

# From Local to Global – Creating a Model for Eco-Villages

## The challenge

The state of India’s water and waste management is alarming with greater negative impacts on poor and marginalised groups of society. The problem of waste management looms large in urban and rural areas alike. Rural communities are most affected with limited resources to collect and manage household waste. Moreover, uncollected waste ends up in landfills due to improper disposal and poses various risks to local communities.

The two Indian states of Punjab and Uttar Pradesh show a particularly increasing trend of unregulated use of water and energy resources with increasing carbon footprints.

## Our approach

Hindustan Unilever Ltd. (HUL) and the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH are jointly implementing the public-private partnership project ‘From Local to Global - Creating a Model for Eco-Villages’. The project is funded through the develoPPP programme of the German Federal Ministry for Economic Cooperation and Development (BMZ).

Together with HUL, the project aims to enhance and improve socio-ecological conditions of local communities around the HUL factory sites in the districts Hamirpur, Uttar Pradesh and Patiala, Punjab.

The project aims to:

1. foster a sustainable and inclusive community/village(s) development around key HUL factory sites in India in order to achieve water positive, zero waste to landfill, and reduced carbon footprints in the respective areas.
2. create a model of eco-villages to make the living conditions of communities around the factories more sustainable.

3. design an overarching development framework along the Sustainable Development Goals (SDGs) of the United Nations through community action. Focus is placed on water conservation, waste management and the introduction of a carbon neutral development approach.

Project name	From Local to Global - Creating a Model for Eco-Villages
Commissioned by	German Federal Ministry for Economic Cooperation and Development (BMZ)
Project regions	Punjab and Uttar Pradesh
Implementation partner	Hindustan Unilever Limited (HUL)
Duration	2022 – 2025

## The benefits

The integrated approach to create model eco-villages:

1. promotes awareness and best practices for safe drinking water, waste management, and carbon-neutral communities.
2. improves sustainable living conditions through local governance structures.
3. enables convergence with initiatives of the Government of India, such as the *Swachh Bharat Mission*, *Sustainable Habitat Mission* and the state-specific *Climate Smart Village Frameworks*.
4. enhances collaboration through a public-private partnership model to co-create effective strategies and



L. to r. Photo 1: Communal learning through a water conservation awareness drive at Ingohota Village, Hamirpur district, Uttar Pradesh..

Photo 2: Capacity building programme with Gram Sabha members on waste segregation in the Banki village of the Hamirpur district, Uttar Pradesh.

investment opportunities aiming to scale-up similar initiatives.

## Activities

The project is primarily addressing local environmental concerns by contributing to water positive, zero waste to landfills and low carbon footprint communities through the following activities :



*Map disclaimer: The geographical map used is for informational purposes only and does not constitute recognition of international boundaries or regions; GIZ makes no claims concerning the validity, accuracy or completeness of the maps nor assumes any liability resulting from the use of the information therein.*

**Project Scoping** – The activity helped to gain a perspective of the shared water and waste related challenges, risks aligned to it, and the extent of its impact on carbon emissions at project locations. Four site-specific action plans have been developed based on state-specific baseline studies and need assessment in close cooperation with the local communities.

**Capacity Development** – The local community is a key player in driving local environmental concerns. Hence their role in the whole process is critical. The capacity building and awareness programme has been conducted to raise awareness on safe drinking water and its shared usage, waste management practices and reduced carbon footprints. The Behavioural Change Communication (BCC) approach has been mapped together with relevant municipal representatives targeting the local community, municipal cooperation, local government bodies, *Panchayat* representatives, local NGOs, think tanks, Community Based

Organisations (CBOs), community leaders, civil society and other actors involved in the process. Information, Education and Communication (IEC) tools such as orientation, training programmes, awareness sessions and experiential learning have been explored to create a sense of ownership within the community assuring the sustainability of project.

**Intervention areas** – Based on the observation and analysis from the various scoping activities, such as stakeholder mapping and consultations, government engagement and dialogues, household and village surveys, focused group discussions, as well as a water and carbon budgeting analysis, site specific interventions are planned across three key themes :

1. Creating water positive communities:
  - a. Enhancing access to potable water;
  - b. Ensuring ground water recharge and conserving surface water.
2. Zero waste to landfills:
  - a. Promoting source segregation and recycling;
  - b. Setting up bio-gas plant and plastic waste management processes.
3. Reducing the carbon footprint:
  - a. Promoting alternative energy sources;
  - b. Facilitating community-based afforestation.

**Learning, Communication, and Information sharing** – Since the project follows an integrated development approach towards the local environmental concerns, a comprehensive documentation of the experience and knowledge generated throughout the implementation phase is envisaged. This includes digital and non-digital communication and knowledge products as well as their dissemination through networking and outreach activities.

## Contribution to the 2030 Agend



Published by Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH  
Registered offices Bonn and Eschborn, Germany  
From Local to Global – Creating a Model for Eco-Villages  
A2/18 Safdarjung Enclave  
New Delhi 110029  
Phone +91 49 49 5353  
Fax +91 49 49 5391  
E: [info@giz.de](mailto:info@giz.de)  
[www.giz.de/india](http://www.giz.de/india)

Responsible Meghana Kshirsagar, Senior Advisor, Climate Change and Circular Economy  
E-Mail: [meghana.kshirsagar@giz.de](mailto:meghana.kshirsagar@giz.de)

Photo credits GIZ India  
As of October 2023  
GIZ is responsible for the content of this publication.  
On behalf of German Federal Ministry for Economic Cooperation and Development (BMZ)