



PSA DRIIV Collective Responsibility Drive - Recycling India

(Project supported by REC Power Development and Consultancy Limited (PDCL))

The "PSA DRIIV Collective Responsibility Drive - Recycling India" is an innovative and pioneering project aimed at fostering behavioural change among youth in India towards waste recycling. Supported by REC - Power Development and Consultancy Limited (REC - PDCL), the initiative focuses on proactively reducing greenhouse gas emissions associated with the production of plastic products made from virgin materials. By upcycling plastic waste into school benches and promoting responsible waste management practices, the project aligns with several UN Sustainable Development Goals. The objective is to encourage 10 million families to actively participate in waste recycling efforts, leading to the collection of 1 billion plastic waste items, thereby preventing their disposal in landfills.

Project Description: The "PSA DRIIV Collective Responsibility Drive - Recycling India" aims to foster a sustainable recycling revolution among learners, empowering them with the knowledge and skills needed to recycle responsibly. The project envisions providing school benches made from recyclable plastic to government schools in Delhi. This initiative serves a dual purpose: firstly, it promotes upcycling waste materials, contributing to the reduction of plastic waste in the environment. Secondly, it minimizes the dependency on wood for school furniture, thereby supporting efforts to slow deforestation and conserve natural habitats, biodiversity, and combat climate change.

The project aims to create and donate 1000 school benches made from recyclable plastic to 15 government schools in Delhi.

Upcycling Plastic Waste into School Benches:

- a. Collected plastic waste will be sent to a CPCB approved recycling plant, where it will be compressed and transformed into plastic boards suitable for making school benches.
- b. These 1000 school benches made from upcycled plastic will be donated to 15 underprivileged government schools in need, providing students with a sustainable and eco-friendly alternative to traditional wooden furniture.

Targeted Outcomes:

1. 3000 students will directly benefit from the project through the provision of school benches (with an average of 3 students sitting on each bench).
2. 15 government schools in Delhi will actively participate in the recycling drive.
3. An estimated 15,000 kg to 30,000+ kg of plastic waste will be diverted from landfills through effective source segregation practices.

The "PSA DRIIV Collective Responsibility Drive - Recycling India" project is poised to be a transformative force in waste management and environmental conservation. By promoting responsible recycling habits among the youth, it seeks to contribute to the achievement of various UN Sustainable Development Goals, including responsible consumption and production, climate action, and quality education. The initiative's innovative approach, combined with REC PDCL's support, makes it a pioneering step towards building a sustainable future for India.