

Empowering the Informal Sector

Meet a fellow waste collector and get to know more about his transformation journey. His daily routine includes collecting waste and segregating the recyclable materials from it in order to generate income. He has been working hard to collect this waste and support his family by earning from it, similarly helping to keep the cycle of recyclable materials running. Of course, cleanliness in the area is a natural part of this process.

This process was going smoothly, however it was optimized in ways for him to earn more. Here's how things quickly changed after a small initiative made by Anubhuti Welfare Foundation to create awareness about the recyclable materials.

Income Doubled

He used to earn **Rs 250/day** on an average while putting in 6 hours of work each day. This figure jumped to **Rs 400/day** after basic information about various materials that can be recycled was given to him.

Increased knowledge about recyclable materials

Due to lack of awareness, he was handling only certain categories of waste like PETs and cartons. An awareness campaign helped him and others like him understand the economic value attached to other types of waste and it significantly changed their approach. Now he started collecting MLPs as well which contributed to his income.

Better Livelihoods

Along with classifying the waste better, he also realised how to manage his time efficiently plus learnt to improve the hygiene and safety standards in his daily hustle. He has been able to guide other waste collectors helping them earn more as well. As a result of which livelihoods evolved in his community.

Developed a sense of dignity and self-learning

As this journey continues he has started to educate himself about the basics of a circular economy. It has helped him to understand the importance of his role in the entire economy, thus giving him a sense of belonging which motivates him to put in more effort in his work.