



Coca-Cola India

Award Application

CONTENTS

About Coca-Cola India	2
Coca-Cola India CSR Policy	2
Key Projects	4
A. Sustainable Agriculture	4
A.1 Project Unnati	4
A.2. Meetha Sona – Sustainable Sugarcane Initiative.....	7
A.3. Project Unnati Mango: Addressing Climate-Nutrient-Water Nexus Challenges in Uttar Pradesh	9
B. Water Initiatives	11
B.1. Project Jaldhara – Kolar and Anantapur.....	11
B.2. Project Jaldhara – Aurangabad	13
B.3. Jalalabad Lake Restoration Initiative.....	15
C. Circular Economy	17
C.1. Clean destination	17

ABOUT COCA-COLA INDIA

Coca-Cola in India is one of the country's leading beverage companies, offering a range of high-quality and refreshing beverage options to consumers. The company in line with its vision of 'Beverages For Life' offers a wide portfolio of products which includes hydration, sports, sparkling, coffee, tea, nutrition, juice and dairy based products. In India its beverage range includes Coca-Cola, Coca-Cola Zero Sugar, Diet Coke, Thums Up, Charged by Thums Up, Fanta, Limca, Sprite, Maaza, Minute Maid range of juices. The company also offers hydration beverages including Limca Sports, Smartwater, Kinley, Dasani and Bonaqua packaged drinking water and Kinley Club Soda. Premium products constitute Schweppes and Smartwater. In addition, it offers Costa Coffee range of tea and coffee. The company is constantly transforming its portfolio, from reducing sugar in its drinks to bringing innovative new products to market.

The company along with its owned bottling operations and franchise bottling partners has a strong network of close to 4 million retail outlets through which it refreshes millions of consumers across the country. It seeks to positively impact people's lives, communities and the planet through water replenishment, Promoting a circular economy, sustainable agriculture initiatives and carbon emission reductions across its value chain.

Coca-Cola India is committed to driving growth in a responsible and sustainable manner, ensuring that its success contributes to the well-being of the communities it serves and the preservation of the environment.

For more information, please visit www.coca-colaindia.com.

COCA-COLA INDIA CSR POLICY

Coca-Cola India Private Limited, recognizes the impact it has on communities in which it operates and is committed to engage with the stakeholders on key social issues that create social and environmental value for communities, and lead to a better India.

The company's Corporate Social Responsibility (CSR) policy outline the vision, mission, thrust areas and key requirements as per Schedule VII of Section 135 of the Indian Companies Act, 2013. Its dedication to conduct and grow our business in a socially responsible way and positively impacting the lives of all those it engages with is the bedrock of its CSR policy. We aim for people to reach their true potential through interventions that are needs-based in nature.

As part of its dedicated approach to create economic opportunity in the communities in which it operates, the Company is committed to sustainable development and inclusive growth and has been focusing on a wide range of issues in relation to water, environment, healthy living, music, grass roots education, social advancement and promoting gender equality and empowerment of women. Over the years, the company has undertaken CSR Projects in areas of providing access to water, promoting education (including special education) and employment enhancing vocation skills, ensuring environmental sustainability and rural development projects. The company is also working on initiatives in the areas of Water, Agriculture and Waste Management.

The company believes that it should also focus on alleviating rural poverty and improving income and livelihood of rural farmers through various methods including by way of training and building

their capacities on innovative agricultural practices leading to greater productivity and efficiency. As rural income can be boosted only by boosting agricultural income, by increasing productivity and profit per unit of land, the company considers that there is a dire need for innovation and private participation in consultation with government agencies and implementation partners focused at small and marginal farmers, whose upliftment would be the backbone of food security mission of India. Towards this, the company has been undertaking various CSR initiatives relating to agriculture, horticulture and educating/ training farmers in the use of modern technologies and innovative practices in horticulture and agriculture, to enable farmers to grow high yielding crops aimed at improving the income and livelihood of farmers, from the year 2018, under its Fruit Circular Economy (“FCE”) Initiatives.

In 2008, the company set up Coca-Cola India Foundation (hereinafter referred as “CCIF”) a ‘not for profit’ section 25 company under the Companies Act, 1956 as its wholly owned subsidiary, with the aim to promote inclusive growth and sustainable development through empowering backward districts of India with main focus on water sustainability and environment. CCIF’s focus areas include watershed management protection and development, purification of riverine systems, creation of integrated water bodies, restoration of old water bodies, rural electrification through solar energy and other similar areas.

KEY PROJECTS

A. SUSTAINABLE AGRICULTURE

A.1 Project Unnati

OVERVIEW

India is the second largest producer of fruits and vegetables in the world. Only 66 per cent of that is processed. With a citizenry of 1.3 billion and a 55 per cent agrarian economy, the increasing burden of the population on agricultural land is one of the main reasons for low productivity. Also, farming processes in India are largely manual and small-scale, leading to a high cost of operations. Hence, most farmers are caught in a vicious cycle of low productivity and low income along with unutilised scientific knowledge, which is currently the biggest socio-political and economical problem in India.

This is where Project Unnati has created a distinct impact on the lives of farmers. Project Unnati is a Corporate Social Responsibility initiative by Coca-Cola India Private Limited (CC IPL). It has been created with the objective to uplift the livelihood of small-scale and marginal fruit farmers in India. Through Project Unnati, the company provides farmers with improved and advanced agricultural techniques, package of practices, market linkages and overall training in production processes, and creating awareness about good agricultural practices. These interventions have helped farmers associated with Project Unnati increase their income by migrating from field crops to horticulture and experience productivity enhancement by up to five times.

What's more, this enhancement in yield has not impacted the environment or soil adversely. The project promotes environment sustainability through use of drip irrigation, thereby saving both water and energy. Through a scientific approach in terms of climate and cultivation practice mapping as well as promoting techniques such as Ultra High-Density Plantation (UHDP), the farmers have witnessed production from the second year itself instead of the five to seven years after plantation in the traditional set-up. This has resulted in a 10-fold increase in plant density. Moreover, specific knowledge has reduced the risk of crop failure and a scientific approach in terms of climate and cultivation practice mapping has ensured appropriate yield levels.

These practices also create a domestic self-sustaining and resilient horticulture supply chain and help in achieving the government's goal of an Atmanirbhar Bharat.

The project spans several states and Union Territories, reaching over 360,000 farmers and directly impacting more than 100,000 acres of land. By prioritizing community engagement and aligning with global sustainability trends, Project Unnati fosters a sense of ownership among farmers and encourages responsible use of natural resources.

PROJECT NEED

Project Unnati addresses critical challenges in India's agricultural sector:

1. **Low Income for Farmers:** Small land holdings and outdated farming practices contribute to low productivity and high operational costs, trapping farmers in poverty. Enhancing farm income is essential for the economic well-being of rural households.

2. **Lack of Recognition of Women in Agriculture:** Women play a vital role in agriculture but often lack recognition and statutory land rights. Empowering women in agriculture is crucial for achieving gender equality and sectoral growth.
3. **Outdated Cultivation Practices:** Inefficient farming methods and a lack of knowledge on good agricultural practices hinder productivity. Modernizing agriculture through innovative technologies is vital for boosting productivity and sustainability.
4. **Deteriorating Environmental Sustainability:** Overuse of pesticides and natural resources has led to soil degradation, affecting both domestic production and export potential. Ensuring environmental sustainability is critical for long-term agricultural viability.

PROJECT LOCATION AND DEMOGRAPHY

Project Unnati is a wide-reaching initiative that spans across several states and Union Territories in India. Mango (Karnataka, Uttar Pradesh, Tamil Nadu, Andhra Pradesh, Telangana, Madhya Pradesh, Maharashtra, Orissa), Apples (Uttarakhand, Himachal Pradesh, Jammu), Oranges (Maharashtra, Madhya Pradesh), Grapes (Tamil Nadu), Litchi (Bihar), and Coffee (Karnataka). This extensive geographical coverage ensures that the project reaches diverse agricultural regions, each with its unique challenges and opportunities.

The demography targeted by Project Unnati is primarily small and marginal farmers, who constitute a significant portion of India's agricultural workforce. These farmers often face challenges related to low income, limited access to modern farming techniques, and marginal land holdings. Additionally, the project also focuses on women in agriculture, recognizing their vital but often overlooked role in the farming community.

IMPLEMENTATION

Key implementation components of Project Unnati's includes:

1. **Cultivation Strategy:** Ultra High-Density Plantation to enhance land utilization, productivity, and profitability.
2. **Choice of Variety:** Grafting disease-resistant, high-yielding varieties suitable for the Indian climate.
3. **Capacity-Building:** Free agronomical training through lectures, exposure visits, on-field training, and creation of demonstration orchards.
4. **Sustainability and Good Agricultural Practice:** Promotion of drip irrigation for optimum water use and climate-smart agriculture.

PROJECT IMPACT

The outcomes and impact of Project Unnati are profound and multifaceted, significantly transforming the agricultural landscape:

1. **Income and Productivity Growth:** The project has led to significant increases in farmers' income and productivity, with some cases showing up to a five-fold increase. This has changed the lives of many farmers, providing them with greater financial stability.

2. **Expedited Crop Production:** By implementing modern agricultural practices, crop production now begins as early as the second year, instead of the usual five to seven years. This leads to quicker returns on investment and improved financial security for farmers.
3. **Environmental Benefits:** The introduction of drip irrigation and other sustainable practices has led to substantial water and energy savings, contributing to environmental conservation and alignment with global sustainability standards.
4. **Community Involvement and Ownership:** Active engagement of the community in the planning, implementation, and evaluation stages has fostered a strong sense of ownership and collaboration, making the project more responsive to local needs.
5. **Women Empowerment and Gender Equality:** Targeted programs have led to increased participation and recognition of women in the agricultural sector, advancing gender equality and empowering women within their communities.
6. **Risk Reduction:** The adoption of scientific approaches and specific knowledge has reduced the risk of crop failure, providing farmers with more stability and confidence in their agricultural practices.
7. **Broad Reach and Scalability:** Project Unnati has directly intervened in over 100,000 acres and positively impacted over 360,000 farmers, establishing new orchards and setting up over 2 million plant nurseries. Its success across diverse regions demonstrates the project's adaptability and potential for broader scalability.

A.2. MEETHA SONA – SUSTAINABLE SUGARCANE INITIATIVE

OVERVIEW

Meetha Sona Unnati is an initiative by Coca-Cola in India to implement an integrated sustainability framework in sugarcane farming. Recognizing the critical role of the sugar industry in India, which stands as the second-largest agro-based industry after cotton, this program aims to enhance productivity, promote sustainable practices, and improve the livelihoods of millions of farmers and laborers involved in sugarcane cultivation. With India being the largest consumer of sugar and the second-largest producer globally, the program seeks to address the challenges of stagnating productivity and low sugar recovery rates.

PROJECT NEED

The Meetha Sona program addresses several pressing challenges within India's sugar industry:

1. **Stagnating Productivity:** Despite being a major player in global sugar production, India's sugarcane productivity has stagnated over the last 15 years, averaging around 68 tons per hectare, with some areas as low as 40 tons. This is insufficient to meet the projected demand of 520 million tons of sugarcane by 2030, necessitating significant productivity improvements.
2. **Low Sugar Recovery Rates:** India's sugar recovery rate, averaging around 10%, is one of the lowest in the world. Enhancing this rate is crucial for improving the overall efficiency and profitability of the sugar industry.
3. **Sustainability Issues:** The overuse of chemical fertilizers and water, along with poor soil management practices, has led to deteriorating soil health and unsustainable farming practices. Addressing these issues is critical for the long-term viability of sugarcane farming.
4. **Water Management:** Sugarcane is a water-intensive crop, and inefficient irrigation practices have exacerbated water stress, particularly in key sugarcane-producing states like Maharashtra and Karnataka. Optimizing water usage is essential to making sugarcane farming more sustainable.
5. **Economic Challenges for Small-Scale Farmers:** Small-scale farmers, who form the backbone of sugarcane cultivation, face economic challenges due to low yields and high production costs. Improving their productivity and income is essential for the sector's overall development.

PROJECT LOCATION AND DEMOGRAPHY

Meetha Sona Unnati was launched in Uttar Pradesh in 2016 and later expanded to Karnataka in 2018 and Maharashtra in 2022. The program primarily targets small-scale sugarcane farmers, particularly in regions with low productivity and significant sustainability challenges.

IMPLEMENTATION

The program includes several key components:

1. **Enhancing Productivity:** The program aims to increase sugarcane productivity from an average of 68 tons per hectare to 100 tons per hectare, particularly in intervention areas in Uttar Pradesh.

2. **Sustainable Practices:** The program promotes sustainable agricultural practices, such as better soil management, controlled irrigation, and the use of organic manures. These practices are designed to improve crop health, reduce reliance on chemical fertilizers, and optimize water usage.
3. **Water Management:** Specific goals are set to optimize water usage and reduce water wastage through improved irrigation techniques. In Maharashtra, for example, where water stress is severe, the program focuses on reducing groundwater extraction and enhancing water-use efficiency.
4. **Training and Capacity Building:** The program emphasizes training over 120,000 farmers on Good Agricultural Practices (GAPs) and other innovative farming techniques, ensuring they have the skills and knowledge to implement sustainable and productive farming practices.

PROJECT IMPACT

The outcomes and impact of the Meetha Sona program are significant, reflecting positive changes in economic, social, and environmental aspects of sugarcane farming:

1. Economic Impact:

- **Increased Yields:** In Karnataka, 93% of farmers reported an average yield increase of 12 tons per acre, a 22% improvement, due to cost-saving and effective practices introduced by the program. In Uttar Pradesh, yields increased by nearly 50% from the baseline.
- **Cost Reduction:** Farmers reported a reduction in cultivation costs due to better practices introduced by the program, despite external factors such as rising fertilizer and labor costs.

2. Social Impact:

- **Farmer Training:** Over 120,000 farmers have been trained in sustainable farming practices, enhancing their socio-economic development.
- **Rural Entrepreneurship:** The initiative encourages rural entrepreneurship through services like trash shedding and biocontrol, creating economic opportunities in rural areas.

3. Environmental Impact:

- **Water Savings:** The program has saved a total of 159.15 billion liters of water through efficient agricultural practices in Karnataka and Uttar Pradesh.
- **Improved Soil Health:** The focus on soil health improvement and water conservation has led to more sustainable agricultural practices, including integrated pest management and plant and ratoon management.
- **Technology Integration:** The program leverages ICT tools like the Kisan Sanchar Kendra and the 'Ganna Gyan' smartphone app to bring innovation to farming practices and promote environmental stewardship.

4. **Broad Reach and Scalability:** Since its inception, the program has directly impacted over 106,762 farmers across Uttar Pradesh, Karnataka, and Maharashtra, demonstrating its scalability and potential for broader impact across India's sugarcane farming sector.

A.3. PROJECT UNNATI MANGO: ADDRESSING CLIMATE-NUTRIENT-WATER NEXUS CHALLENGES IN UTTAR PRADESH

OVERVIEW

Project Unnati Mango, in collaboration with the Government of Uttar Pradesh and the 2030 Water Resources Group, aims to tackle the challenges at the intersection of climate, nutrients, and water within Uttar Pradesh's mango value chain. This initiative seeks to enhance water security, promote micro-irrigation for efficiency, and improve soil carbon through agronomic and mechanization interventions. Key objectives include the introduction of sustainable agricultural practices such as ultra-high to high-density fruit plantations and modern farming techniques to improve the overall productivity and sustainability of mango cultivation.

OBJECTIVES

- **Enhancing Nutrient and Water Productivity:**
 - Increase farm productivity for 50,000 farmers through micro-irrigation systems in mango plantations.
 - Improve efficiency by emphasizing more crop per drop and higher economic productivity (value per drop).
 - **Mechanization and Digital Technology Adoption:**
 - Promote the adoption of mechanization and digital technology, contributing to decarbonization and enhanced value addition in the mango value chain.
 - **Decarbonizing the Value Chain:**
 - Utilize voluntary carbon markets to generate carbon credits.
 - Facilitate payments for mango growers adopting low-carbon agronomic practices and renewable energy-based farm technology.
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PROJECT LOCATION AND DEMOGRAPHY

The project was launched in Uttar Pradesh in 2023. The program primarily targets small-scale farmers.

IMPLEMENTATION

The initiative, driven by TCCF in partnership with the Government of Uttar Pradesh and the 2030 Water Resources Group, addresses the complex climate-nutrient-water nexus in Uttar Pradesh's mango sector through several strategic actions:

- **Technical Assistance for Mango Growers:**
 - Provided targeted technical assistance for orchard rejuvenation and the establishment of advanced, high-tech orchards.
 - Promoted efficient irrigation techniques, including Drip and Micro-sprinkler systems, to optimize water use.

- Encouraged sustainable practices through mechanization and low-carbon agricultural methods.
- Offered comprehensive guidance on essential practices such as pruning, trimming, gap filling, intercropping, fencing, and post-harvest management.
- Established demonstration orchards on a cluster basis in each district, covering over 10 acres per district.
- **Technical Resources and Ecosystem Establishment:**
 - Developed technical resources and fostered an ecosystem to expand climate-resilient value chain activities within and beyond Uttar Pradesh.
 - Leveraged Information and Communication Technology (ICT), including Voice SMS and Artificial Intelligence, to enhance crop management.
- **Multi-Sectoral Partnerships Strengthening:**
 - Cultivated and strengthened partnerships across various sectors to maximize value chain investments.
 - Facilitated public-private convergence for a unified and sustainable approach.

PROJECT IMPACT

- **Farmer Engagement:** Over 10,000 farmers enrolled in the program.
- **Water Efficiency:** Significant improvements in water management, with increased efficiency and optimized usage across participating farms.
- **Productivity Gains:** Enhanced farm productivity and economic returns through modern practices and technologies.
- **Sustainability:** Adoption of low-carbon agronomic practices and renewable energy-based technology has led to measurable reductions in carbon emissions and water usage.
- **Technological Integration:** ICT tools have been effectively used to support improved crop management and decision-making processes.

B. WATER INITIATIVES

B.1. Project Jaldhara – Kolar and Anantapur

OVERVIEW

Groundwater is vital for Indian agriculture, accounting for 63% of all irrigation water. With water demand projected to reach 1,180 billion cubic meters (BCM) by 2050, while current availability is only 695 BCM, addressing groundwater scarcity is critical. Regions like Kolar and Anantapur face severe challenges: Anantapur is plagued by frequent droughts due to inconsistent rainfall, leading to groundwater depletion. Kolar, an ecologically dry zone, suffers from erratic rainfall and over-exploited river basins.

Project Jaldhara was launched to mitigate these water scarcity issues through the construction of rainwater harvesting structures and revitalization of traditional water tanks. The project focuses on replenishing groundwater, enhancing soil quality for agriculture, and improving water availability. Specifically, it involved building five check dams in Anantapur and desilting five water tanks and six feeder channels in Kolar. Additionally, it established Water Management Committees (WMCs) and Tank User Groups (TUGs) to foster local management and sustainability. The project addresses over-exploited taluks/mandals and aims to improve water resource management and agricultural productivity.

PROJECT NEED:

- **Severe Water Scarcity:** Both Kolar and Anantapur face critical water shortages due to erratic rainfall and declining groundwater levels, impacting agricultural productivity and local livelihoods.
- **Groundwater Depletion:** Frequent droughts and inconsistent rainfall have led to groundwater depletion, exacerbating the challenges for farming and water access.
- **Infrastructure Deficiency:** There is a lack of effective water management infrastructure, and existing traditional water tanks are silted and underutilized.

PROJECT LOCATION AND DEMOGRAPHY:

Project Jaldhara is implemented in the following 11 villages:

Kolar District (Karnataka): 1. Aninganahalli. 2. Halepalya. 3. Obatti. 4. Kempasandra. 5. Nallapareddi palli

Anantapur District (Andhra Pradesh): 6. Kodur. 7. Mudapalli. 8. Subbraopeta. 9. Madirepalli. 10. Kandurparthi. 11. Timalapalli

IMPLEMENTATION

The project comprises several key components:

- **Enhancing Water Access:**
 - Constructed 5 check dams in Anantapur to facilitate water replenishment.

- Desilted 5 traditional water tanks and 6 feeder channels in Kolar to improve water access for irrigation and consumption.
 - **Sustainable Water Management:**
 - Implemented rainwater harvesting structures and revitalized existing water tanks to enhance groundwater recharge.
 - Established 7 Water Management Committees (WMCs) and 4 Tank User Groups (TUGs) for effective management and maintenance of water resources.
 - **Community Engagement and Training:**
 - Conducted awareness and training sessions on water conservation, sustainable agricultural practices, and efficient resource management.
 - Disseminated Information, Education, and Communication (IEC) materials to promote community involvement and build social capital.
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PROJECT IMPACT:

- **Economic Impact:**
 - **Increased Irrigation:** Improved water availability led to a 35% increase in the average area under irrigation in Anantapur and a 90% increase in borewell water levels in Kolar.
 - **Enhanced Crop Production:** 56% of farmers in Kolar reported increased crop production post-intervention, and 73% of farmers in Anantapur noticed significant improvements in crop quality.
- **Social Impact:**
 - **Health Improvements:** Improved access to clean water reduced the incidence of waterborne diseases.
 - **Community Empowerment:** The formation of WMCs and TUGs fostered local ownership and effective management of water resources.
- **Environmental Impact:**
 - **Groundwater Recharge:** The constructed check dams and revitalized water tanks led to an increase in groundwater levels and improved soil moisture.
 - **Soil Conservation:** The project improved soil quality and reduced erosion, benefiting local agriculture.
- **Direct Beneficiaries:** The project has positively impacted over 10,000 people across 1,500 households, demonstrating its effectiveness and potential for replication in similar regions facing water scarcity.

B.2. PROJECT JALDHARA – AURANGABAD

OVERVIEW

Project Jaldhara VI aims to address severe water scarcity issues in Aurangabad, a region plagued by recurring droughts. With the Government of Maharashtra declaring a drought in 42% of the state, the project seeks to provide sustainable water solutions and enhance community resilience. The initiative focuses on improving access to safe drinking water, promoting sustainable water management practices, and bolstering water security through resource augmentation.

PROJECT NEED

- **Severe Water Scarcity:** Aurangabad faces acute water scarcity due to erratic rainfall patterns and low groundwater levels, exacerbating the drinking water crisis and impacting agricultural productivity.
- **Poor Water Quality:** High levels of Total Dissolved Solids (TDS) in well water, ranging from 475 to 1021, render it unsafe for consumption. Villagers are forced to purchase expensive packaged water, which is unaffordable for many.
- **Economic Impact on Farmers:** The low groundwater table and insufficient rainfall severely affect irrigation, impacting agricultural productivity and livelihoods.
- **Lack of Sustainable Solutions:** The community lacks infrastructure for sustainable water management, and there is a need for effective systems to manage and conserve water resources.

PROJECT LOCATION AND DEMOGRAPHY

Project Jaldhara VI is implemented in the following 10 villages within the Phulambri and Sillod blocks of Aurangabad District, Maharashtra:

1. **Sarola** - Sillod Block
2. **Asadi** - Sillod Block
3. **Wanegaon Kh** - Phulambri Block
4. **Dongargaon Kawad** - Phulambri Block
5. **Daregaon** - Phulambri Block
6. **Bodhegaon Bk** - Phulambri Block
7. **Wawana** - Phulambri Block
8. **Shirodi Kh** - Phulambri Block
9. **Babra** - Phulambri Block
10. **Nidhona** - Phulambri Block

IMPLEMENTATION

The project comprises several key components:

Enhancing Safe Drinking Water Access:

- Installed 10 community-level Reverse Osmosis (RO) units across the villages.
- Provided affordable, safe drinking water at INR 5 per 20-liter container, reducing dependence on expensive and unsafe water sources.

Sustainable Water Management:

- Constructed 3 check dams and 26 open well recharge techniques to improve groundwater levels and water conservation.
- Established 27,000 meters of farm bunds across 150 hectares of farmland to enhance soil moisture and prevent erosion.

Community Engagement and Training:

- Formed Water Management Committees (WMCs) and Tank User Groups (TUGs) for effective operation and maintenance of water systems.
- Conducted training sessions on water management and sustainable practices, involving local stakeholders.

PROJECT IMPACT

Economic Impact:

- **Cost Savings:** The installation of RO units has significantly reduced the cost of drinking water for over 10,000 villagers, making it more affordable.
- **Local Employment:** Created job opportunities for local operators to manage the RO systems, contributing to the community's economic development.

Social Impact:

- **Health Improvements:** The introduction of safe drinking water has led to a marked reduction in waterborne diseases, improving overall health and reducing medical expenses.
- **Community Involvement:** The formation of WMCs and TUGs has fostered community ownership and involvement in water management.

Environmental Impact:

- **Water Harvesting:** The construction of check dams and recharge wells has created a water storage capacity of 78.5 million liters, effectively replenishing groundwater resources.
- **Soil Conservation:** The establishment of farm bunds has reduced soil erosion and improved water retention, benefiting local agriculture.

Broad Reach and Scalability:

- **Direct Beneficiaries:** Over 20,000 residents have benefited from the project, demonstrating its effectiveness and potential for replication in other drought-prone regions.

B.3. JALALABAD LAKE RESTORATION INITIATIVE

OVERVIEW

The Jalalabad Lake Restoration Initiative, a collaborative effort between Coca-Cola India and Say Earth, focuses on revitalizing the deteriorated Jalalabad Lake in Ghaziabad. The project aims to enhance the lake's water quality, restore its ecosystem, and foster a sustainable environment for the local community. Say Earth, led by Ramveer Tanwar, known as the Pondman of India, specializes in revitalizing water bodies and establishing forest ecosystems affected by urbanization. This initiative aligns with Coca-Cola's global sustainability and water stewardship goals, focusing on restoring vulnerable water bodies and empowering communities. By combining comprehensive restoration efforts, community engagement, and sustainable practices, Coca-Cola India Foundation and Say Earth have significantly improved the lake's ecosystem and local community well-being. The project not only restored a vital water body but also demonstrated the importance of corporate involvement and community participation in environmental stewardship.

OBJECTIVES

- Enhancing Water Quality and Ecosystem Restoration
- Community Engagement and Awareness
- Infrastructure improvements such as repairing inlets, installing new pipes, and creating filtration systems.

PROJECT LOCATION

Jalalabad, Ghaziabad, Uttar Pradesh, India


IMPLEMENTATION

The project was executed through a series of coordinated efforts:

- **Restoration Activities:**
 - Cleared floating garbage, water hyacinth, and debris using heavy machinery and manual labor.
 - Safely disposed of waste and recycled plastic for use in tree guards and benches.
 - De-watered the lake and removed silt with earthmovers.
 - Repaired damaged inlets, installed new pipes, and established a secondary pond with basic treatment facilities.
- **Infrastructure Development:**
 - Constructed a walkway with ramps along the shoreline, and designated areas for planting native trees and shrubs.
 - Established a plan for future aquaculture activities, securing necessary permissions from authorities.
- **Community and Stakeholder Engagement:**
 - Collaborated with local communities, government bodies, and NGOs to ensure comprehensive restoration efforts.
 - Utilized online channels and local media to raise awareness and encourage community participation.

PROJECT IMPACT

- **Environmental Benefits:**

- Enhanced habitat with the presence of various aquatic bird species and improved water quality.
 - Achieved a 40% increase in pond water retention capacity.
 - Groundwater replenishment and improved ecological balance.
 - **Community Benefits:**
 - Restored livelihoods around the pond area, improving overall health conditions and reducing vector-borne illnesses.
 - Increased community awareness and engagement in environmental stewardship.
 - Long-term sustainability through fish cultivation, with earnings supporting community development.
 - **Awareness and Education:**
 - Raised awareness about the significance of water conservation and environmental protection.
 - Involved community members in restoration efforts, integrating local knowledge and enhancing project accessibility.
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C. CIRCULAR ECONOMY

C.1. CLEAN DESTINATION

PROJECT OVERVIEW:

The “Clean Destination” initiative was initiated to establish an environmentally sustainable Solid Waste Management (SWM) system in and around Panna National Park. The primary objective is to create a model solution for sustainable waste management, serving as a blueprint for National Parks across India. Strategically situated within the serene confines of Panna National Park, the project extends its reach to 30 neighbouring villages grappling with inadequate waste management infrastructure, nearby resorts, and homestays. Within the national park, littering has been strictly controlled during safaris, but leftover food waste, tissue papers, and plastics are common waste items. Resorts and homestays generate waste without an established waste processing system, resorting to burning and irregular recycling. The villages lack waste management systems, and burning is a prevalent waste disposal practice.

Aligned with the Solid Waste Management Rules of 2016, the project employs a comprehensive, end-to-end strategy. It customizes Information, Education, and Communication (IEC) content based on comprehensive surveys and community insights, tailoring its strategy to the local context. The training programs are designed to educate various community segments, ensuring a broad reach for knowledge dissemination. Additionally, awareness campaigns, which encompass clean-up drives, waste bank initiatives, and door-to-door campaigns, are employed to effectively engage the community and spread awareness regarding responsible waste management. The project also focuses on crucial infrastructural development, establishing Material Recovery Facility (MRF), storage centres, composting units, waste collection vehicles, and strategically placed street dustbins. Adequate human resources, including program managers, coordinators, sorting staff, and motivators, are an essential component of this project.

Central to the project's success is its collaborative partnership model, engaging stakeholders such as the Madhya Pradesh Tourism Board and state government departments. By aligning with national missions like the 'Clean Destinations' initiative and 'Swachh Bharat' mission, the project integrates seamlessly into broader sustainability and cleanliness endeavors. Emphasis on community engagement ensures long-term success and fosters a sense of collective responsibility.

The project has already achieved significant milestones, with project's door-to-door collection efforts diverting over 20 tonnes of dry waste from improper disposal across 30 villages during 2022-24. Rigorous sorting processes have identified recyclable waste, underscoring the project's commitment to responsible waste management practices. The improved conditions and awareness have also generated additional income avenue for the local villagers with promotion of eco-tourism in the nearby areas. Operational in all targeted villages, the project demonstrates ongoing progress and the potential for broader positive impacts in the future.

PROJECT NEED:

- **Lack of Infrastructure:** Villages and resorts in the project area lack formal waste management systems, leading to reliance on unsustainable practices like burning and dumping.
- **Environmental Degradation:** Improper waste disposal, including burning and dumping in the national park and surrounding areas, contributes to environmental pollution.
- **Community Engagement:** There is a need to educate and engage the community in sustainable waste management practices to foster long-term change.

PROJECT LOCATION AND DEMOGRAPHY:

The project covers:

- **Panna National Park Gates:** Madla, Hinauta, Akola
- **Nearby Resorts and Homestays:** In and around Madla
- **30 Villages in the Buffer Zone**

IMPLEMENTATION:

The project adopts a phased approach over 24 months, starting with a pilot in Madla and expanding to additional villages based on insights gained. Key activities include:

1. **Stakeholder Buy-in:**
 - Engaged essential stakeholders such as the Forest Department, Tourism Department, Panchayats, and residents to secure alignment and commitment.
2. **Infrastructure Development:**
 - Established Material Recovery Facility (MRF), storage centers, composting units, waste collection vehicles, and street dustbins.
3. **Pilot Village Implementation:**
 - Launched in Madla to test and refine the program before broader rollout.
4. **Awareness Campaigns:**
 - Conducted clean-up drives, waste bank initiatives, and door-to-door campaigns.
 - Provided training sessions and workshops for various community segments.
5. **Expansion and Scaling:**
 - Expanded to remaining villages in the second year, focusing on building and empowering village committees for sustainable management.

PROJECT IMPACT:

- **Social Impact:**
 - Improved waste management practices across 30 villages, leading to reduced environmental pollution.
 - Enhanced community awareness and engagement, with increased participation in waste segregation and management.
- **Economic Impact:**
 - Generated additional income through recycling initiatives and promoted eco-tourism.

- Improved conditions for tourism around the national park, positively affecting local revenue.
- **Environmental Impact:**
 - Reduced waste burning and dumping, leading to cleaner surroundings and healthier ecosystems.
 - Effective waste segregation and processing contributed to better environmental conservation.