

Completion Report

# **“Community Empowerment for Waste Management”**

**Piloting of Planet 3 (Package Learning Materials on Environment, “Waste Management”)**

Implemented by  
Dhaka Ahsania Mission (DAM), Bangladesh

In Collaboration with  
Asia/Pacific Cultural Centre for UNESCO (ACCU), Japan

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**Dhaka, Bangladesh**

## **1. Introduction**

### **1.1 Description of the Organization**

Dhaka Ahsania Mission (DAM), one of the nationally and internationally awarded leading national non-government organizations (NGOs) was established as a branch of Ahsania Mission in 1958 by Khan Bahadur Ahsanullah (RA), an eminent educationist, social reformer, a great humanist and spiritual leader with the motto of “Divine and Humanitarian Service.” Beginning initially with philanthropic programs DAM gradually emerged as a prominent nationally well accepted non-profit and non-political development organization working on a wide range of and diversified innovative activities in different areas of development at the grass roots level as well as national and international level.

DAM is devoted to the betterment and improvement of the quality of life and livelihood status of its target beneficiaries who are characterized and classified as deprived and underprivileged segment of our society.

DAM is registered with the relevant registration authorities of the Government of the People’s Republic of Bangladesh under different registration acts. Moreover, it is registered as a charity in UK and USA.

DAM has a good relation and acceptance with different agencies of United Nation (UN). It enjoys Consultative Status (Special Category) with UN ECOSOC, Operational Relation with UNESCO and Associate status with UN DPI.

DAM is the recipient of many national and international Awards and Prizes for its meritorious services and commitment to the countrymen. The most mentionable Awards and Prizes are UN ESCAP HRD Award 1994, ACCU’s Grand Prize 1996, UNESCO Literacy Prize 2003, AGFUND International Prize-2004 from Arab Gulf Program for United Nations Development Organizations and the highest state Award to Bangladesh- the Independence Award-2002.

### **Development Approach and Strategy of DAM**

- Social and Economic Empowerment of the Poor.
- Community Capacity Building
- Institutional Capacity Building
- Contributing to the National Capacity Building
- Networking with National and International Organizations

### **Working Strategy of the Organization**

The main strategy of DAM in implementing the activities is to assist beneficiaries as the development partner not to control them. Some working strategies of DAM are mentioned below:

#### **Group Approach:**

DAM executes all of its programs by organizing the target beneficiaries in the group. Groups are encouraged to decide what kinds of approach and assistance they need. DAM

offers all sorts of assistance to them in taking proper decision. At the light of the decision taken by group, DAM provides with technical and financial supports to the group members.

❑ **Bottom up Approach:**

DAM follows bottom-up and participatory development approach in delivering its services. As the part of the approach, it firstly starts mobilization and organization of the beneficiaries through awareness building.

❑ **Community learning Approach:**

DAM follows community based integrated learning approach in delivering services like information and communication technology, financial support, technical supports and input supports. Through these processes, DAM promotes ownership; community based sharing of knowledge and skills.

❑ **Holistic Development Approach (HDA):**

DAM offers a package of services to beneficiaries. The services include education, nutrition, health, water and sanitation, financial supports, technical supports and input supports. These holistic supports secure and strengthen the capacity of the beneficiaries. This approach generates diversified scope of works for the beneficiaries.

❑ **Family Approach:**

Though the women are organized as the primary beneficiaries, but all members of a beneficiary family have to participate in development activities. In the decision making process of the development issues of a family, DAM ensures the participation of every adult members of the family. It tries to increase the skills of every family member so that they can implement an enterprise jointly for the betterment of the family.

## Types of Interventions

DAM as a national non-government organization is operating some specific interventions to contribute to its organizational development approach. The major interventions of DAM are as follows:

- ❑ Field-based programs for delivering services to the target beneficiaries as the part of social and economic empowerment of the poor,
- ❑ Training and materials development to contribute to the efforts of community and institutional capacity building.
- ❑ Research and policy advocacy to explore the national priorities and sensitize the policy makers to formulate the national and institutional policies.
- ❑ Institutions for sectoral services and capacity development.
- ❑ Spiritual education and services.

## **Service Delivery Approach at the Field Level:**

DAM delivers services at the field levels to its beneficiaries under different programs and

approaches. Major approaches and programs are as follows:

- Non-formal education
- Water and sanitation
- Income generation
- Continuing education
- Early childhood care and development
- Child and Women trafficking prevention
- Prevention of drug abuse
- Environment preservation project.

#### **Special Service Delivery Approach**

- Disaster preparedness, relief and rehabilitation
- Refugee counseling services
- Elimination of child labor from hazardous occupations.
- Gender and development
- Adolescent education and development.

## **1.2 Summery of the Project**

Population in Bangladesh has been growing fast over the last few decades. One of the consequences of this rapid growth is a tremendous increase in the generation of waste. At present, our major cities can hardly cope with the problem of disposing ever-increasing amount of garbage. Rural areas are not free from this problem. Rural areas are also generating huge amount of waste every day. Both urban and rural areas will obviously face serious environmental consequences in future unless appropriate policies and strategies are adopted immediately.

The local government's responsibility to manage the waste is overburdened; they cannot provide satisfactory services with their conventional system. In urban areas the Municipal Authority is responsible to manage the waste, though they are unable to provide sufficient services. In the rural areas there are no authorities to provide such services for waste management. As a result uncollected or unused waste lies on roadsides, open drains, low-lying areas, courtyard of house which contribute to the deteriorating quality of life and environment hazard in the affected areas. Waste management is now considered as one of the most serious environmental concerns for the people of both urban and rural areas in Bangladesh.

In fact, waste is an essential by-product, or the necessary evil, of everyday human living. Thus, the idea of eliminating waste all together is an impractical proposition-what is realistic is the *management* of it in an effective manner. Human well-being depends on such effective management involving the collection, transfer, recycling, resource recovery and ultimate disposal of waste.

To avoid and minimize the harmful effects of waste, one of the ways is to raise awareness/understanding and motivate all concerned (those who are contributing in generating waste & victim of improper waste management). We should also need to raise awareness and understanding of those concern institutions and individuals who are responsible for proper waste management both in urban and rural areas. These awareness will be helpful to take collective actions for proper management of waste both rural and urban settings.

“Planet 3” deals with “waste management” which is one of Bangladesh’s most crucial problem that need to be properly address right now. Dhaka Ahsania Mission (DAM) successfully adapted PLANET 3 in Bangladesh as per the present context that is now considered to be a useful package material to develop awareness on waste management. The adapted PLANET 3 package material comprised of a poster, a booklet and a videocassette which played a vital role to raise awareness of all concerned in rural and urban areas.

Dhaka Ahsania Mission implemented the project PLANET 3 (Package Learning Materials on Environment, Waste Management) in Bangladesh as a scheme of Production and Utilization of PLANET 3 " Waste Management" with financial support from ACCU. Bangladesh Literacy Resource Centre (BLRC) of DAM implemented the scheme with technical support from Materials Development Unit, Audio-Visual Unit and Programme Division. The project has two phases:

**Phase -1** translation, adaptation and production of local version of poster, video, booklet and facilitators guide; and

**Phase-2** Piloting of the project at the Community Level. Phase - 2 of the project implemented in two districts of DAM programme areas (Jessore & Narshingdi). The project implemented with the supervision of Director, Training and Material Development Division of DAM. The phase - 1 of the project started in November 2004 and completed in May 2005. Phase-2 of the project started in November 2005 and completed in January 2006.

### **1.3 Summative Evaluation**

As per supervision and monitoring findings it is observed that the project activities raised an effective awareness among the stakeholders to take initiatives for proper management of waste at urban and rural areas. The adapted resources were found an effective resource package for motivation of the people for proper management of waste at all level. The community people of the pilot areas of the project are now very much aware about the harmful effect of the indisposed waste and management of waste. They shared their experience and benefits of waste management to their neighbors. In this way the main messages of the adapted materials are well disseminated.

## **2. Objective & Expected Outcomes of the Project**

## **2.1 Objectives:**

- ② To raise awareness on importance of proper waste management for a better environment and sustainable development;
- ② To raise awareness on basic knowledge/information on waste management
- ② To motivate all concerned to take collective actions for proper waste management,
- ② To enhance literacy skills of NFE learners who involved in this project.

## **2.2 Outcomes:**

- a. adapt & publish a booklet, a poster, a video-CD and a facilitators guide on waste management
- b. distribution of adapted materials to government & non-government organizations in Bangladesh
- c. training of at least 40 community people for implementation of waste management pilot project
- d. formation of Project Implementation & Monitoring Team at the community level
- e. formation of at least 20 Action Groups at the community level & develop their skills on waste management
- f. aware at least 3000 community people in 20 villages in the 2 pilot project areas

## **3. Background Information and Conditions**

### **3.1 Geographical areas and beneficiaries of the project**

This project implemented in two Community Resource Centers (CRC) of Dhaka Ahsania mission located in two Unions of 2 District of Bangladesh (Narshingdi & Jessore District). People living in these two Unions of 2 Districts are the direct beneficiaries of this project. School-going & out of school young children's aged 10 to 15 years were also act as actives groups to disseminate the message of waste management as well as beneficiaries of the project.

### **3.2 History, culture and social context of the project site(s):**

The project piloted in two rural areas of DAM programme sites where most of the people are involved in agricultural works. In Narshingdi, a large number of people also involved in handloom activities and in Jessore most of the people are engaged in agricultural work. Basically male persons of the rural areas are act as leader of the family and females are supporting them providing household works. DAM mobilized the people of the areas to form Community Learning Centres (CLCs) to develop the community as a whole. Now a days people of these areas are very much aware about literacy promotion, gender development, capacity building, income generation and other development activities for community development. People are enthusiastic to accept any new ideas for community development. In terms of waste management the community people don't have awareness or skills in particular. In these rural areas there are no authorities to provide such services for waste management. As a result uncollected or unused waste lies on roadsides, open drains, low-lying areas, courtyard of house which creates environment hazard in the areas.

### **3.3 Educational areas and levels-e.g. non-formal, formal (primary, secondary, tertiary), adult, continuing, distance etc.**

Total population of the project area at Narshingdi are 35000 (Shilamndi Union). 55% of them are literate. Population at Jessore project area are 50,000(Arabpur Union). 65% of them are literate. Among the literate most of them are non-formal and adult graduates and primary & secondary school children. There are few tertiary educated people i.e. school teacher, service holder etc. are also in the area. Most of the literate people continuing their education through CLCs.

### 3.4 Specific target groups

Specific target groups of the pilot project were rural literate/neo-literate women, CLC members, primary and secondary school children, and adolescent girls, dropout school children etc. Age group of the women were in between 15 to 45, school children were in between 10 to 14 years. Disadvantaged groups of the community were given preference to raise awareness on waste management.

### 3.5 Actual Situation of waste management of the project site(s)

Before implementing the project in the pilot areas relevant data were collected to analyze the real situation of waste management at the community level. Through analyzing the data it is realized that the people of the pilot areas were not aware about the proper management of waste. They used to dispose their garbage anywhere in their house, roadside ditches or in their garden. Some people used to dispose all kinds of garbage in a specific whole near their house but they did not know the difference between organic and inorganic waste. In this way the total environment of the communities were polluted and unhygienic.

### 3.6 Constraints:

	<b>Internal</b>	<b>External</b>
1	Lack of IT facilities for showing CD at all the Ganokendra level	Limited fund for organizing mass awareness raising at different level
2	Limitation of training for the Action Groups at the community level	Waste is not conceived a severe problem at the rural community level
3	Lack of follow-up training for the project implementing & Monitoring Team	Lack of skills on preparing products by utilizing waste

### 3.7 Opportunities and exiting resources

DAM has a technical division for Material Development that provided technical support to adapt the prototype package materials in local language. The Division has several units e.g. Material Development Unit, Training Unit, Audio-visual Unit etc.

All community development programs of DAM are being delivered through ‘**Ganokendra**’ (Community Learning Centres) at the community level. Ganokendra is organised as

community learning centres for lifelong learning and community development. To address the learning needs of the community, it works as library, a platform for training, information centre, and issue-based discussion centre for the members. It also works for linking of socio-economic and environmental programs of various agencies towards peoples' empowerment and community development. The Community Learning Centres of the pilot areas used as a ready resource to disseminate the message of waste management at the community level. Several people in the community were found resourceful to implement such activity at the community level that has been utilized during the piloting of Planet 3.

DAM has developed and set up **Community Resource Centres (CRCs)** each of which is designed to provide long term technical, social, economic and human development support to a cluster of average 10 Ganokendra. CRCs are being organised at Union level and is the technical resource and training centre for all Ganokendra in that Union. The CRCs were used as the implementing body of waste management at the Union level.

#### **4. Inputs of Resources**

##### **4.1 Materials utilized**

A total 2000 copies of booklet, 5000 copies of poster, 200 Video-CD and 200 copies of Facilitators guide published and distributed to all Ganokendras of DAM (700+ Ganokendras), Waste Concern (A Leading NGO for waste management), Ministry of Environment and other relevant organizations in Bangladesh.

##### **4.2 Human Resources Input to the project**

Director, Training and Material Development Division was the Project Manager for overall guidance and supervision of the project. A team comprise of material developers, Audio-visual experts, programme officers and specialists from concerned government & non-government organizations worked jointly to adapt PLANET3 based on local context. Programme Officer for BLRC coordinated the project activities. At the community level an Implementing Team including 6 members of CRC, Monitoring Team consist of 3 members, and 10 Action Groups consist 7 members of the two project areas voluntarily worked during piloting phase. Two fulltime CRC Coordinators coordinated the pilot project activities at the community level. DAM Programme Division regularly supervised the activities within their regular field visit.

##### **4.3 Financial Resources Input to the Project**

An amount of US \$ 13,891 was the total cost of the project. ACCU provided US \$ 8,000 as donation and rest of the cost was the contribution of DAM for the project.

#### **4.4 Technical Resources input to the project**

Expertise and equipment of DAM used for effective implementation of the project. At the Head Office Audio-Visual equipment, computer & graphic designer, illustrator used to adapt the package materials. At the field level equipment of the CRCs used during the training and awareness rising such as computer and field staffs for organizing the activities.

#### **4.5 Opportunities used**

The strength of CRC network at the Union level and active participation of Ganokendra members' created easy access to community for implementation of the project. DAM has regular programmes in the selected pilot areas that also support for supervision and monitoring of progress of the project activities.

### **5 Implementation**

#### **Training of CRC Coordinators:**

After printing and distribution of adapted materials a daylong training programme organized at the BLRC for the CRC Coordinators of selected Community Resource Centres (CRCs). During the training CRC Coordinators were oriented on the project implementing mechanism. They were also oriented on how to use the adapted materials on waste management at the community level. During the training they achieved skills to train community people on management of waste at the community level, monitoring of the project activities, formation of action group etc.

#### **Training at the Community Level:**

The trained CRC Coordinators organized training at the CRC level for the Facilitators of Ganokendra (CLCs), Community People, Community Leaders, School Children and Local Government Members of the selected pilot project areas. During the training at the CRCs an Implementing Team and a Monitoring Team formed by the community people.

#### **Formation of Implementing Team and their responsibilities:**

The Implementing Team has following six members:

- Team Leader - 1 (Elected by the community people)
- Team Coordinator - 1 (Selected CRC Coordinator)
- Member - 4 (Elected by the community people)

Roles and responsibilities of the Implementing Team were identified by discussing with the trainees participated in the training. The main roles and responsibilities of the Project Implementing Team identified during the training were as follows:

1. Prepare implementation plan of the pilot project at the community level
2. Organize awareness raising meeting on waste management at Ganokendra, School/College, Religious Institutions, Local Market, Union Parishad (Local Government Authority), and Religious & other Festival etc.

3. Organize rally to aware people on waste management
4. Organize drama, cultural programme focussing waste management
5. Postering
6. Demonstration on process to prepare compost fertilizer
7. Organize exhibition on products utilizing waste at the community level
8. Liaison with DAM Area Office
9. Follow-up activities of Action Groups
10. Advocacy to the public local Representatives on importance of waste management
11. Network with different organizations for proper utilization of waste
12. Organize weekly/monthly meeting to review progress of the pilot project
13. Follow-up implementation process of the pilot project
14. Organize meeting at the CRC to share the project outcomes among the community people
15. Organize award-giving ceremony to the best person/family for waste management

**Formation of Action Group and its responsibilities:**

The Implementing Team formed several Action Groups at Community level for implementing the project activities by involving selected families/persons. The structure of an Action Group was as follows:

- Team Leader - 1 (Elected by the Ganokendra Members)
- Team Coordinator – 1 (Selected, Ganokendra Facilitators)
- Members – 5 (Interested active members of GK, School Children etc.)

The roles and responsibilities of the Action Groups were as follows:

1. Planning for actions to be taken regarding waste management
2. Prepare specific places for disposal of waste at the community level
3. Select person/family for piloting of waste management
4. Organize courtyard meeting to orient community people to manage5.  
Demonstrate the process of preparing compost fertilizer
6. Discuss & motivate selected persons/families to prepare specific place for disposal of waste at their home
7. Record keeping of progress on time
8. Organize refreshers meeting to discuss & identify problems/progress
9. Liaison with Project Implementation Team
10. Identify best person/family on proper management of waste.

**6. Monitoring and Evaluation**

Pilot project activities justify the setting up of continuous monitoring and evaluation procedures for analyzing not only the quantifiable results but also the quality of the changes.

The project coordinator (Programme Officer of BLRC) was assigned for oversee the project activities with the support of the CRC coordinators, monitoring tram of the project and field staffs. Project monitoring were made according to a specific procedure; development of the appropriate follow up tools; regular visits to the pilot areas; interview to the target group; discuss with the local people; monthly meetings of the Implementing Team etc.

## **7. Lessons learnt**

- Messages well accepted by the community people
- Adapted materials are effective for awareness raising at all levels in the country
- New field for income generation created at the community level
- Capacity developed of some community people for implementing project activities
- School children at the community level enthusiastically participated to disseminate the message for waste management.
- Skills training needed for capacity development of the community people for recycling and reproduce of waste.

## **8. Conclusion**

As on output of the pilot project the adapted materials are found effective for mass awareness in rural and urban areas. Enthusiastic participation of school children, adolescent and Ganokendra members at the community level for dissemination of waste management messages proved that the issue is crucial for the community. The dissemination techniques followed in this pilot project were found effective. This method of community empowerment can be repeated on any other community development issues. As a result of this piloting new field for income generation created for the community people especially for the women by proper waste management, which can be replicable to other areas of Bangladesh.

## 9.2 Expenditure incurred

Budget Item	Total cost (TK)	ACCU contribution	DAM contribution
1. Study and research on local context & experiences of Waste Management	30,000.00		30,000.00
2. Visit sites of successful Waste Management programmes initiated by local community	20,000.00		20,000.00
3. Adaptation of Booklet and Poster based on local context & experiences	50,000.00	50,000.00	
4. Development of a video film (movie film) incorporating story line of animated video of PLANET3 (10 minutes video movie film)	2,70,000.00	2,70,000.00	
5. Illustration of Booklet & Poster	30,000.00	30,000.00	
6. Editing of Booklet & Poster	7,000.00		7,000.00
7. Development of Facilitators Guide	35,000.00		35,000.00
8. Tryout of Booklet, Poster & Video film	10,000.00		10,000.00
9. Final editing of Booklet & Poster	10,000.00		10,000.00
10. Printing of Booklet (2000 copies), Poster (2000 copies) & Facilitators guide (200 Copies)	1,25,000.00	1,25,000.00	
11. Copy of 100 video cassette & 100 VCD	67,000.00	30,000.00	37,000.00
12. Orientation of 2 workshops for CRC & CLC leaders and school children's in 2 districts	30,000.00		30,000.00
13. Implementation of 2 pilot project in three district (community mobilization, courtyard meeting, group meeting, mass people gathering, orientation, rally, folk cultural events & management of waste at the community level)	1,25,000.00		1,25,000.00
14. Supervision, monitoring, evaluation and documentation of pilot project	60,000.00		60,000.00
15. Contingency	20,000.00	7,000.00	13,000.00
16. Total =	<b>8,89,000.00</b>	<b>5,12,000</b>	<b>3,77,000</b>

**Conversion: 1US \$= Tk64.00**

**Total cost: TK. 8,89,000.00 (in US \$ 13,891)**

**ACCU contribution: TK. 5,12,000 (in US \$ 8,000)**

**DAM contribution: TK. 3,77,000 (in US \$ 5,891)**