

Localizing Plastic Action through Communities (L-PAC)

*Achieving Plastic Circularity through Youth,
Children and Communities as Agents of Change*

City Visioning Workshop
in Pimpri Chinchwad Municipal Corporation



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Workshop Overview

On 20th March 2025, at the Conference Hall, Pimpri Chinchwad Municipal Corporation (PCMC), AILSG Mumbai with support from UNICEF Mumbai and in partnership with Pimpri Chinchwad Municipal Corporation, held the City Visioning Workshop as part of the ongoing Localizing Plastic Action through Communities (L-PAC) initiative. The workshop brought together over 60 participants, including ULB officials, local NGOs, CSOs, citizen groups, educational institutions, youth, SHGs, and sanitation workers, for an inclusive half-day session focused on facilitating and implementing plastic circularity in the city through community-centric models.



From L-R: Ms. Utkarsha Kavadi, Senior Executive Director, AILSG Mumbai, presented a memento to Mr. Sachin Pawar, Deputy Commissioner, Pimpri Chinchwad Municipal Corporation, in recognition of PCMC's continued support and partnership in the project. Over 80 participants actively engage in the workshop discussions, contributing valuable insights toward shaping Pimpri Chinchwad circular plastic waste management strategy.

What is Localizing Plastic Action through Communities (L-PAC)?

Localizing Plastic Action through Communities (L-PAC) project anchored by AILSG Mumbai with support from UNICEF Mumbai Office aims to achieve plastic circularity by empowering youth, children, and community members as active change agents within their local communities. Focusing on Pimpri Chinchwad Municipal Corporation and Satara Municipal Council, L-PAC is dedicated to promoting sustainable waste management practices by integrating community-driven approaches, fostering local partnerships, and supporting circular economy models.

Why Multi-Stakeholder Collaboration is Key to Advancing Plastic Circularity?

This workshop brought together stakeholders from the sector to discuss and develop a shared vision for advancing plastic waste circularity in PCMC under the L-PAC project. Stakeholders from the urban local body and key partners explored practical strategies for implementing sustainable plastic waste management practices. Many organizations and individuals are increasingly prioritizing circular economy approaches in response to regulatory changes, environmental concerns, and the economic potential of waste valorization. By fostering collaboration and aligning diverse perspectives, the workshop aimed to harness local insights, encourage active stakeholder engagement, and co-create impactful solutions for plastic circularity.

Workshop Participants

The city visioning workshop witnessed the participation of over **80 individuals representing a diverse range of stakeholders** committed to advancing plastic circularity in Pimpri Chinchwad. Attendees included officials from the Pimpri Chinchwad Municipal Corporation, **representatives from PCMC, AILSG Mumbai, UNICEF Mumbai, local NGOs, CSOs, startups, SHGs, sanitation workers, youth groups, academic institutions, and citizen collectives**. This diverse gathering fostered inclusive dialogue and collaborative thinking, ensuring that the strategies developed reflect the perspectives and aspirations of the broader community.

Key Themes

During the first session of the workshop, the AILSG Mumbai team presented their observations about the plastic waste management value chain in Pimpri Chinchwad city based on the year-long interactions with various stakeholders in the city in addition to a dedicated baseline assessment. Key challenges identified across the plastic waste value chain in Satara City include:

a. The city will require innovative solutions to mitigate increasing plastic

The AILSG Mumbai team presented an overview of Pimpri Chinchwad Municipal Corporation (PCMC), highlighting its rapid urban growth and industrial expansion to contextualize the urgent need for implementing plastic circularity in post-consumer waste. Spanning over 181 sq. km, PCMC lies to the northwest of Pune, forming a part of the Pune Metropolitan Region. Established in 1982, the Corporation oversees one of Maharashtra's fastest-growing urban agglomerations, comprising a vibrant mix of residential, industrial, and commercial zones. Intersected by key expressways such as the Mumbai-Pune Expressway and the Pune-Nashik highway, PCMC's strategic location has catalyzed exponential industrial and infrastructural development.

b. Well-Established SWM Systems in PCMC with Scope for Enhanced Efficiency of segregation and Strengthening value chain

As home to major MIDC estates and global manufacturing hubs, the city has witnessed a significant influx of workforce and population over the past few decades, leading to increased pressure on urban services—particularly in waste management. While PCMC boasts relatively advanced infrastructure

and services, the growing consumption patterns and rapid urbanization leads to a sharp rise in post-consumer plastic waste. Additionally, informal settlements and peri-urban areas present challenges in terms of waste segregation and collection. **With a progressive outlook toward sustainable development and climate action, the city is well-positioned to adopt a circular economy approach in plastic waste management.**

c. Potential in PCMC's Waste Ecosystem for Advancing Plastic Circularity

Pimpri Chinchwad Municipal Corporation (PCMC) has made significant progress across the solid waste management (SWM) value chain. Segregation at source is observed to be above 85% across all its eight zones, with citizens demonstrating a strong understanding of dry and wet waste separation. Door-to-door collection is being carried out efficiently, supported by robust Information, Education, and Communication (IEC) initiatives led by dedicated teams appointed by the Corporation.

PCMC has established decentralized transfer stations, where small-scale recyclers collect plastic waste with recycling value. However, low-value plastic waste continues to be routed to the Material Recovery Facility (MRF) at Moshi Depot, where a viable recycling or disposal solution is yet to be identified.

Given the high level of citizen awareness, there is immense potential to further streamline and strengthen the value chain—particularly by enhancing existing segregation practices to dry, wet and plastic waste segregation and connecting it to targeted channels for plastic waste recycling. This can significantly enhance the overall efficiency and sustainability of SWM in the city.

PCMC has implemented several commendable initiatives for waste processing. These include a 1,000 TPD Material Recovery Facility (MRF) managed by a contractor, where approximately 70 waste pickers are engaged in segregating waste. Recyclable plastic from this facility is sent to Malegaon, while around 500 kg/day of multilayer plastic (MLP) remains untreated. The city also operates a biogas plant that processes hotel waste, where plastic waste is washed and stored within the facility— nearly 5 TPD of washed plastic.

In addition, a 700 TPD waste-to-energy (WTE) plant generates MLP as a by-product, which currently lacks any viable use but holds potential for further processing. A separate waste-to-fuel plant converts dry waste into biofuel, though MLPs are not preferred here due to their impact on fuel efficiency and operational performance.

Beyond these facilities, PCMC is also promoting zero-waste models through slums and schools, with active participation from local Self-Help Groups (SHGs) and NGOs to ensure proper collection and segregation. However, despite these multiple interventions, there remains a critical gap in forward linkages for plastic waste—particularly for low-value and untreated streams like MLP. Capturing and channelizing this segregated plastic into appropriate processing pathways can help convert it into value-based materials and demonstrate true plastic circularity within the city.

d. Network of active SHG's in PCMC willing to work in PWM

PCMC is home to over 5,000 active SHGs under the National Urban Livelihoods Mission (NULM). A baseline study conducted by our team revealed that a majority of these SHGs are eager to undergo skill training for entrepreneurship. PCMC has already demonstrated successful community-driven models such as Navi Disha and Saksham, showcasing the capability of SHGs to lead impactful, localized solutions.

Building on this momentum, there lies immense potential to integrate SHGs into the plastic waste circularity ecosystem. By equipping them with skills to produce value-added products from plastic waste, they can either become entrepreneurs or active contributors within the plastic waste value chain. This approach not only fosters livelihood generation and women's empowerment but also strengthens the city's commitment to sustainable and inclusive waste management.

e. Empowering Children, Youth, and Communities to Drive Plastic Waste

PCMC has already initiated commendable efforts in schools and communities, where waste is being collected through SHGs from schools and slum areas. These interventions have laid the foundation for active community engagement in waste management. However, a significant gap remains—the concept of **plastic circularity** is not yet fully integrated into these efforts.

Simultaneously, interactions with local colleges reveal that youth are enthusiastic and eager to contribute, particularly in areas of **innovation, research, and solution design**. This presents a valuable opportunity to empower children, youth, and communities as key drivers of plastic circularity by expanding existing initiatives and integrating them with upstream solutions that promote reuse, recycling, and value creation from waste.

f. Empowering Youth for Clean Air Advocacy and Sustainable Waste

Open burning of plastic waste is a significant contributor to air pollution, leading to deteriorating air quality (AQI). This initiative seeks to engage youth not only as advocates for cleaner air but also as future environmental stewards. Through experiential learning, participants will gain hands-on exposure to air pollution fundamentals, including PM 2.5 and PM 10 monitoring, using real-time sensors placed at pollution hotspots across the city. Additionally, capacity-building sessions on air pollution policies and waste management frameworks will equip them with the knowledge to develop a Clean Air Manifesto—a youth-led advocacy document to be presented to the city government, driving upstream policy action for cleaner air and reduced plastic waste in landfills.



From L-R: 1: Mr. Vijay Khorate, Additional Commissioner, PCMC addressing workshop participants, **2:** Mr. Sachin Pawar, Deputy Commissioner, Health Dept, PCMC, facilitating discussions on plastic circularity, **3 & 4:** Development Partners pledging their support for the project **5:** PCMC officials and IEC teams discussing PCMC's role in implementing circularity in plastic, **6:** Group photo of workshop participants.

Local Stakeholders Committed to Advancing Waste Management in Pimpri Chinchwad

Following the AILSG Mumbai team's presentation, which outlined the project's objectives and strategic approach, the second segment of the workshop featured an **open discussion with key local stakeholders**.

Two key discussion points were addressed during the forum with all stakeholders present at the workshop:

1. Understanding their current roles and ongoing work within the Plastic Waste Management (PWM) sector.
2. Exploring how they can contribute to the L-PAC initiative by bringing in their ideas, experiences, expertise, and potential solutions.

The discussion was chaired by Mr. Sachin Pawar, Deputy Commissioner, PCMC, along with Ms. Utkarsha Kavadi, Sr. Executive Director, AILSG, Mumbai who facilitated a focused dialogue with each stakeholder to explore how their expertise, experiences, and capacities could be aligned and leveraged for collective impact. **The key areas of potential collaboration emerged under the following thematic categories:**

a. **Repurposing Plastics into Value-Added Products: A Livelihood Opportunity**

Organizations: Without by Ashaya, EcoKaari, and Tisser Artisans Trust bring specialized expertise in upcycling plastic into marketable products.

Plastic waste holds significant potential to be transformed into value-added products such as bags, sunglasses, cups, keychains, and more. **By providing targeted skill training and creating livelihood opportunities, Self-Help Groups (SHGs), informal waste pickers, and other marginalized groups can be formalized and integrated into a sustainable plastic circularity ecosystem.**

- However, initial **capital investment** is essential—not only for training and system setup but also to ensure sustainability until operations become self-sufficient.
- **Key challenges : marketing and sales** of these products. This is where the support of experienced organizations can be instrumental—in helping build strong brand identities, accessing markets, and developing sales channels to ensure that these initiatives are economically viable and scalable.
- Support from PCMC - Organizations requested support from PCMC in streamlining and expediting the lengthy and time-consuming licensing processes, which often act as a barrier to timely implementation and scaling of initiatives.

b. **Leveraging School-Based Initiatives to Promote Plastic Circularity**

Organisations: CACR, Aasra Foundation, Itti Skill School Foundation

- Replicating the successful model implemented by CACR in Thane and NMMC, which engaged 157+ schools and collected 11.5 tons of plastic waste over 6 months has a strong connection with recyclers.

- Support and expand the work of Aasra Foundation, which is currently implementing the Zero Waste Schools concept across all public schools in PCMC.
- Utilize school platforms to instill sustainable habits in children and communities, positioning students as key agents of change for plastic circularity.
- Connect plastic collected from schools with formal recycling systems and value-added product development initiatives to ensure end-to-end circularity.
- Involve Self-Help Groups and local NGOs in the collection, sorting, and repurposing processes to generate livelihoods and strengthen community participation.

c. Driving Awareness and Behaviour Change Among Children and Youth Through Creative Engagement

Organisations: CACR, Itti Skill School Foundation, Arogya Foundation and Jal Dindhi, Human Matrix, CYDA

- Strong interest exists in engaging children and youth in plastic waste management and menstrual hygiene management (MHM) through creative, participatory approaches.
- "Best Out of Waste" or similar workshops serve as a powerful tool to promote awareness and inspire innovation among students.
- Such workshops can lead to actionable change in behaviour while building environmental consciousness from a young age.
- Arogya Foundation has already conducted awareness initiatives in 81 schools and 16 colleges, demonstrating the model's effectiveness and reach.
- These efforts can be scaled up across PCMC to create a larger movement driven by students and youth leaders.
- Schools and colleges can also host plastic challenges, campaigns, and student-led projects to reinforce sustainable practices.
- Involving SHGs, NGOs, and local recyclers in these activities can further bridge awareness with action and create linkages to the circular economy.

d. Youth Engagement in L-PAC: Intern, Innovate, Impact

College students from any stream can actively contribute to the L-PAC initiative through 2–3 month internships. Opportunities include:

- Creating marketing strategies to tackle outreach gaps
- Working directly with NGOs and local organizations
- Conducting research and suggesting practical solutions
- Participating in cleanliness drives and awareness events
- Promoting eco-products via social media or website support

Students will gain hands-on experience, certificates, and a strong addition to their profiles—while making a real impact on plastic waste management.

e. Empowering Self Help Groups (SHG's) for Circular Economy

Stakeholders: SHG's, Social Development Department, Health Department, NGO's, SwachH

SHG women have shared their hands-on experience in repurposing textile waste into cloth bags. However, they continue to face challenges in establishing sustainable market linkages and generating

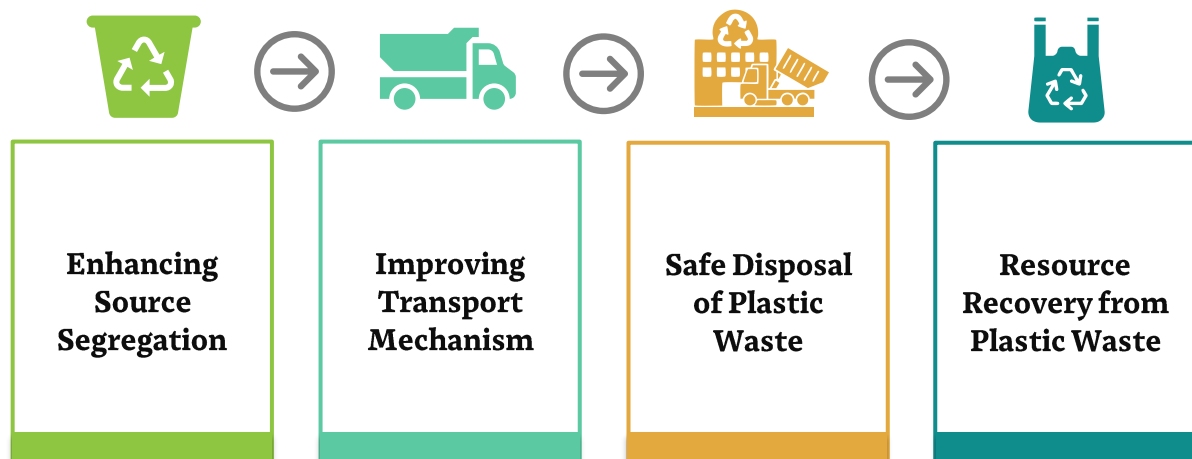
sufficient revenue. These SHGs have expressed strong interest in expanding their work into plastic waste management and skill development.

PCMC has shown full commitment to integrating SHGs into the city's plastic circularity model. The NULM department can play a key role in mobilizing and supporting interested SHGs.

To create a win-win scenario, it is essential to address the current gaps—particularly in capacity building, market access, and technical support—and strategically involve SHGs in plastic waste value chains. Their involvement can drive inclusive growth while advancing sustainable waste management goals.

Roadmap for Advancing Plastic Waste Management and Demonstrating Circularity of Plastic Waste in Pimpri Chinchwad Municipal Corporation

This roadmap for strengthening plastic waste management and advancing plastic circularity in Pimpri Chinchwad Municipal Corporation (PCMC) is grounded in the belief that resilient and sustainable waste systems must be community-centric and inclusive. The active involvement of children, youth, SHGs, and citizens is critical to building shared responsibility, improving the efficiency of municipal services, and embedding a culture of sustainability in urban waste practices.



The roadmap presented below identifies key strategic actions and the organizations that pledged their support during the City Visioning Workshop, aligning their contributions across the plastic waste value chain. The project team will continue to serve as facilitators—working in close coordination with PCMC and local stakeholders—to institutionalize these efforts, promote convergence, and ensure the long-term sustainability and impact of the city's circularity agenda.

| Stakeholder Group | Contribution to the PCMC's Plastic Waste Management Value Chain | | | |
|---------------------------------|---|---|---|--|
| | Enhancing Source Segregation | Improving Transport Mechanism | Safe Disposal of Plastic Waste | Resource Recovery from Plastic Waste |
| SBM, (Health Dept), PCMC | Monitors and implements public awareness campaigns, IEC activities, and | Provides infrastructure for smooth door-to-door collection, fleet monitoring and route optimization | Implementing safe disposal through decentralized collection sites and | Coordinates with MRF operators, startups, organizations for improving resource |

| | | | | |
|--|--|---|---|--|
| | household-level outreach on segregation norms | | improving the processing site | recovery of plastics |
| DAY-NULM, PCMC | Mobilizes SHGs to support household awareness and segregation drives | Engages SHG members in waste collection and route-level coordination | Supports livelihoods tied to formal disposal and processing | Skilling and onboarding SHGs for recycling and upcycling enterprises |
| IEC & Communications, PCMC | Drives public awareness campaigns, IEC activities, and household-level outreach on segregation norms | Oversees door-to-door collection, fleet monitoring and route optimization | Promotes safe disposal of plastic waste at source segregation level | Conducts campaigns and connects NGOs, CSOs, startups working in maximizing resource recovery from plastic waste to communities |
| Schools & Colleges | Promote behavior change through classroom activities, collection drives, eco-clubs, and student-led campaigns. | Coordinate transport for student collection drives or competitions | Promote safe disposal practices on campus. | Promote research on plastic waste, eco-product development, conduct competitions |
| Local NGOs, CSOs, Startups | Implement community-level IEC, capacity building, and handholding for households. | Identify and resolve transport gaps in informal settlements, villages, etc. | Report and support enforcement on illegal dumping and open burning of waste | Manage decentralized waste management centres, develop recycling hubs and build networks with informal workers. |
| Citizen Collectives (SHGs, youth clubs, etc.) | Lead local outreach on waste segregation practices and neighborhood drives | Provide feedback for collection and transport efficacy | Organize local cleanliness drives and monitor decentralized disposal spots. | Engage in upcycling, zero-waste businesses, and linking with recyclers. |
| AIILSG Mumbai (Technical Partner) | Develops IEC content, school curriculum, and training tools to promote segregation | Supports route planning, MIS tracking, and performance improvement | Provides technical guidance on scientific disposal and infrastructure use | Promotes circularity models and connects ULB with the private sector for resource recovery innovation |

Testimonials from the Workshop Participants



With rapid urbanization and the rise in slum areas, we are witnessing a significant increase in plastic waste within the solid waste stream. It is imperative that we act swiftly to identify and implement sustainable solutions. This platform offers the right opportunity to bring together all stakeholders and develop strategies that create a win-win situation for everyone involved. PCMC aims to set an example as a role model city in plastic circularity, and this can only be achieved through collective efforts from the entire society. AIIISG, Mumbai has the potential to play a pivotal role in coordinating and facilitating collaboration among stakeholders to connect the dots and make the circularity model a success.

– **Mr. Vijay Khorate, Additional Commissioner 2, PCMC**



This is a valuable gathering of experts, and it is essential to understand how the diverse ideas and expertise of each stakeholder can be aligned with PCMC's ongoing initiatives—or even help spark new ones. We face several challenges, particularly during the implementation phase, where such expert insights can lead us toward sustainable solutions. PCMC is open and committed to collaboration and co-creation, and we look forward to jointly developing effective models that promote circularity in plastic waste management.

– **Mr. Sachin Pawar, Deputy Commissioner, PCMC**



Several initiatives involving SHGs are already active across various zones, particularly in waste collection and segregation activities. Taking this one step further, there is a great opportunity to engage these SHGs in creating value-added products at the zonal level. This not only strengthens the circular economy but also empowers local communities. As zone officials, we are more than willing to support and facilitate such impactful initiatives.

– **Mr. Ankush Jite, Assistant Health Officer, H Zone, PCMC**



Through the Navi Disha scheme, women have received valuable training, counselling, and support. However, the key challenge remains ensuring income generation and long-term sustainability of these initiatives. It is crucial to develop solutions that help SHGs become truly independent. We need to create an enabling ecosystem that provides continuous support, allowing them to efficiently manage their operations and maintenance while building resilience and self-reliance.

– **Ms. Reshma Patil, Social Development Department, PCMC**



PCMC has consistently championed impactful CSR initiatives with the active participation of SHGs. Companies are eager to partner with us to drive meaningful change, and we welcome the opportunity to connect projects focused on plastic waste circularity. Together, we can develop sustainable solutions that benefit the entire community.

– **Ms. Shrutika Mungi, CSR and CER Expert, PCMC**



We are truly grateful for being given this platform to share our views, needs, challenges, and opportunities. It is inspiring to see PCMC and so many organizations actively seeking to involve women in meaningful, livelihood-generating opportunities. We are enthusiastic about collaborating with PCMC and these organizations to create impactful change and uplift SHG women, empowering them towards a better future.

– **Representative from SHG Group**

Way Forward:

Advancing Plastic Waste Management in Pimpri Chinchwad



Through the recently held City Visioning Workshop, Pimpri Chinchwad Municipal Corporation (PCMC), in collaboration with its technical and community partners, has laid the foundation for co-creating inclusive and actionable strategies for circular plastic waste management. The workshop served as a platform to integrate local experiences, institutional capacities, and innovative solutions that can strengthen the plastic waste value chain while advancing social and environmental equity.

Building on the insights generated, AILSG Mumbai, as a technical partner, has outlined a strategic action agenda to support PCMC in demonstrating scalable models that foster circularity, empower communities, and integrate youth participation in upstream advocacy for cleaner urban environments.

Strategic Action Areas Post-Workshop

| Focus Area | Strategic Action | Key Partners |
|---|---|--|
| Livelihood & Circular Economy | - Skill SHG members to create value-added products from plastic waste - Develop micro-enterprises led by women for local recycling and upcycling initiatives | Without by Ashaya, SHGs, PCMC, AILSG Mumbai |
| | - Link plastic collected through school campaigns to formal recycling and value-addition processes | CACR, Schools, Education Department, Health Department, AILSG Mumbai |
| Youth & Educational Institution Engagement | - Conduct clean plastic collection drives and behavior change campaigns in schools and colleges - Promote student-led circularity initiatives | CACR, Education Dept., NSS/NCC Units, AILSG Mumbai, Youth Networks |
| | - Facilitate exposure visits for youth to PCMC's air quality monitoring systems - Co-create a 'Clean Air Youth Manifesto' as an upstream advocacy tool | PCMC, Youth Collectives, Academic Institutions, AILSG Mumbai |
| | - Promote app-based gamification and digital dashboards to incentivize student participation and behavior change | Local startups, Academic Institutions, AILSG Mumbai |
| | - Facilitate ward-level adoption by colleges for implementation of segregation and resource recovery practices | PCMC, Eco-Clubs, Youth Initiatives |
| Community Awareness & Behavior Change | - Contribute to PCMC's World Environment Day 2025 event as a city-wide celebration spotlighting citizen champions and student-led innovations | Schools, Colleges, SHGs, NGOs, AILSG Mumbai |

| | | |
|--|--|--|
| | - Leverage local festivals, campaigns, marathons etc. to promote zero-waste activities | CSOs, Resident Welfare Associations, Youth Networks |
| Policy Integration & Technical Facilitation | - Collaborate with PCMC's CSR cell to scale circularity initiatives under ongoing waste management projects | PCMC CSR Cell, AILSG Mumbai, Development Partners |
| | - Enable convergence with existing partners to streamline the flow of MLPs to recycling units | CYDA, SWaCH, NGOs, Waste Recyclers |
| | - Convene a focused roundtable with stakeholders to initiate PCMC's roadmap toward a city-wide circular plastic economy mode | PCMC, Development Partners, AILSG Mumbai |
| | - Partner with Ecokaari to conduct micro-entrepreneurship programs with SHGs for upcycling plastic into lifestyle products | Ecokaari, SHGs, PCMC, AILSG Mumbai |
| | - Continue technical assistance through L-PAC for capacity-building, IEC development, and cross-learning with other cities | AILSG Mumbai, DoECC, PCMC, UDD, Development Partners |

The **Localizing Plastic Action through Communities (L-PAC)** project will continue to play a catalytic role in driving cross-sectoral collaborations in Pimpri Chinchwad. Through targeted support in *knowledge management, capacity building of SHGs, youth engagement, and community behavior change*, the initiative will help operationalize Pimpri Chinchwad's vision for a circular plastic economy that is inclusive, data-informed, and scalable.

