

The background of the image is a dense, vibrant green pattern of fern fronds, creating a natural and organic texture.

Promoting Behaviour Change for
Sustainable Waste Management
in GPs through Information,
Education and Communication

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**Organic
waste**



**Recyclable
waste**



**Inert
waste**



**Waste to
Wealth**

6 principles to influence waste management

01

Authority – GPS

02

Social proof

03

Educational institutions

04

Religious institutions

05

Appreciation

04

Replication



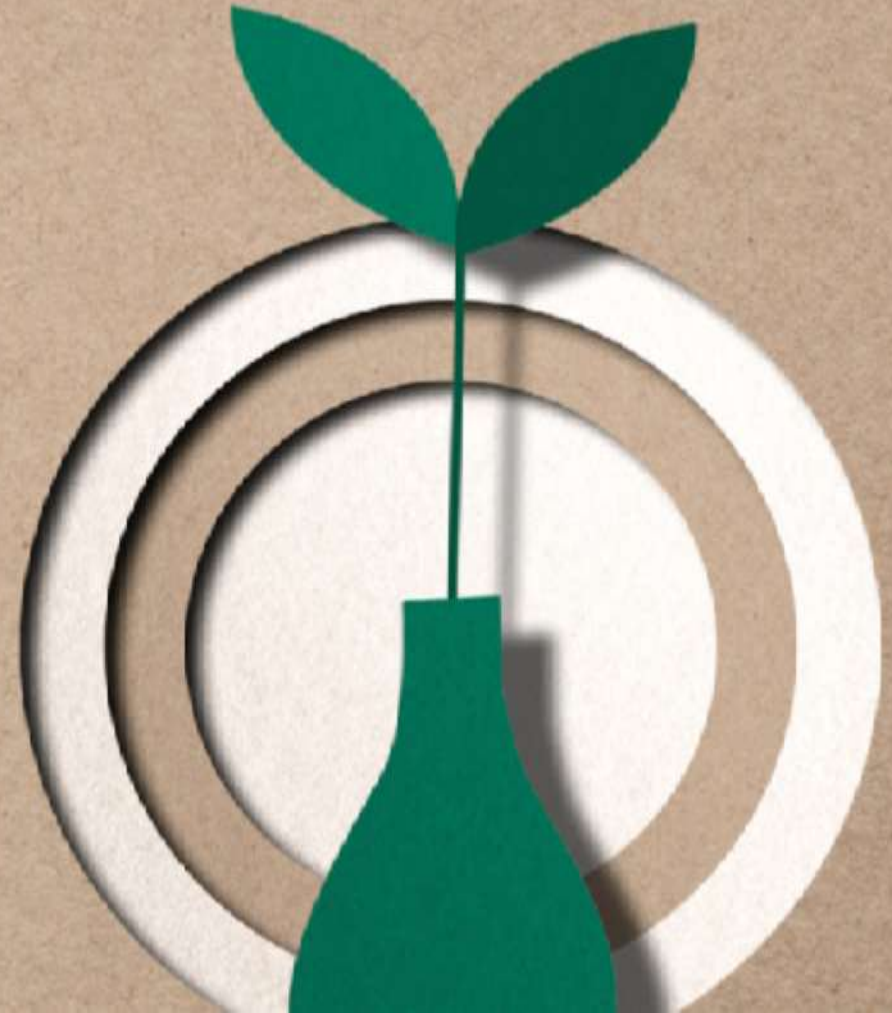


Promoting Behaviour Change for Sustainable Waste Management in GPs through Information, Education and Communication



IEC PLAY A VITAL ROLE IN BEHAVIOUR CHANGE AS IT DETERMINES THE LEVEL OF AWARENESS BUILDING AND SUSTAINED BEHAVIOUR CHANGE

It is a journey from shifting in **knowledge**, then **attitude** and **ultimately behaviour**





WHY WASTE WASTE

”

Tell me, I forget,
Show me, I may not remember,
Involve me, I will understand

A native Indian saying



SUGGESTION

Interpersonal communication
on Home composting

Strict enforcement

Clarification whether User
payment is included in
property tax?

Gobardhan

Recommendations

- 1 To set up one waste management hub in every school and we will have a school committee comprising of students, teachers and few parents too. One of our core member will meet them every month to follow up and offer support to document the developments
- 2 Everyday assembly on SDG – one topic per month – through which they learn in detail about that topic. It could be garbage segregation, recycling, energy conservation (we will give them the topic to schools, and children will work on songs, skits, short speeches, poem, display boards, etc.)



Thank You

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Managing trustee

Exnora Green Pammal
25 years in community service
focusing in solid and liquid waste
management PAN India with
people's participation

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