored by DCM-Shriram Foundation and implemented by FINISH Society, in Hardoi. The head of the district's civic body expressed interest in the project and two areas, ward numbers 21 and 5, were chosen. With all necessary permissions in place, the basic requirement was to select a location in Ward 21 where the decentralized solid waste management (DSWM) unit could be established.

Ward 21 falls in prime location where the residence of the district magistrate, the municipal board's office and offices of major political parties are located.

The FINISH team identified a piece of land near the municipality office for DSWM which was being



The Decentralised Solid Waste Management Unit

used for dumping waste and parking of vehicles.

Initially, the FINISH Society faced stiff resistance from shopkeepers and residents. Shopkeepers were apprehensive that foul smell of composting and waste from the unit would be a major problem for them. Project manager of FINISH Society Vivek Singh assured the stakeholders that scientific techniques of waste management will be used at the unit after which the shopkeepers agreed. The DSWM unit was inaugurated by CDO Akanksha Rana on October 2, 2022 and a Swachh Bharat rally was organised on the occasion. Till date, the unit has sourced 10 tonnes of waste which led to preparation of 1500kg of compost.

HOW DUMPING GROUND TRANSFORMED INTO A SOLID WASTE MANAGEMENT UNIT IN HARDOI

Times News Network

[Sustained efforts to ensure cleanliness helped in the transformation of a garbage dumping ground into a decentralized solid waste management Read more at: \[http://timesofindia.indiatimes.com/articleshow/100494709.cmsutm_source=contentofinterest&utm_medium=text&utm_campaign=cppst\]\(http://timesofindia.indiatimes.com/articleshow/100494709.cmsutm_source=contentofinterest&utm_medium=text&utm_campaign=cppst\)](http://timesofindia.indiatimes.com/articleshow/100494709.cmsutm_source=contentofinterest&utm_medium=text&utm_campaign=cppst)

FOLLOW US



FINISH Society

FINISH Society
Near New Wisdom Progressive Inter College,
New Nandi Vihar Colony, 226028, Lucknow
Uttar Pradesh, India.

Email: info@finishsociety.com

Call us- at +91-522 3150967