



Office of the Principal Scientific Adviser
to the Government of India

Science & Technology Cluster



PSA DRIIV Collective Responsibility Drive - Recycling India

Project supported by REC Foundation (CSR Arm of REC Limited)

The Project "PSA – DRIIV-Collective Responsibility Drive – Recycling – India", is the first Project in India that talks about behavioral change among youth towards waste recycling, proactively reducing greenhouse gases emissions that would be otherwise required to produce plastic products made of virgin inputs and accelerating progress towards many of the UN Sustainable Development Goals.

The Project intends to nudge 10 million families and collect 1 billion plastic waste, which would prevent going to landfills.

The Learners become a part of the sustainable recycling revolution! Learn how habits and daily choices affect health and that of the planet. Gain the skill and knowledge to recycle with love.

Nearby primary schools will be provided with school benches made from recyclable plastic in the classroom. The Project reduces the dependency on wood for making school furniture. Slowing deforestation yields direct benefits like reduced soil erosion,



conservation of Natural Habitats, biodiversity protection, and climate change mitigation.

- The project follows a two-pronged approach to bring about a behavioral change towards the waste collection, segregation, and recycling:

1. Nudging students and teachers of about 50 schools of Gurugram towards the sustainable waste collection, segregation, and recycling/upcycling practices.

- a. Teachers' training programs on source segregation of waste
- b. Awareness programs on waste management systems in schools and homes
- c. Dissemination of digital learning modules (Green Energy, Green Transport, Climate Change, etc.) to students for behavioral nudging.
- d. Collection of waste plastic from school students and its recycling

2. Upcycling the collected plastic into benches and donating these 1000 benches to about 27 Government schools in Gurugram.

- a. The plastic collected by the students will be upcycled into school benches. The plastic will be sent to the recycling plant, and with the help of a CPCB approved technology, it will be compressed to make plastic boards for bench making.
- b. School benches are given to the underprivileged government primary schools in need. The purpose of making these benches from plastic is to promote upcycling of waste and provide students with a sustainable alternative.

Targeted Outcomes

1. 15000 students as direct beneficiaries and 30000 family members as indirect beneficiaries will be benefited from this Project
2. 50+ schools will participate in the drive
3. 15,000kg - 30,000+ kg of plastic would be stopped from going to landfill by practicing segregation at source.
4. 1000 benches would be made from recyclable plastic and would be donated to government primary schools.