

Impact Assessment of Projects undertaken by **ITC's WOW**

Wellbeing Out of Waste Programme across India



Submitted by

Delhi, Bengaluru, Hyderabad



EXECUTIVE SUMMARY

Overview- WOW Programme

The ITC's Wellbeing Out of Waste (WOW) programme is a large-scale corporate social responsibility initiative aimed at transforming urban waste management systems through behavioral change, stakeholder engagement, and circular economy integration. The basis of the program is the concept that efficient waste management starts at the source, especially in residential settings, where it's crucial to separate garbage into wet, dry, and sanitary categories. The program uses a multi-layered approach in Hyderabad, Delhi, and Bengaluru that combines school engagement, RWA participation, Information, Education, and Communication (IEC) campaigns, and connections with Dry Waste Collection Centers (DWCCs). Instead of being a one-time intervention, this guarantees that behavioral change is reinforced across several stakeholders.

Across the three cities, programme implementation is anchored through city-specific NGO partners, creating a decentralized but execution-driven model. In Delhi, implementation is carried out by the ESree Foundation, in Hyderabad, the programme is implemented by MARI, while in Bengaluru, it is executed through Anubhuti. Through door-to-door IEC campaigns, school involvement initiatives, stakeholder coordination, and data reporting systems, these partners collectively serve as the WOW program's operational core, propelling last-mile delivery.

Across all three cities, the programme proposals converge on a clear strategic direction shifting from awareness-driven interventions to system-driven sustainability. The program ideas for all three cities point in the same direction, moving away from awareness-driven interventions and toward system-driven sustainability. Strengthening waste management infrastructure, especially in marginalized regions, and lowering reliance on WOW as the main behavioral motivation are two important proposals. A distinct strategy based on settlement typologies is suggested, including centralized systems for informal settlements, collective composting for structured residential areas, and home composting for smaller households. Long-term effects also depend on incorporating informal garbage workers into formal systems and strengthening ties between schools and households.

The WOW program has effectively shown widespread behavioral change in Bengaluru, Delhi, and Hyderabad. Its long-term success, however, hinges on bolstering institutional frameworks, ensuring uniform implementation quality among NGO partners, and fostering intrinsic drive inside communities. The program runs the risk of continuing to be intervention-driven rather than developing into an autonomous urban waste management system if these structural dependencies are not addressed.

Purpose of the Assessment

- Evaluate the impact of ITC WOW interventions on behavioral change, waste segregation, recycling practices, and environmental improvements.
- Assess the effectiveness of household IEC campaigns, school engagement, DWCC support, and community-based interventions.
- Understand changes in knowledge, attitude, and practices (KAP) among households, students, RWAs, sanitation workers, corporates, and local stakeholders.
- Identify infrastructure gaps, implementation challenges, and sustainability concerns across different settlement types.
- Provide evidence-based insights and recommendations for improving programme effectiveness and long-term urban waste management systems.

- Support data-driven decision-making for future waste management and circular economy initiatives.

Methodology

- A mixed-methods and quasi-experimental approach was adopted across Delhi, Bengaluru, and Hyderabad.
- Primary data was collected through household surveys, telephonic interviews, Focus Group Discussions (FGDs), Key Informant Interviews (KIIs), and KAP assessments.
- Stakeholders covered included households, students, RWAs, corporates, sanitation workers, NGOs, DWCC operators, and municipal officials.
- The assessment framework followed OECD-DAC criteria including relevance, coherence, effectiveness, efficiency, impact, and sustainability.
- Participatory approaches and the Action Learning Cycle were used to strengthen stakeholder engagement, feedback collection, and iterative learning throughout the assessment process.

Key Interventions

Delhi

Delhi generates nearly 11,000–12,000 metric tonnes of municipal solid waste every day, while existing landfill sites such as Bhalswa, Ghazipur, and Okhla continue to remain beyond their designed capacities. In response to these challenges, the ITC WOW programme implemented a multi-pathway intervention model through ESree Foundation across select wards in West Zone, Rohini, and South Zone. The interventions included intensive household IEC (Information, Education and Communication) campaigns, structured engagement with RWAs, support to Central Hub , Interschool Recycling Campaigns (ISRC), and promotion of community composting enterprises. During FY 2023–24, the programme covered over 4.7 lakh households, 45 schools, and more than 35,000 students in Delhi. The initiative also strengthened waste segregation practices through door-to-door awareness visits, municipal coordination, and support to sanitation workers and social entrepreneurs.

Bengaluru

Bengaluru generates approximately 5,000 metric tonnes of municipal solid waste per day, with an average per-capita generation rate of 0.5 kilograms. Known as the IT Capital of India, the city faces increasing pressure on its civic infrastructure due to rapid expansion and large-scale in-migration. While the Bruhat Bengaluru Mahanagara Palike (BBMP) mandates a three-way segregation (wet, dry, and sanitary) under the SWM Rules 2016, consistent compliance remains a challenge. ITC's Wellbeing Out of Waste (WOW) programme has been implemented in selected ward clusters in western and northern Bengaluru, including Govindaraja Nagar, Kadu Malleshwara, and Maruthi Nagar.

Hyderabad

Hyderabad generates an estimated 5,000–6,000 metric tonnes of municipal solid waste per day. While source segregation is mandated under the SWM Rules 2016 and the Telangana Solid Waste Management Policy, implementation remains uneven across the city. ITC's Wellbeing Out of Waste (WOW) programme, implemented by Modern Architects for Rural India (MARI), operates across diverse wards including Dundigal, Ghatkesar, and Jalpally. In FY 2023–24, the programme reached over 1.4 lakh households and 2.3 lakh students across 411 schools.

The city-wise findings, impact assessment, and programme outcomes are covered in the following sections of the report.

DELHI

Key Findings

Door-to-Door Awareness Campaign

- The WOW programme covered over 4.7 lakh households across select wards in Delhi through sustained household IEC campaigns and community engagement activities.
- The programme achieved higher effectiveness in gated communities due to stronger RWA systems and structured waste collection mechanisms, while slum and non-gated areas continued to face infrastructure and collection-related challenges.
- Behavioral change was strongly influenced by continuous field engagement, awareness drives, and follow-up visits conducted by the implementing partner.
- The programme significantly improved awareness regarding the segregation of dry, wet, and sanitary waste at the household level.

RWA and Community-Based Interventions

- Resident Welfare Association (RWA) engagement in communities such as Shakti Apartments and RWA GG3 in Keshavapuram created successful community-led waste management and composting models.
- Promotion of decentralized wet waste management through community-level composting systems within apartment complexes and residential colonies.
- Training and awareness support provided by the implementing partner ESree Foundation to encourage segregation and composting practices among residents.

Home and Community Composting

- The programme promoted home and community composting as a sustainable solution for wet waste management.
- Community composting initiatives in apartment complexes and residential communities encouraged decentralized waste processing practices.

School and Student Engagement (ISRC)

- The Interschool Recycling Campaign strengthened environmental awareness and improved students' understanding of waste segregation and sustainable waste management practices.
- Practical recycling activities, collection drives, and awareness campaigns helped students connect classroom learning with real-life waste management practices both in schools and households.
- The programme created behavioral influence beyond schools, with students encouraging segregation practices within families and communities, while schools reported stronger environmental responsibility and participation among students.

Central Hub and Dry Waste Management

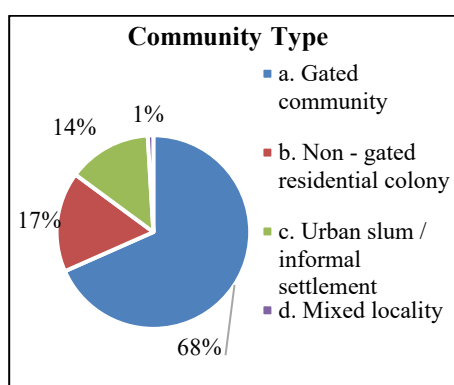
- The programme strengthened dry waste management systems through operational support to Central Hub .
- Improved segregation practices enhanced dry waste recovery and recycling efficiency within intervention areas.

- Central Hub interventions contributed to improved livelihoods and safer working conditions for sanitation workers and waste handlers.
- The programme also strengthened linkages between segregated waste collection and recycling systems to support circular economy practices.

Door-to-Door Awareness Campaign on Source Segregation

Demographic Profile: Household Survey

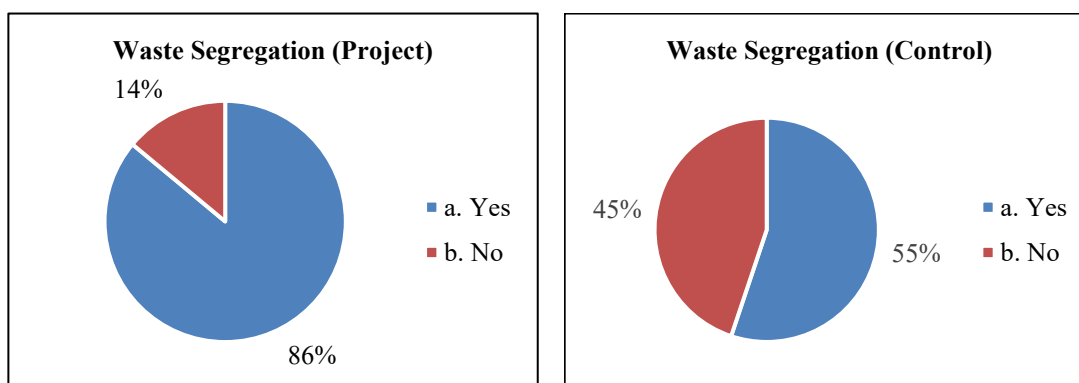
Across FY 2023–24, the WOW programme in Delhi covered over 4.7 lakh households across select wards in Ward 58, Ward 106 & 107 (West Zone), Ward 52(Rohini), and Ward 156 (South Zone) through sustained household IEC and source segregation awareness campaigns. The assessment survey covered 430 project-area households and 214 control-area households using a quasi-experimental approach.



The survey also highlighted differences in waste management practices across community types. Gated communities demonstrated stronger participation due to organized collection systems and active RWA involvement, while non-gated colonies and slum communities faced infrastructure and service delivery challenges affecting segregation practices.

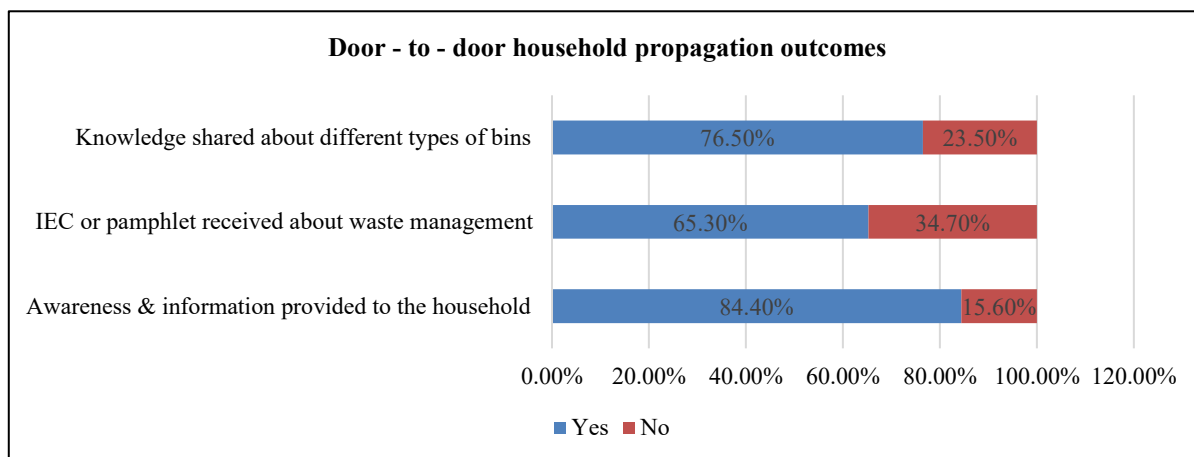
Geographically, areas such as Rohini and Keshavapuram showed relatively stronger community participation due to active RWAs, functioning composting initiatives, and continuous engagement by ITC WOW teams. These areas reflected mature awareness ecosystems where segregation practices were reinforced through local leadership and institutional cooperation. On the other hand, peripheral and informal settlements continued to face operational gaps linked to limited infrastructure, inconsistent enforcement, and dependency on municipal collection mechanisms.

Highlights



- 86% of project households practiced waste segregation compared to 55% in control areas, indicating strong behavioral change due to programme interventions.
- 92.2% of segregating households practiced waste segregation daily, making daily segregation one of the programme's strongest behavioral outcomes.
- 83.2% of households reported positive behavioral change among family members regarding waste management and segregation practices.
- 77% of households actively shared segregation knowledge and awareness with neighbors, relatives, and surrounding communities, strengthening community-level behavioral diffusion.

Knowledge



- Awareness regarding different categories of bins and segregation of dry, wet, and sanitary waste reached 76.5% of households through household propagation activities.
- 65.3% of surveyed households received IEC materials or pamphlets related to waste management and source segregation practices.
- 84.4% of project households confirmed receiving doorstep visits and awareness support from WOW/ESree field workers, indicating strong outreach coverage under the programme.
- The assessment observed that the programme significantly improved household-level knowledge on waste segregation, recycling practices, and responsible waste disposal behavior across intervention areas.

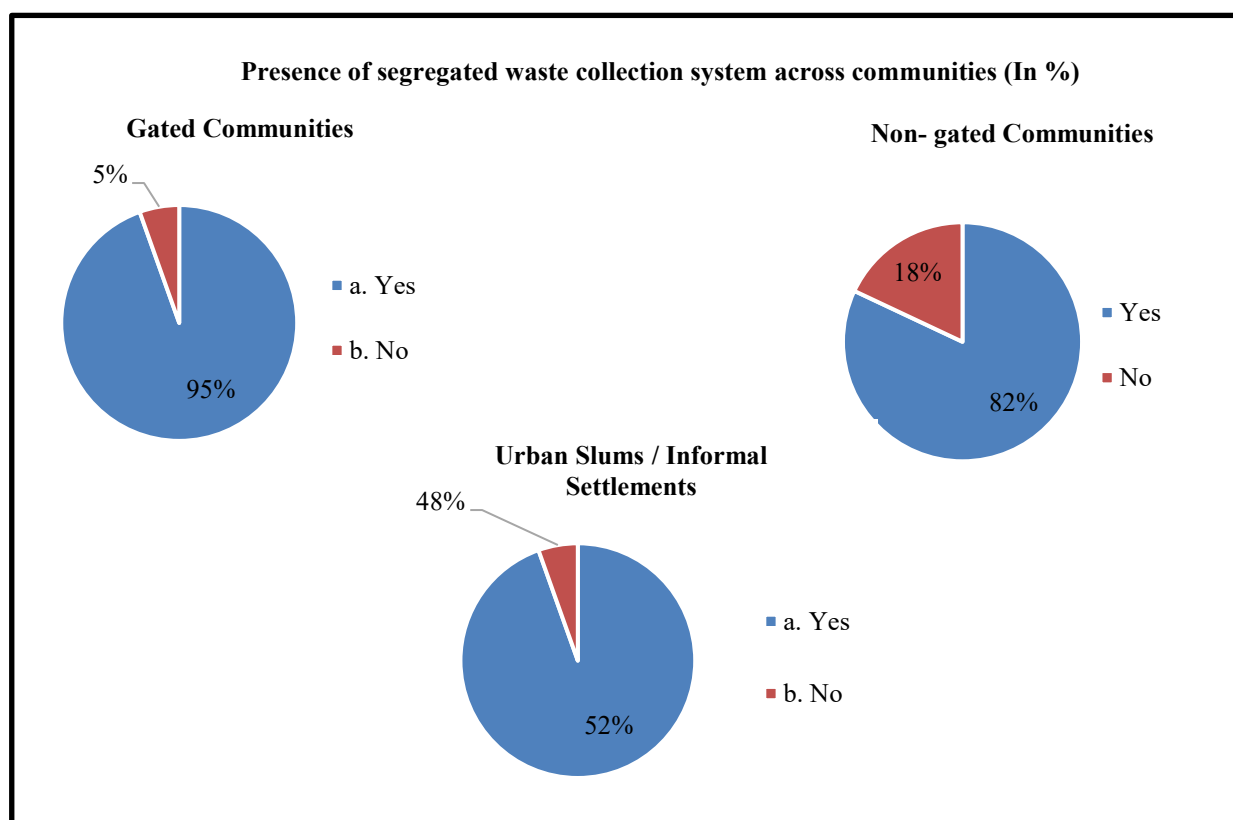
Attitude

The most significant attitude finding is the sustained-commitment score: 63.3% of project households agree they would continue segregating even without WOW support. The 36.7% of project households who would not continue without support is the programme's key sustainability risk group, concentrated in non-gated colonies and slum areas.

The highest mean in both project (3.97) and control households (4.86) was for personal responsibility towards waste segregation, reflecting strong civic awareness. The lowest project mean was for home composting practicality (3.14), while the lowest control mean was for segregation being time-consuming (2.72), indicating practical and behavioral differences between groups.

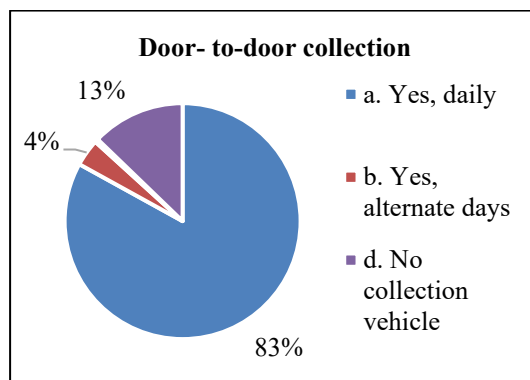
Attitude Statement	Project Mean	Control Mean	Gap	Interpretation
Waste segregation is my responsibility and not just the waste collector's	3.97	4.86	-0.89	Project responses are calibrated by their experience
Segregating waste at home takes too much time and effort.	3.32	2.72	+0.60	Project responses honestly acknowledge effort; consistent with actual practice
I feel it is my civic duty to keep my neighborhood clean.	3.86	3.64	+0.22	Civic framing resonates in both groups
Households that do not segregate waste should be fined.	3.83	3.84	-0.01	Near-identical; both groups support enforcement norms
The economic value of dry waste (sell/give to rag picker) motivates me to segregate.	3.54	3.95	-0.41	Control group seems to be more economically motivated.
I would continue segregating even if WOW or NGO support is removed	3.70	4.18	-0.48	Project group honest about partial NGO-dependency
I actively encourage my neighbors to practice source segregation.	3.57	4.05	-0.48	Contradicted by actual diffusion data in Project group.
Home composting of wet waste is a practical option for my household	3.14	4.20	-1.05	Project group responses are based on space and effort constraints.

Practice



The study observed that:

- 83% of project households had access to daily door-to-door waste collection services compared to 31.3% in control areas.



The assessment also identified the “mixed-at-the-dustbin” problem, where households segregated waste at source but the waste was later mixed during secondary collection because of non-segregated collection vehicles. Several households reported that this reduced motivation to continue segregation despite awareness and willingness to participate.

Overall, the findings highlighted that effective segregated collection systems play a critical role in sustaining household-level segregation practices. Areas with organized collection systems, enforcement mechanisms, and active community engagement demonstrated significantly better behavioral outcomes compared to areas lacking infrastructure support.

Story of Change : Shakti Apartments, Rohini: A Community that was Ready for Change

Before Babita from ESree arrived at Shakti Apartments in 2022, a small group of women residents had already collected INR 1,000 to buy two composting drums on their own initiative. The community had intent but lacked technique, infrastructure, and scale. When WOW arrived, it provided exactly what was missing: training on wet-dry protocols, the right composting inputs, and systematic door-to-door engagement with the households that had not yet joined. Within two years, Shakti Apartments closed its chute system, a significant community decision that eliminated the easiest route to waste non-compliance, and constituted a formal waste management committee. The society now produces compost that is sold to neighbouring communities and used in its own parks, with leachate applied as liquid fertiliser. The RWA received a certificate and memento from the District Commissioner, which the Secretary describes as a ‘WOW moment’ shared with the entire society. Shakti Apartments is now cited within Rohini as a model zero-waste society. The story illustrates how WOW’s highest-impact role is often not to create change but to accelerate and technically validate community intent that already exists.



Interaction with Ms. Babita, ESree and RWA, Shakti Apartments

BENGALURU

Key Findings

Door-to-Door Awareness Campaign

- The WOW programme in Bengaluru covered over 2.5 lakh households across selected wards in western and northern Bengaluru through sustained door-to-door IEC campaigns and community mobilization activities.
- The programme operated across ward clusters including Govindaraja Nagar, Kadu Malleshwara, and Maruthi Nagar, focusing on strengthening source segregation and recycling behavior.
- Household IEC campaigns were conducted through trained resource persons from Anubhuti Foundation covering segregation practices, composting, and dry waste recycling awareness.
- The programme significantly improved awareness regarding segregation of dry, wet, and sanitary waste while also strengthening community participation in waste management practices.

Dry Waste Collection Centres (DWCCs)

- The programme strengthened DWCC operations by improving the quality of segregated dry waste reaching collection centres.
- DWCC operators reported that cleaner dry waste streams reduced manual sorting effort, improved processing efficiency, and increased the market value of recyclables.
- The Kengeri DWCC and Ward 133 DWCC each processed approximately 1 tonne of dry waste per day during FY 2023–24.
- DWCC workers and operators reported income improvements from approximately ₹14,000 to ₹16,000 per month due to improved material quality and reduced sorting burden.
- Educational institutions were directly linked with DWCC systems, strengthening school-to-recycling chain integration within programme areas.

School and Student Engagement

- The Interschool Recycling Championship (ISRC) programme was active across 323 schools in Bengaluru during FY 2023–24.
- The programme covered over 2.45 lakh students, significantly strengthening environmental awareness and recycling behavior among school children.
- School-based activities improved students' understanding of source segregation, recycling systems, and sustainable waste management practices.
- Several schools reported increasing student participation year after year, with students independently taking leadership roles in collection drives and recycling activities.
- The “WOW Ambassador” student-volunteer model emerged as one of the strongest sustainability mechanisms within the school programme.

Corporate Engagement

- The WOW programme partnered with major IT and manufacturing companies, with the 8 corporates interviewed employing over 24,000 workers across Bengaluru.
- Corporate partnerships with WOW ranged from 3 to 18 years, demonstrating strong institutional trust and long-term programme consistency.
- These organisations generated approximately 15,000–20,000 kilograms of dry waste per day, much of which was recycled through WOW-supported systems, reducing landfill disposal of paper, plastic, cardboard, and confidential waste.
- WOW's green certification support for ESG reporting and carbon tracking was highly valued, with most corporate partners rating the programme between 4.5 and 5 out of 5 for its effectiveness and operational support.

Livelihood Impact

- Sanitation workers and DWCC staff reported meaningful improvements in dignity, working conditions, and waste handling practices through WOW programme interventions.
- DWCC workers received training on waste streams, material quality assessment, and safe waste handling procedures.
- DWCC operators and workers reported income improvements from approximately ₹14,000 to ₹16,000 per month, attributed to higher-quality recyclable material and improved processing systems.

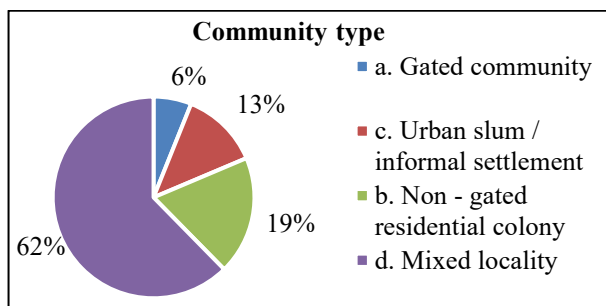
Other Initiatives and Institutional Impacts – Bengaluru

- The WOW programme strengthened institutional coordination with **BBMP** through ward-level waste management activities, IEC campaigns, and support to segregation and recycling systems. The report recommended formalizing this relationship further through structured data-sharing protocols and joint segregation targets.
- Several schools developed broader “**zero-waste campus**” initiatives beyond the original ISRC programme scope, introducing dual-bin classroom systems, rainwater harvesting practices, and regular environmental awareness assemblies.

Door-to-Door Awareness Campaign on Source Segregation

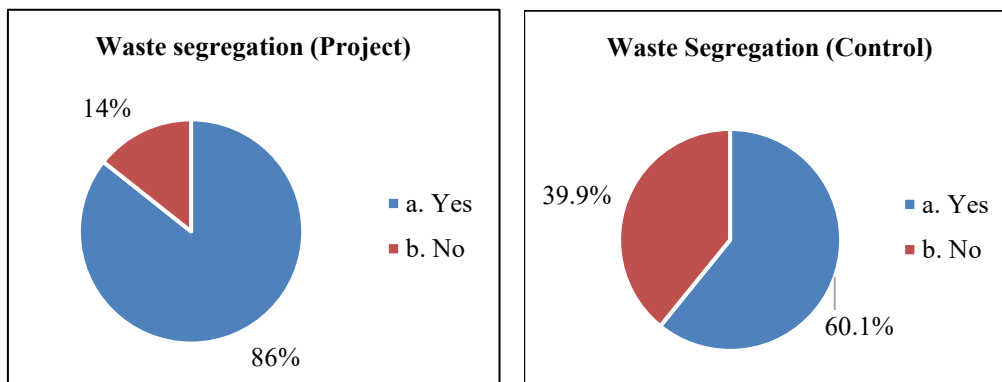
Demographic Profile: Household Survey

At present, Bengaluru generates approximately 5,000 metric tonnes of municipal solid waste per day, with an average per capita waste generation rate of 0.5 kilograms per person per day. The project-area survey covers 391 households, across five ward clusters: Ward 104 (Govindaraja Nagar), Ward 65 (Kadu Malleshwara), and Ward 126 (Maruthi Nagar), Ward 95 (Subhash Nagar) and Ward 66 (Subramanya Nagar). In FY 2023–24, Anubhuti Foundation covered over 2.5 lakh households, including slums and non-gated areas, 323 schools and over 2.45 lakh students in Bengaluru. The initiative also aligns with national Swachh Bharat Mission goals and aims to foster a circular economy through public education, infrastructure, and sustainable livelihoods.



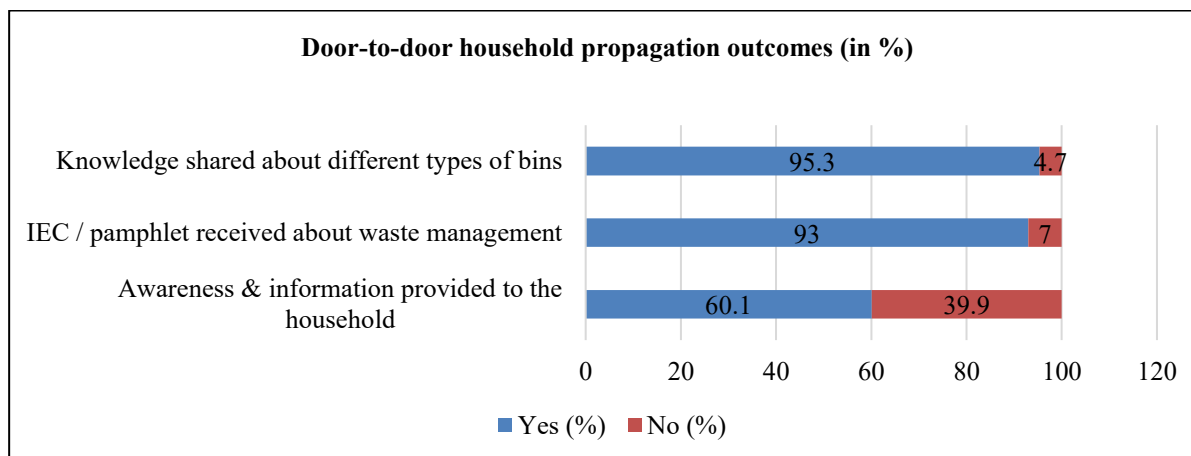
Highlights

- The programme has achieved strong outcomes in improving waste segregation practices. In project areas, 86% of households practice segregation, compared to 60.8% in control areas.



- 78.2% of households in project areas receive daily door-to-door waste collection, which plays a crucial role in enabling consistent segregation practices.
- Around 88% of students reported that they influenced their family's behavior, demonstrating the effectiveness of using children as agents of change.
- 89.8% of households in project areas segregate waste daily, indicating that segregation has become a routine habit rather than a temporary practice.

Knowledge



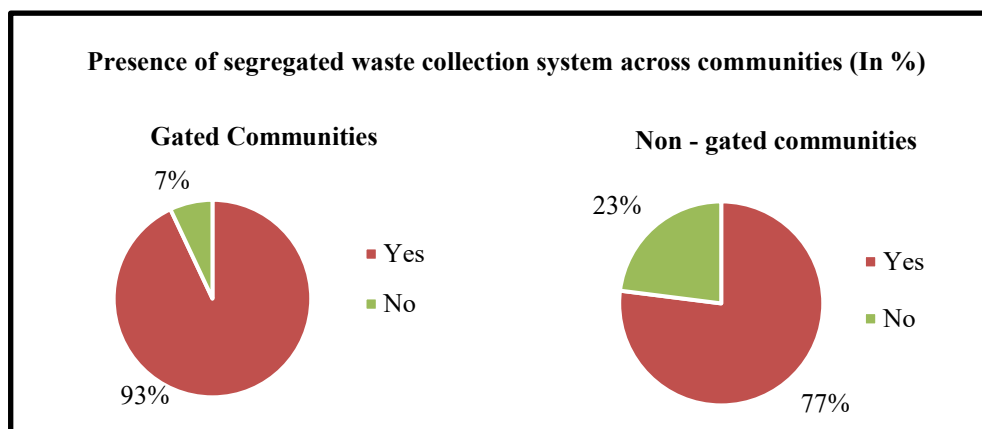
- 95.3% of households demonstrated awareness about different types of waste bins, indicating that the programme was highly successful in improving knowledge regarding dry, wet, and sanitary waste segregation practices.
- 93% of respondents confirmed receiving IEC materials or pamphlets related to waste management, showing strong dissemination of educational and awareness content across intervention communities.
- 60.1% of households reported receiving direct awareness and information through door-to-door engagement activities, reflecting the programme's significant household-level outreach and community interaction efforts.

Attitude

Attitude Statement	Project Mean	Control Mean	Gap	Interpretation
Waste segregation is my responsibility and not just the waste collector's	4.64	4.13	+0.51	Stronger personal responsibility among project households
Segregating waste at home takes too much time and effort.	4.34	3.98	+0.36	Practical effort awareness higher in project group
I feel it is my civic duty to keep my neighborhood clean.	4.4	4.0	+0.4	Civic responsibility is higher among project households
Households that do not segregate waste should be fined.	4.46	3.69	+0.77	Stronger support for enforcement in project group
The economic value of dry waste (sell/give to rag picker) motivates me to segregate.	4.45	4.0	+0.45	Greater awareness of economic waste value among both the groups
I would continue segregating even if WOW or NGO support is removed	4.43	4.04	+0.39	Both the groups are interested in segregating the waste
I actively encourage my neighbors to practice source segregation.	4.4	3.95	+0.45	Both encourage neighbors , project group more active
Home composting of wet waste is a practical option for my household	3.27	3.71	-0.44	Control group finds composting more practical than project group

The households recorded the highest attitude score for personal responsibility towards waste segregation (4.64), indicating strong ownership of waste management behavior. Support for fines on non-segregation was also very high at 4.46, reflecting stronger acceptance of enforcement mechanisms. In contrast, home composting received the lowest score (3.27), suggesting that respondents perceive composting as less practical due to space and operational constraints in urban households.

Practice



- The findings indicate that segregated waste collection systems are significantly more established in gated communities compared to non-gated areas. Around 93% of gated community respondents reported the presence of segregated waste collection systems, reflecting stronger infrastructure support, organized RWA involvement, and better compliance mechanisms.
- In comparison, only 77% of respondents in non-gated communities reported access to segregated collection systems, while 23% stated that such systems were absent. These highlights continuing infrastructural and operational gaps in non-gated settlements, which can reduce the effectiveness and consistency of household-level waste segregation practices.

Story of Change : Nudging Compliance with Conviction

Ward No. 66 had functioning door-to-door collection before WOW arrived, but one gap persisted: residents treated household waste as a single undifferentiated problem to be handed over to the municipality. Segregation was understood in principle but observed unevenly. Without regular reinforcement, the habit lapsed. Garbage Vulnerable Points persisted, and mixed waste complicated downstream processing.

The WOW programme brought two things the ward lacked: structured community touchpoints through rally centres, recurring sites where residents brought pre-sorted recyclables, received feedback, and understood the downstream impact of proper sorting and a direct link with the ward's Dry Waste Collection Centre (DWCC), anchoring the behavior-change work to infrastructure residents experienced every day.

The ward operationalizes SBM 2.0 enforcement through a clear, structured penalty framework:

1st Instance	Awareness visit by WOW/NGO volunteers — no fine, no penalty. Household is educated on what to segregate and why.
2nd Instance	Final formal warning issued by the municipality — still no fine, but explicit notice that further non-compliance will attract a penalty.
3rd Instance	Monetary penalty imposed. Most households' correct behavior before this stage — the framework's strength is that it rarely needs to be used.



Penalty imposed on households for failure to practice proper waste segregation.

No. 66 now records close to 70% source segregation which is higher than comparable non-WOW wards. The ward's three GVPs are actively managed, complaints have dropped sharply, and those that remain have changed in character: residents now report neighbors who are not segregating. Waste arriving at collection vehicles is better sorted, reducing friction across the downstream processing chain.

HYDERABAD

Key Findings

Door-to-Door Awareness Campaign

- Reached over 1.4 lakh households across Hyderabad through structured door-to-door IEC campaigns on source segregation and recycling practices.
- Awareness campaigns achieved strong improvement in segregation practices, with project households significantly outperforming control areas in waste segregation behavior.
- Non-gated colonies and slum communities continued to face operational constraints such as limited space for composting and inconsistent infrastructure support.
- Community-level diffusion was strong, with households actively sharing waste management knowledge with neighbors, relatives, and social networks.

Community-Level Behavior Change

- The programme created substantial behavioral shifts, converting households with no prior segregation practices into regular segregators.
- Residents demonstrated stronger civic responsibility and positive attitudes toward neighborhood cleanliness and source segregation.

Home Composting

- Home composting initiatives enabled households to convert wet waste into useful compost through training and awareness support provided under the programme.
- Composting adoption was particularly successful in locations such as Ghatkesar and Jalpally, where households demonstrated sustained engagement with organic waste management practices.
- Space-constrained settlements such as Dundigal reported lower composting adoption despite positive awareness and attitudes toward sustainable waste management.

School and Student Engagement

- The ISRC initiative covered 411 schools and reached over 2.3 lakh students across Hyderabad.
- Schools demonstrated sustained multi-year participation, with students actively engaging in dry waste collection, segregation, and recycling activities.
- Student-led awareness significantly influenced household behavior, with children encouraging parents and family members to adopt segregation practices at home.
- Schools emerged as important platforms for long-term environmental habit formation and community-level awareness generation.

Solid Waste Management Ecosystem

- Strengthened coordination with GHMC, sanitation workers, DRCC operators, and local stakeholders to improve implementation efficiency.
- Supported awareness generation and operational capacity-building activities for frontline workers and community-level actors.
- Enhanced the role of community volunteers and local resource persons in sustaining segregation practices and promoting recycling behavior at the grassroots level.

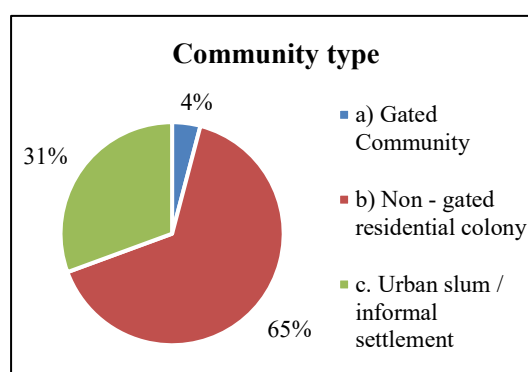
Other Initiatives and Institutional Impact

- The programme strengthened partnerships with schools, ULBs, sanitation workers, and local communities to improve implementation effectiveness.
- WOW Ambassador models at households and student leadership initiatives helped sustain programme participation within educational institutions.
- The programme contributed toward strengthening decentralized waste management systems and promoting a more environmentally conscious urban ecosystem in Hyderabad.

Door-to-Door Awareness Campaign on Source Segregation

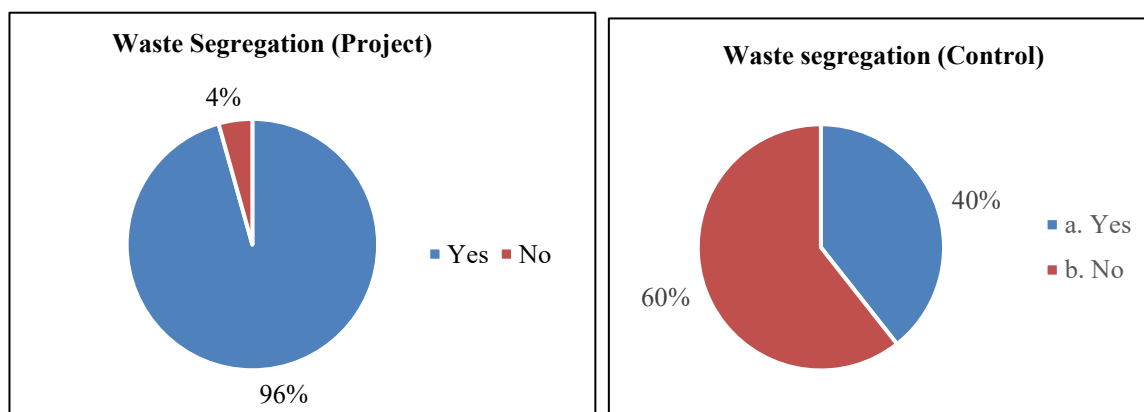
Demographic Profile: Household Survey

Hyderabad generates an estimated 5,000–6,000 metric tonnes of municipal solid waste per day. The project-area survey covers 415 households across multiple wards in Hyderabad's peri-urban areas (Dundigal, Ghatkesar and Jalpally). In FY 2023–24, MARI covered over 1.4 lakh households, including slums and non-gated areas, 411 schools and over 2.3 lakh students in Hyderabad. The initiative also aligns with national Swachh Bharat Mission goals and aims to foster a circular economy through public education, infrastructure, and sustainable livelihoods.



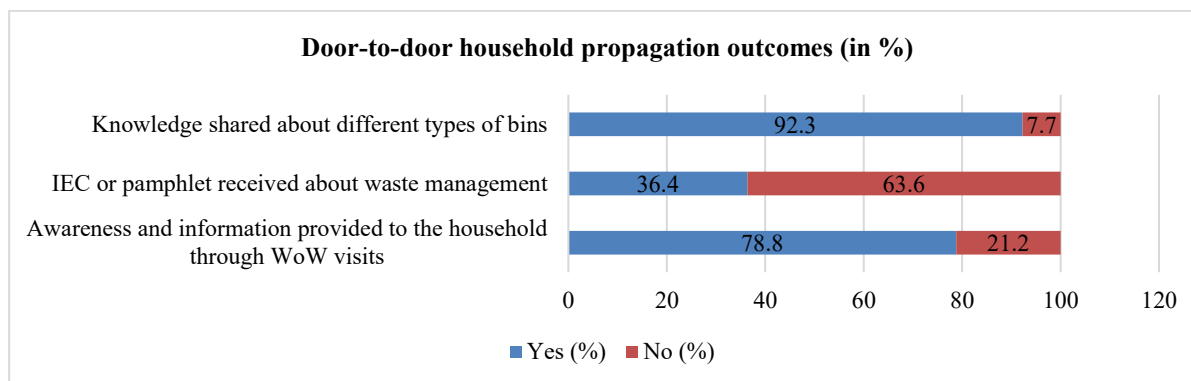
Highlights

- 96% of households in project areas reported practicing waste segregation, compared to 40% in control areas, demonstrating strong behavioral impact of the programme.



- 99.3% of project households reported receiving daily door-to-door waste collection services, indicating strong collection efficiency in intervention areas.
- 100% of households that previously had no structured waste segregation practice reported adopting segregation after the intervention.
- 65.2% of households in Ghatkesar reported practicing home composting, while adoption remained significantly lower in space-constrained settlements such as Dundigal.

Knowledge



- Nearly 79% of households confirmed receiving awareness and information through WOW household visits, indicating strong outreach and direct community engagement by field teams.
- Only 36.4% of households reported receiving IEC materials or pamphlets, suggesting that verbal awareness campaigns were more prominent than distribution of printed communication materials.
- Over 92% of households were aware of different waste bin categories, reflecting effective communication regarding dry and wet waste segregation practices.

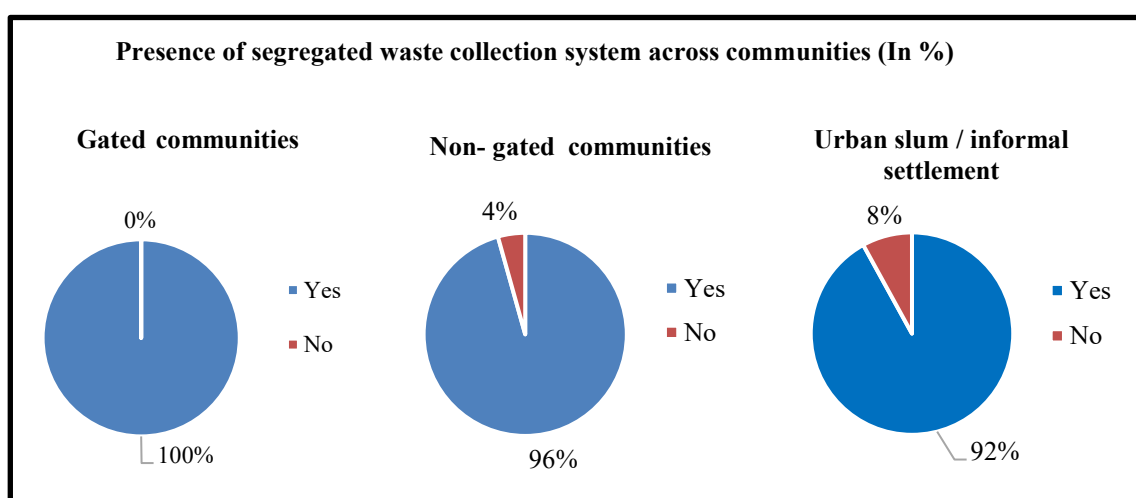
Attitude

Attitude Statement	Project Mean	Control Mean	Gap	Interpretation
Waste segregation is my responsibility and not just the waste collector's	3.75	2.9	+0.85	Highest project means. Civic framing resonates strongly.
Segregating waste at home takes too much time and effort.	3.72	2.8	+0.92	Strongest gap. Community influence building.
I feel it is my civic duty to keep my neighborhood clean.	3.69	2.8	+0.89	Financial framing effective despite only 1.9% citing financial benefit as motivator — contradiction to investigate.
Households that do not segregate waste should be fined.	3.68	2.8	+0.88	Moderate sustainability confidence at the aggregate level.
The economic value of dry waste (sell/give to rag picker) motivates me to segregate.	3.62	2.8	+0.82	Support for enforcement norms.
I would continue segregating even if WOW or NGO support is removed	3.58	2.7	+0.88	Strong personal responsibility shift.
I actively encourage my neighbors to practice source segregation.	3.57	2.7	+0.87	Positive attitude toward composting — despite low IEC coverage.

Home composting of wet waste is a practical option for my household	2.64	2.2	+0.44	Lowest mean. Practical barriers acknowledged across both groups.
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The attitude assessment shows that project households demonstrate significantly stronger pro-segregation attitudes than control households across all indicators. The highest project mean score was recorded for personal responsibility toward waste segregation (3.75), followed by civic duty toward neighborhood cleanliness (3.69) and support for fines on non-segregation (3.68). The largest gap was observed for the perception that segregation requires time and effort, indicating that households continue practicing segregation despite recognizing practical challenges. Home composting recorded the lowest mean score (2.64), reflecting continuing barriers such as limited space and feasibility constraints.

Practice



Segregation practices across Hyderabad during FY 2023–24 showed strong behavioral improvement due to sustained household IEC campaigns, continuous community mobilization, and regular door-to-door waste collection systems implemented under the WOW programme.

The programme also strengthened awareness regarding recycling, composting, and environmental cleanliness through continuous engagement by Community volunteers.

Story Of Change: Ram Charan, An Environmental Champion

During the latest ITC-led ISRC waste collection drive at MB Grammar High School, Suraram, a Class 6 student named Ram Charan, previously regarded as academically average and often mischievous, demonstrated a remarkable attitudinal shift. Initially motivated primarily by the stationery reward, Ram Charan was guided by his principal and teachers to understand the environmental rationale behind waste segregation and recycling.

He began reaching beyond his own home to his relatives, simultaneously educating his parents and family members about proper waste segregation. What began as enthusiasm for stationery developed into genuine understanding of sustainability. By the end of the collection drive, Ram Charan had delivered over 52 kilograms of dry waste, compared to 3–5 kilograms in his first year. He became one of the school's most responsible and environmentally conscious students, actively educating others about the value of waste segregation.