

We Segregate

Interim Report



December 2025



Project Team



Residents of Kasturba Nagar Association (ROKA) is a Resident Welfare Association formed for solid waste management. ROKA is leading the ground level work for this project.



Okapi Research and Advisory is tackling complex socio-ecological challenges faced by cities. Okapi is the primary implementing partner for the Urban Ocean program in Chennai and is anchoring the We Segregate project.



Bottles for Change by Bisleri International is a recycling and awareness program aimed to tackle plastic waste by creating awareness among citizens and channelizing different types of plastics for recycling into non-edible products such as - fabrics, hand bags, window blinds and other useful products.



Chennai Resilience Centre (CRC) is supported by the Resilient Cities Network and Netherlands Enterprise Agency. CRC is supporting Okapi in implementation of the Urban Ocean Program and by extension the We Segregate project

Project Highlights

- *Nearly **195 kgs of soft plastic have been diverted** through the Punch the Plastic hooks. Additionally, the soft plastic collection in Oct 2025 was the highest ever recorded, with over 60 kgs of waste being collected by Bisleri.*
- ***In total, 11 new locations** (ten in Kasturba Nagar and one in Besant Nagar) have been **initiated for soft plastic waste collection** in their premises. These locations consist of one school, one cafe, six apartment buildings and three independent homes.*
- ***Through the lane composters, 2153 kgs of wet waste** has been processed into **715 kgs of compost**. The team has been able to sell the harvested compost, earning ~INR 5800/- since June 2025 which is being used for expenses related to the composting process.*
- *Observational data recorded through door-to-door visits, for apartment buildings visited at least three times between July 2025 - Oct 2025, show an increase in the proportion of buildings **segregating waste from 48.4% to 71%***
- *A sample survey of 102 households in the project area revealed that **73% of residents reported being influenced by the door-to-door campaign** and 49% by social media messages by ROKA to change their segregation behaviour*
- *To scale up the impact of the We Segregate project, the team has been undertaking two focused activities, namely a **stewardship competition** to involve other communities in the initiative and a documentation of the project activities into an easy-to-refer-to **guide book** which can enable replication in other locations.*

I. Background

Indian cities are grappling with solid waste management (SWM) challenges. Source segregation in our cities is minimal and inadequate, with a large portion of recyclable, reusable, and compostable waste ending up in landfills and dumpsites (Joshi & Ahmed, 2016)¹. Chennai is no exception – it has low rates of source segregation (~20 to 25 percent)², with a substantial portion of the mixed and contaminated waste ending up in the city’s two dump sites – Kodungaiyur and Perungudi. The lack of segregation also results in unsafe working conditions for the city’s SWM workforce and hampers recycling efforts. Recognising these challenges in their neighbourhood and having worked on improving source segregation rates since 2018, the Residents of Kasturba Nagar Association (ROKA) collaborated with the Urban Ocean team with the aim of transforming Kasturba Nagar into a Near Zero Waste ward.

A first step in this direction is the “We Segregate” project launched in Oct 2023 and funded by The Circulate Initiative (TCI), which deploys lane composters and Punch-the-Plastic or PtP hooks as a means of promoting source segregation and long-term behaviour change with respect to waste management.

II. Goals

The goals of the current phase (Phase 3) of the We Segregate project, which commenced in July 2025, are to:

- Maintain already existing project activities i.e., operating three lane composters, collecting soft plastics through 40 Punch-the-Plastic (PtP) hooks and running a sustained awareness campaign including door-to-door (DtoD) interactions and one time events. The project targets approx. 1000 households in three streets in Kasturba Nagar;
- Increase the amount of soft plastic waste being collected in the project area, by promoting the PtP hooks through targeted campaigning;
- Scale the project’s impact to other communities in Chennai through the We Segregate Stewardship competition and through a detailed guidebook with step-by-step information, references, and checklists to help others replicate the We Segregate SWM system in their localities.

¹ Joshi, R., & Ahmed, S. (2016). Status and challenges of municipal solid waste management in India: A review. *Cogent Environmental Science*, 2(1), 1139434.

² [Urban Ocean Project Statement, Chennai](#)

III. The Project Activities

a. Operating and maintaining lane composters and collection of soft plastics from existing PtP hooks

In the current phase, the team continues to operate and maintain the three existing lane composters and the soft plastic collection from the existing PtP hooks. Daily and monthly tasks with respect to the lane composters are carried out by designated community volunteers and paid labour personnel with support from Urbaser Sumeet BoV (battery-operated vehicle) drivers. The overall on-ground operations and timely completion of tasks are overseen by members from ROKA (Table 1, 2).

Table 1: Lane Composting Tasks		
Daily	Weekly or Based on Weather	Once in 3 months
<ul style="list-style-type: none"> - Collect and deposit organic waste from the apartment common bins - Remove contaminants like plastic from the waste - Mix organic waste with cocopeat and powdered microbes - Layer the mixture on the composting pile inside the lane composter along with dry leaves 	<ul style="list-style-type: none"> - Aerate the compost pile - Spray water during summer months to stave off excess heat - Drain and collect excess compost tea, especially during rainy months 	<ul style="list-style-type: none"> - Announcing compost harvest in local community Whatsapp groups - Harvest and distribute compost and compost tea - Clean lane composter, if needed - Order cocopeat - Conduct necessary maintenance and repairs

The lane composters (fig. 1) have become an integral part of the community ecosystem with active participation by residents. Residents who segregate their organic waste do so very well, with the lane composters being consistently filled and closed off for composting every three months (each composter holds about 750 kgs of waste, and the three composters are used in turns). In fact, some of the residents have made sure to send segregated bulk organic waste from their parties and events that are conducted in the area. For instance, flower decor and garland waste from a local event (or 'function', as we call them here) were brought to one of the lane composters for processing. Overall, close to 170 kgs of bulk organic waste has been diverted to the lane composters since June 2025.

Figure 1: (Clockwise from top left) Segregated wet waste being dropped off at the composter by Urbaser Sumeet sanitation personnel ; Finished compost being harvested ; Flower waste from a local event dropped off at one of the lane composters ; Harvested compost being shared with a resident



Daily and monthly tasks to ensure collection and pickup of soft plastics from the project site continued with Urbaser Sumeet BoV drivers consolidating the plastics from each hook **(or alternative collection tools such as a box/sack)** and depositing it at a common point from where Bisleri's Bottles for Change team would collect the aggregated soft plastic waste (fig. 2).

Collecting soft plastic waste using alternative tools

Most of the households and apartment buildings that volunteered to have a PtP hook installed (during Phase 1 in October 2023) had more resident buy-in for the segregation activity, displaying exceptional soft plastic waste segregation levels throughout previous iterations. Therefore, the hooks installed in these locations would get filled much quicker than a scheduled pickup (by Bisleri) could take place. Hence, residents would continue depositing their clean soft plastics into another container (usually a box or sack) until the next pickup would take place.

Moreover, after the PtP hook installations were over in Phase 1, there were some buildings that exhibited interest in starting a soft plastic waste collection later during Phase 2 of the project. Not wanting to let the interest of these residents go, the team encouraged them to get started with their collection using a large container (like a sack or a designated box) instead of waiting for a hook (which could only be procured in later iterations of the project).

Detailed tasks related to the operation of the PtP hook are described in the table below.

Daily / Alternate Days	Monthly
<ul style="list-style-type: none">- Visual inspection of the soft plastic collection (done on a need basis by ROKA and by DtoD team)	<ul style="list-style-type: none">- Consolidate soft plastics collected on the 40 hooks (and from buildings collecting soft plastic waste in sacks / bags) to one designated location- Coordinate with Bisleri team for monthly pickup date- Record weight of soft plastic collection on the day of pickup

Figure 2: Residents using bigger plastic bags to maximise the PtP hook's capacity and contain other soft plastic waste (left); Bisleri personnel picking up the aggregated soft plastic waste (right)



b. Awareness Campaign

Creating awareness among residents to improve their segregation practices has continued across all phases of the project. In the absence of constant nudging through door-to-door interactions and in-person events, segregation rates and the quality of segregation have a tendency to drop. Therefore, during this phase, the project team focused on conducting door to door awareness targeting problematic households in the project area, creating awareness among all residents through social media messages, and organising live events to improve residents' waste segregation behaviour.

Door to Door (DtoD) Visits

The DtoD visits began in June 2025 and continued until the end of Oct 2025. Initially in June 2025, three individuals, who were available for a month, were hired to help ROKA carry out the campaign efforts. After a brief two-week break until the middle of July 2025, two new resource persons were hired to continue interacting with the residents.

Difficulty in hiring personnel for DtoD activity

*Finding the right people to engage in DtoD activities has proven to be difficult since it is a monotonous and often thankless job, especially when the work involves interacting with rude / unfriendly residents. Therefore, while we initially focused our hiring effort within the community, we later found it easier to hire **college students** who are currently studying or planning to study courses related to waste management, sustainability, or human*

psychology. Such individuals view the project activities as a way of gaining practical experience and insight into their field of interest. The caveat with hiring students, however, is that there might be some disruption or adjustments to be made to the DtoD schedule to accommodate their college class / semester timings.

During the DtoD visits (fig. 3), the resource persons were tasked with resident interaction, gauging interest in having a PtP hook installed (or starting soft plastic collection), and inspecting the common bins to monitor the state of waste segregation. In buildings where segregation was not happening or only happening partially, the resource persons were instructed to *directly engage with the residents* to convey the benefits of segregating their household waste appropriately and the long-lasting impact of utilising the installed interventions. A [brochure](#) has also been prepared and designed by the Okapi team, which was used during the DtoD awareness campaign.

As the resource persons engaged in the DtoD campaign, they recorded data to capture the state of the waste collected in the common bins in the buildings they visited. This data was used to examine changes in the state of waste segregation in each building / unit and compare the change over time to understand how the team's efforts are transforming segregation behaviour. Between June 2025 and Oct 2025, the team rated 106 total units consisting of apartment buildings, independent homes and commercial establishments in the three streets covering the project area.

Figure 3: Conducting DtoD visits (left);
Segregated dry waste observed in an apartment's common bin (right)



Apartment Level Awareness Session

As part of the awareness campaign, the team conducted an apartment-level awareness session (fig. 4) in July 2025 at one of the apartments in the project area, at the request of the apartment's secretary and other interested residents who wanted to learn more about the project and contribute to project activities. This session allowed the team to impart segregation awareness to the residents, including the importance of soft plastic waste collection. Residents were also able to get their queries answered and gain in-depth information about We Segregate activities. More such sessions are being planned for the upcoming months in 2026.

Figure 4: ROKA interacting with the apartment residents



Creating Awareness Through Social Media

Apart from DtoD visits, the We Segregate team also spent time creating and sharing social media content (fig. 5) in the form of posters and instructional videos with residents. These posters and videos depicted some of the common issues residents might face when segregating their waste. The videos, in particular, were shot in familiar surroundings (in Kasturba Nagar) and showcased everyday characters encountering *and overcoming* common challenges with regard to proper waste segregation and disposal.

Figure 5: Online posters created to spread the word about the project activities (left and middle); Screenshots of a video depicting proper waste segregation and disposal (below)



Watch a video depicting [children nudging their mother to segregate waste here](#)

Watch a video depicting the [right way to instruct household help to dispose segregated waste here](#)

Live Event: Waste-Themed Football

In Oct 2025, the team conducted a waste-themed football game (fig. 6) to engage the neighbourhood’s children and impart waste segregation awareness through a fun, child-friendly activity. The game was publicized on social media and via Whatsapp groups. Registrants were notified that they would have to collect and bring a week’s worth of their household soft plastic waste in order to gain entry into the game. The event saw over **40 participants**, consisting majorly

of middle school children, who brought in a total of around **2 kgs of collected soft plastic from their homes**. Urbaser Sumeet conservancy workers and We Segregate team members also participated in the game, playing a couple of rounds alongside the children.

Figure 6: (Clockwise from top left) Children bringing soft plastic as entry fees ; The game in progress ; The winning team ; ROKA addressing the children after the final round



Watch a video showcasing the [football event here](#)

c. Expanding Soft Plastic Collection

One of the goals of this year's awareness campaign was to promote the usage of the PtP hooks and increase the amount of soft plastics being collected in the project area. Buildings where soft plastics were not being collected either through hooks / boxes / any other tool and buildings with underutilised PtP hooks / boxes were targeted during the DtoD visits.

In case the building was not collecting soft plastics, the resource persons were instructed to gauge the residents' interest levels to start collecting soft plastics. In the instance that the building already had a PtP hook but was not using it, efforts were made to understand the reasons behind this underutilisation, with possible *alternatives*, such as using a sack or cardboard

box (fig. 7), offered to the residents to help overcome any hindrances. These alternative options for soft plastic waste collection included using a large sack, cardboard box, or separate bin for disposing of the clean and dry soft plastic packaging. These alternatives proved effective in many buildings, as residents did not want to install hooks (although they were open to segregating plastics) because they thought the hook would alter the building *aesthetic*.

Figure 7: PtP hook overflowing with soft plastic waste (left); Soft plastic being collected in a separate bin in an apartment building in Kasturba Nagar (right)



d. Scaling We Segregate

The We Segregate Project is being scaled up in other communities in Chennai by:

- Developing a detailed guide based on the We Segregate project's processes and activities since its inception in Oct 2023. The aim of the guide is to serve as a reference for learnings and practical tips for anyone who wants to replicate a similar system in their neighbourhood;
- Conducting the 'We Segregate Stewardship Competition' that would enable direct engagement with interested civil society groups in the city and directly support the inception of a similar SWM system in their community.

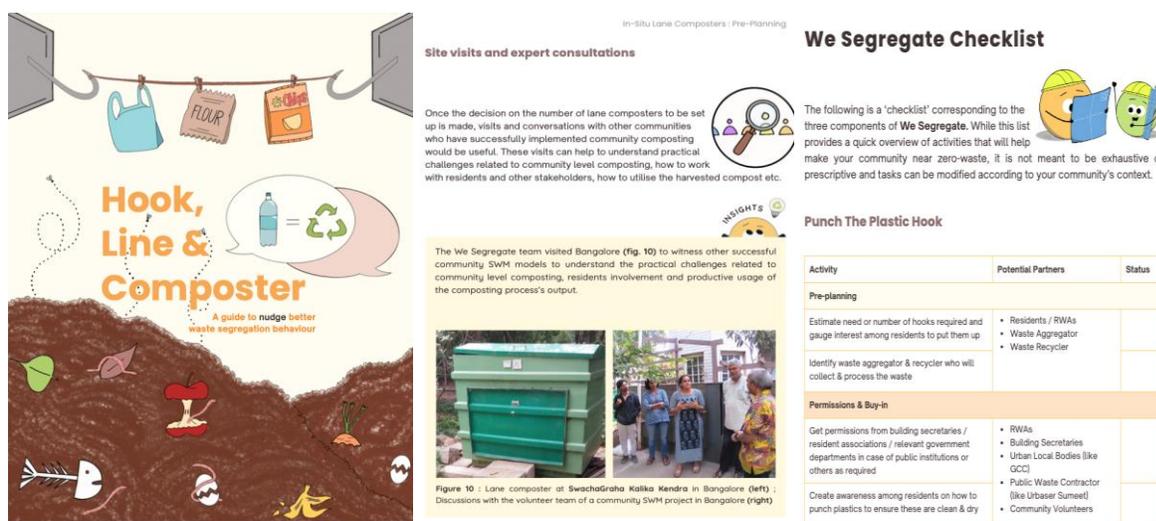
Detailed Guidebook

The guidebook (fig. 8) is structured in three distinct sections that address various aspects of We Segregate's three components: Lane Composters, PtP hooks and the Awareness Campaign. Each chapter has detailed explanations of the component's design, procurement, setup, installation, operation, pros, cons and challenges. The book is laid out in an easy-to-read format with colored highlights for important information and labelled photographs. The chapters culminate in separate FAQ sections that list out some commonly asked queries that the team has encountered.

The guidebook describes the SWM efforts in Kasturba Nagar in as much detail as possible to allow the reader to pick and choose what aspects of each component (or which of the components overall) would suit a similar SWM effort in their community. To further assist the readers, the guide also includes some supplementary information and tools like:

- Detailed checklists that one can use to check the progress of their replications;
- A glossary of definitions for commonly used terms in SWM;
- QR code links to online resources like waste management documentation, waste consultants / vendor websites, and blogs on SWM by subject matter experts;
- Space for readers to make their own notes.

Figure 8: Cover of 'Hook, Line and Composter' (top left) ;
 Snapshot of one of the inner pages with photos, highlighted text and illustrations (top right) ;
 Snapshot of one of the checklists included in the guide (bottom row)



Read '[Hook, Line & Composter](#)' [here](#)

Stewardship Competition

Competition announcement and promotion

The We Segregate Stewardship Competition began in Aug 2025 and concluded in Dec 2025. The competition was promoted through social media (fig. 9), including Whatsapp messages announcing the competition rules and registration details. The registration form included further instructions, information required from the applicants, and details of the grand prize – one community composter that will help kickstart / streamline the winner's community's organic waste management journey.

Determining the number of composters for the grand prize

While initially, the team decided that one lane composter would be the grand prize, it was later determined that it would be much more efficient to utilise a pair of composters to allow for continuous diversion of food waste, i.e., when one composter is filled with food waste, it could be sealed until fully composted while the other unit could continue to take in food waste.

The team leveraged previous contacts in the SWM field to target the messaging to high-quality leads, i.e., individuals and/or civil society groups who have SWM experience through actively engaging in various aspects of their community's waste management efforts. It was collectively decided to consider applicants with some level of SWM experience, including active interactions within their own communities, because this would be crucial to ensure long-term behaviour change. As such, team members with a well established SWM background and trust within their community would be better able to persuade the residents to collaborate with them for related activities.

Figure 9: Poster announcing the stewardship competition



Round 1: Collecting more information about registrants for the second and final round

In total, the competition received 12 entries consisting of two individuals, two non-governmental organizations (NGOs), one organic farm, four resident welfare associations (RWAs) and three volunteer-led teams. In Oct 2025, the We Segregate team met with the registrants at Kasturba Nagar, where they were taken on a guided tour of the various interventions in the three streets (fig. 10). The tour helped them understand the ground-level systems in place and challenges. During this meeting, the team also took the opportunity to gain further information about the participants' SWM initiatives in *their* communities. This was done using a form that the teams

filled out after they finished the site visit. [The form](#) included questions to gather details about the participants' current SWM efforts, their community's demographics, present personnel support, community outreach, and available financial resources.

Figure 10: The participants witnessing compost being harvested at Kasturba Nagar (left) ;
A participant filling in the form provided after the guided tour (right)



This information gathered through the form was used to arrive at a detailed scorecard with points on a scale of 0 to 5 based on each team's ability to actively change segregation behaviour over time and efficiently maintain and scale up the planned community composting initiative. As per the scorecard, three finalists were chosen. These were:

- **Clover Green Team** from Clover By The River in **Kotturpuram, South Chennai**, which is an upper-middle- to high-income gated community located along the banks of the Adyar River;
- **RK Nagarra Resident Welfare Association** from **Mandaveli, South Chennai**, which is a middle- to upper-middle-income, primarily residential neighbourhood consisting of eight streets located near the Buckingham Canal and,
- **SIMPLE** from Casagrاند Elan in **Thazhambur, Chengalpattu District**. SIMPLE is a middle- to upper-middle-income gated compound comprising independent villas located outside the Chennai city limits, near the Thahambur Lake.

Round 2: Visits to finalists' communities

In November 2025, the team visited (fig. 11) the three finalists' communities and assessed their current SWM systems in person. These visits consisted of documentation of the participants' experiences, a detailed assessment of the systems they are currently following for SWM, the types of waste they are diverting, and whether they have a suitable space that will be needed to set up the composters. During these visits we were also able to gauge the cohesiveness within

each of the three finalists' groups and the support they had from their neighbours and RWAs. This exercise allowed us to arrive at a detailed scorecard for each finalist that was discussed with the Urban Ocean team.

Figure 11: Team We Segregate visiting the finalists' communities in Thazhambur (left), Mandaveli (middle) and Kotturpuram (right)



Round 3: Choosing the Winner

The winner of the competition was unanimously chosen by the team and announced in Dec 2025 (fig. 12). The winning community – **Clover Green Team** – is a resident group from **Kotturpuram** and part of a gated community called Clover By The River, comprising multiple apartment buildings housed within a closed compound adjacent to the Adyar river. Such a large community setup is termed a **Bulk Waste Generator (BWG)** by the Greater Chennai Corporation (GCC). BWGs are responsible for managing their own solid waste and can attract heavy penalties for non-segregation or illicit disposal of their waste, unlike smaller residential units that are serviced directly by the GCC or by GCC-contracted SWM companies like Urbaser Sumeet.

Clover Green Team embarked on their SWM initiatives in 2022, successfully getting buy-in from their community association and gradually encouraging residents to segregate household waste. They have a current system of door-to-door waste collection where the residents hand over their segregated waste (kept in three containers – red, blue and green) to the housekeeping staff, who collate the different categories into separate bags, which are handed off to waste management companies and handled off-site. The team noted that while they had invested in an Organic Waste Convertor (OWC), it broke down after some time. Further, when they realised that the OWC machine does not actually *compost* food waste but uses incineration, they lost interest in repairing and reusing it. Hence, they started to explore more holistic methods of community composting, which led them to We Segregate's efforts in Kasturba Nagar and subsequently applying for the Stewardship Competition.

Figure 12: The winners – Clover Green Team (left) ; Grand Prize Winner certificate (right)



Read the social media post [announcing the winner here](#)

Read the [news article featuring the competition here](#)

Currently, the We Segregate team is in the process of coordinating with the Clover Green Team for the community composter delivery and setup. The composting initiative will officially start in Jan 2026 after the Pongal festival.

IV. Impact of We Segregate

Waste Diversion Impact

Between June 2025 and December 2025, nearly **195 kgs of soft plastic have been diverted** through the PtP hooks. **Additionally, the lane composters have diverted 2153 kgs of wet waste**, which has been converted into **715 kgs of compost**. The team has been able to monetize the harvested compost, earning ~INR 5800/- since June 2025 which is being used for expenses related to the composting process.

Soft Plastic Collection

The consistent efforts of the DtoD team were reflected in the adoption of soft plastic waste collection by 11 new locations, consisting of six apartment buildings, three independent homes, one cafe, and one school, along with an increase in the quantity of soft plastic waste collected in locations that already had a hook installed. Additionally, in Oct 2025, We Segregate witnessed its

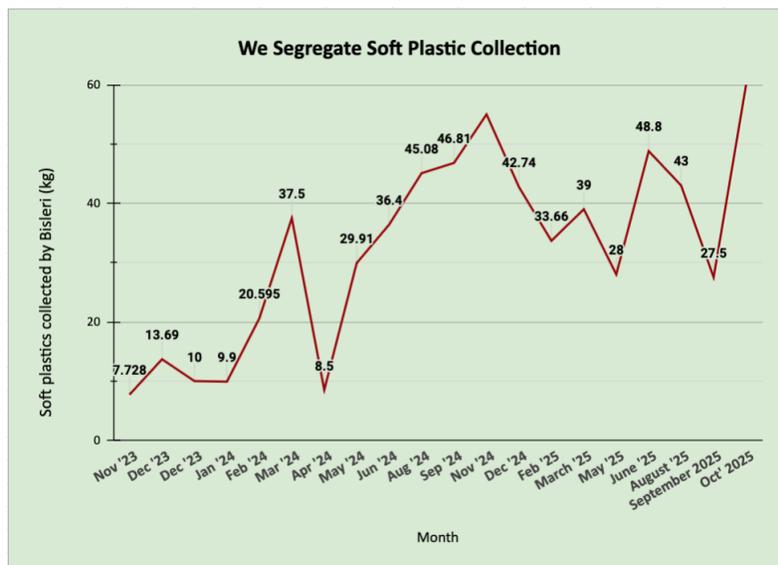
largest ever soft plastic waste collection, with **nearly 60 kgs (or ~10000 plastic bags³)** collected in one month (fig. 13).

Figure 13: PtP posters printed for installation in new locations (left) ;
Soft plastic being collected in a separate bin in Adyar Theosophical Academy (middle);
The biggest soft plastic collection consisting of 60 kgs of waste, kept for pickup by Bisleri (right)



Further, the overall effectiveness of the targeted DtoD awareness effort can be observed as a gradual upward trend (fig. 14) in soft plastic waste collected from Kasturba Nagar since the start of We Segregate in Oct 2023. The sharp dips, observed in the graph coincide with expected disruptions due to summer vacations and other unavoidable breaks in the DtoD activity.

Figure 14: Graph showing the upward trend in soft plastic waste collection since Nov 2023

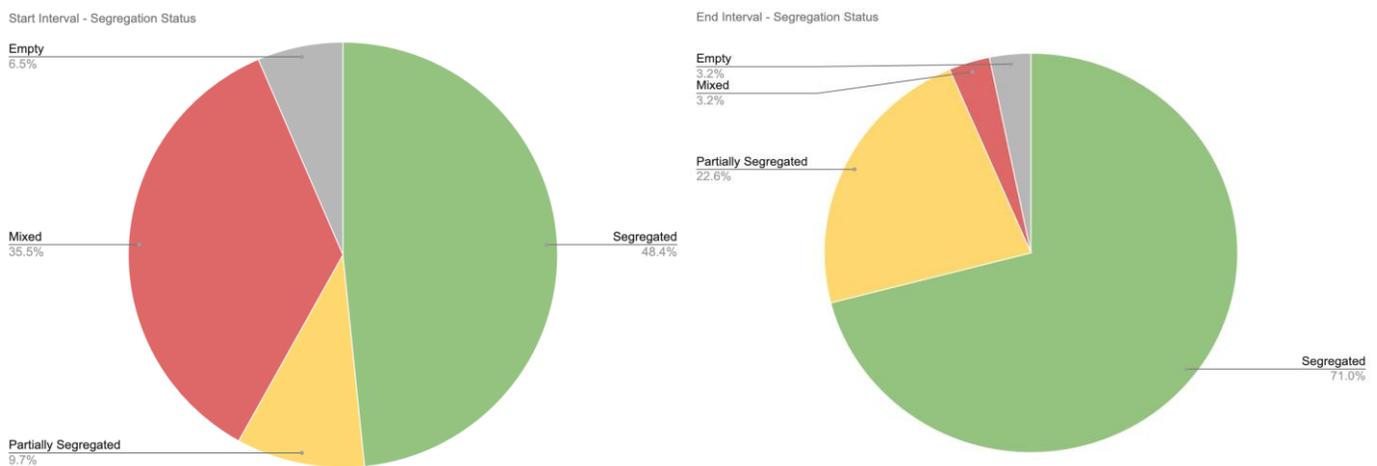


³ One single use plastic bag weighs between 5 to 7 grams

Door to Door Awareness Campaign

The following pie charts (fig. 15) show the changes in waste segregation for the sample (n=31) during the period between July 2025 and Oct 2025. An upward trend was observed, with an increase in the percentage of buildings segregating waste (indicated as '**Segregated**' in the charts) from **48.4% to 71%**. This analysis drew upon data from 31 buildings within the project area. Such a small sample was chosen from a larger pool of 84 buildings for which data had been captured because these were the buildings that had been visited *at least three times* during the period between July 2025 and Oct 2025, making the data more accurate.

Figure 15: Segregation state during the start of DtoD - July 15, 2025 to Aug 18, 2025 (left); Segregation state during the end of DtoD - Sept 22, 2025 to Oct 25, 2025 (right)



Resident Survey

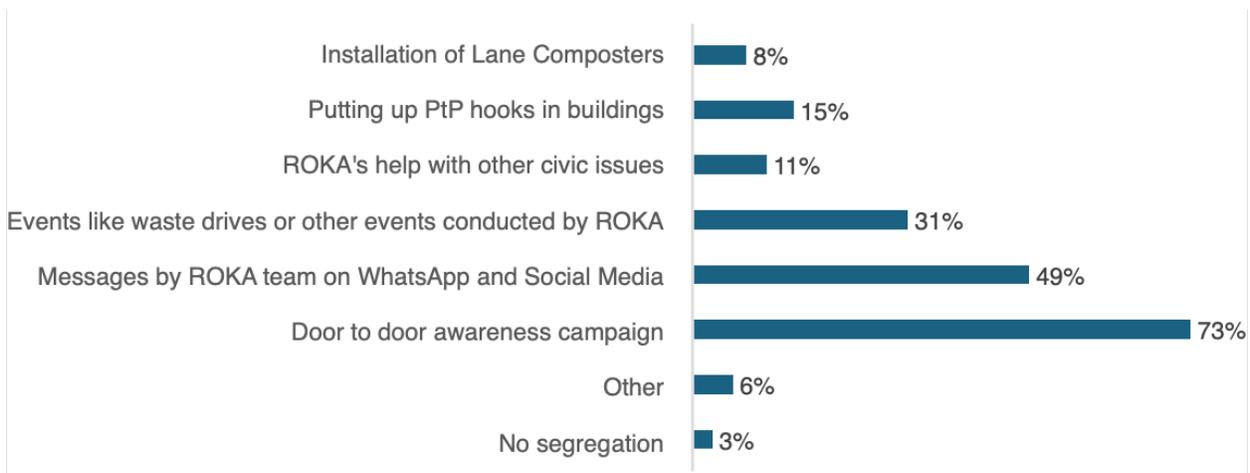
To better understand the impact of the project interventions on residents' solid waste management practices, an offline survey of 102 households, approx. 10% of the total number of households in the project area were randomly sampled in Sept 2025. The purpose of the sampling was to understand residents' perception of the We Segregate project and to get feedback for course correction, if required. The survey was conducted in person through project interns, and residential buildings were chosen based on the level of segregation with more emphasis given to buildings with low levels of segregation. Within these buildings, households were chosen at random.

- **Sample description:** In terms of the sample itself, the majority of respondents were between two age groups: 35% were in the age group of 36 years to 50 years, and 28% were older, between 51 and 65 years.
- **Status of segregation:** Among the residents surveyed, 88% stated that they segregated waste into three categories, 9% stated that they segregated waste into two categories while 3% did not segregate at all. The 3% who did not segregate did not do so because

they either did not have time or did not know how (as they were new to the area). The respondents who segregated into two categories, combined their hazardous waste with the recyclables. It is also interesting to note that while 12% of the respondents either did not segregate or segregated into only two categories, 99% stated that they were aware that they needed to segregate their waste into three categories.

- Amongst the respondents who segregated their waste, 94% placed their dry recyclable waste in blue-coloured bins in their apartments, 34% used the PtP hooks to punch their soft plastics, 93% disposed of their organic waste in green-coloured bins in the apartment, and 86% dropped their hazardous waste in red-coloured apartment level common bins.
- **Interventions that nudged people to segregate:** In terms of the interventions that nudged residents to segregate, 73% reported that the door-to-door campaign influenced them to segregate more effectively, 49% stated that they were influenced by messages from the ROKA team via WhatsApp and/or other social media platforms while 31% were informed by events like waste collection drives. Several respondents chose multiple interventions, with the most frequent combination being DtoD and ROKA’s social media messages (fig. 16).

Figure 16: Interventions influencing segregation behaviour



- **Respondent's willingness to financially support operations and maintenance:** Respondents were also asked if they would be willing to pay a user fee for operating and maintaining the lane composters and the plastic collection through the PtP hooks. Interestingly, an equal number of respondents, i.e., 48%, stated that they would *be willing* to pay and would *not be willing* to pay, while the remaining 4% stated that they would consider it. Among those who are willing to pay, 86% stated that they would be willing to pay anywhere between Rs 50 and Rs 100 per month, which is encouraging.

V. Ripple Effects Beyond Kasturba Nagar

Apart from the day-to-day tasks conducted by the team, the We Segregate project site continues to attract visitors and generate widespread interest among other groups in the city, such as educational institutions (both public and private), NGOs, RWAs, and government officials:

- The project activities served as early education tools providing hands-on learning for school students. Middle school students from **Bodhana and the Learning Tree and Adyar Theosophical Academy** made field trips to the We Segregate project site at Kasturba Nagar in July and Aug, respectively. As mentioned earlier, the Adyar Theosophical Academy has started to collect soft plastic waste generated on campus and has been educating their young students about the importance of waste segregation;
- Other visitors to the We Segregate project site were residents from Bollineni Apartments, the British High Commission, the Director of Alliance Francaise, Chennai, and members from LP4Y-India;
- The ROKA team had an opportunity to talk about the importance of sustainable waste management and the We Segregate project to a group of Indian Administrative Service (IAS) aspirants at the Anna Institute of Management in Chennai.
- The team has presented the We Segregate project to [Tamilnadu Green Climate Company \(TNGCC\)](#) who were keen on learning more about the activities and working together on possible future collaborations for scaling up the model to other communities in Chennai.
- The We Segregate project is being periodically featured in [The Hindu](#), a major national publication. It was also covered for [a short documentary](#) by the [Good Food Movement](#). Here are pictures of the articles with links to them.

Figure 17: News paper articles on We Segregate; links to the articles can be accessed here: [A green synergy](#), [Young gated community bags composting project](#)



VI. Way Forward

Some of the key activities planned for the upcoming year are:

- Conducting a second round of awareness campaigning, including DtoD visits and possibly two more live events in the project area targeted at the Kasturba Nagar community;
- Expanding the amount of soft plastic waste collected to more locations in Kasturba Nagar;
- Working with ROKA to try collecting a user fee from residents, which could partially cover the operation and maintenance expenses of the lane composters and soft plastic waste collection.
- Collaborating with the winners of the *Stewardship Competition – the Clover Green Team* – to initiate and operate the community composting initiative in their community.
