

The problem is complex  
The solution is simple

**ZERO**

TAKING ON A  
ZERO WASTE  
CHALLENGE



## *Preface*

*Waste is quite a complex problem. But the solution is simple. It is simple if you and I stopped indiscriminate chucking of waste; if you and I slightly redesign our lifestyles; and if you and I influenced ten others to become swachh citizens.*

*Each leaf of this little palm book comes with one actionable idea. The suggestions are so well-known, one could say, perhaps in typical American accent: 'I know all these stuff'. Our purpose here is not creating awareness, rather prodding people into action. This is second in the 'Awareness to Practice' series of CRI, NIRD&PR on waste management. Talking is not doing. Let's demonstrate.*

*It's  
Possible*

*if...*

# you and I

'stop wasting food' – at home,  
at restaurants,  
at buffet dinners - and always.

*It's  
Possible*

*if...*

# you and I

carry our own cloth bag for shopping,  
and say NO to use-and-throw carry bags.

*It's  
Possible*

*if...*



# you and I

carry our own refillable water bottles  
instead of buying packaged  
water bottles on travel.

*It's  
Possible*

*if...*

# you and I

take up home-composting of kitchen waste,  
and walk with a glow of pride  
for having reduced nearly 50% of the waste,  
which otherwise the Gram Panchayat  
or the Municipality has to handle.

*It's  
Possible*

*if...*

# you and I

segregate waste (as wet, dry and hazardous) at the household level before passing it on to the waste collection system of the Panchayat or Municipality.

*It's  
Possible*

*if...*

# you and I

stop supporting roadside eateries  
that generate tons of garbage and  
go off counting the day's profit  
unmindful of the trash one has caused  
enter the sewerage system.

*It's  
Possible*

*if...*



# you and I

commit to slow the flow while taking bath  
(or use a shower head), and switch off  
lights, fans, and air-conditioners  
while leaving our rooms.

*It's  
Possible*

*if...*

# you and I

care to pass on plastic and other recyclable items to the recyclers / rag pickers.

Care to wash milk covers, aluminium packs / foils from restaurants, refill oil covers etc. before passing them on for recycling.

*It's  
Possible*

*if...*

# you and I

stop impulse buying,  
and go to shop with  
a shopping list  
(Refuse / Reduce)

*It's  
Possible*

*if...*

# you and I

assimilate and foster the culture of  
reuse and take responsibility  
for sending recyclables for recycling  
(Reuse / Recycle)

*It's  
Possible*

*if...*



# you and I

persuade the retailers to have a Drop Box in their premises for you to deposit the plastic carry bags they handed you last time - of course imprudently, packing each item of vegetable in separate plastic carry bags so that it is easy for them to bill.

*It's  
Possible*

*if...*

# you and I

organize 'Annual Yard Sale'  
in a commonplace, where items you  
wish to discard can be put on display for  
anyone who might need, to take for free;  
or for a throw-away price.

SDG : 12 Substantially reduce waste generation through prevention, reduction, recycling and reuse; and adopt life styles in harmony with nature.



# NIRDPR

*Let's design our environment - Not the dump yards  
Let's redesign our lifestyles – Not the landfills*

**ZERO**



**Centre for Rural Infrastructure (CRI)**

National Institute of Rural Development & Panchayati Raj (NIRD&PR)  
Rajendranagar, Hyderabad – 500 030

[www.nird.org.in](http://www.nird.org.in)