



**K.R. MANGALAM UNIVERSITY**  
THE COMPLETE WORLD OF EDUCATION

Sohna Road, Sohna  
Gurugram

**“A Report – Waste Recycle in Village”**

(Field Project Report)

School of Journalism & Mass Communication

Programme Name- BA (JMC) & MA (JMC)

Project Guide: Mr. Ritwik Ghosh

Dr. Sarina Mehra

Academic Year – 2022-23

## DECLARATION

We undersigned hereby declare that this field project report represents work carried out by us. We also declare that we have adhered to all the principles of academic honesty and integrity and have not misrepresented or fabricated or falsified any idea/ data / fact /source in our submission. We understand that any violation of the above will lead to disciplinary action by the Institute. The findings in this report are based on the sampling / survey /data collection / recording during the field survey held on 28.9.2022 at Ghamroj, Gurugram on waste recycle in village under the guidance of Mr. Ritwik Ghosh, Assistant Professor and Dr. Sarina Mehra, Assistant Professor, School of Journalism and mass Communication, KRMU.

Sr. No	Name of the students	Roll No.	Signature
01	Kanishka		Kanishka
02	Neeraj	2209200006	Neeraj
03	Abhijeet		Abhijeet
04	Divyanshu	2009200017	Divyanshu
05	Niharika	2009200018	Niharika
06	Diya	2009200025	Diya
07	Ekta	2009200033	Ekta
08	Nishant	2109200004	Nishant
09	Palak	2109200006	Palak
10	Anusret	2109200017	Anusret
11	Vishal	2109200019	Vishal
12	Ujjwal	2209670002	Ujjwal
13	Vaibhav	2109200015	Vaibhav
14	Yashvardhan	2109200020	Yashvardhan
15	Dhara	2109200014	Dhara
16	Hemal	2109200012	Hemal
17	Samika	2109200008	Samika
18	Abhinav	2209000004	Abhinav

Programme Name – BA (JMC) & MA (JMC)

Date 12.10.2022.

Place

SJMC, KRMU, Gurugram

## CERTIFICATE

This is to certify that

Sr. No.	Student's Name	Roll Number	Place of Work	Duration of Field Project
01	Kanushka	2109200016	Ghamsoj	4 weeks
02	Neeraj	2209200006	Ghamsoj	4 weeks
03	Abhyeet	2009200009	Ghamsoj	4 weeks
04	Diyanshu	2009200017	Ghamsoj	4 weeks
05	Niharika	2009200018	Ghamsoj	4 weeks
06	Diya	2009200025	Ghamsoj	4 weeks
07	Ekta	2009200033	Ghamsoj	4 weeks
08	Nishant	210920004	Ghamsoj	4 weeks
09	Palak	2109200006	Ghamsoj	4 weeks
10	Anusret	2109200017	Ghamsoj	4 weeks
11	Vishal	2109200019	Ghamsoj	4 weeks
12	Ujjwal	22096720002	Ghamsoj	4 weeks
13	Vaibhav	2109200015	Ghamsoj	4 weeks
14	Yashwardhan	2109200020	Ghamsoj	4 weeks
15	Dhara	2109200014	Ghamsoj	4 weeks
16	Hemal	2109200012	Ghamsoj	4 weeks
17	Samika	2109200008	Ghamsoj	4 weeks
18	Abhinav	2209200004	Ghamsoj	4 weeks


enrolled in BA (JMC) & MA (JMC) have satisfactorily completed the project title "A report: Waste recycle in Village" under the guidance of Mr. Ritwik Ghosh, Assistant professor and Dr. Sarina Mehra, Assistant Professor of the subject "Event management, Development Communications and Electronic Media production" and "Research Techniques, Radio Journalism & The craft of Media Writing" respectively, of School of Journalism and mass Communication, KRMU.

This project work represents their original work and the references given in the present report are authentic.

Guide Name  Ritwik Ghosh, Dr. Sarina 

Department SSMC

School Name SSMC

Dean Name  Prof. (Dr.) Neeraj Khattri

School Name SJMC

Note: This is certificate is to be issued for the field projects executed by UG / PG students under guidance of faculty members.

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Note: Conclusion section must include the benefits to society through this project quantitatively. Inclusion of Geotagged photographs is mandatory requirement.

## **I. Introduction**

Waste recycling is an important extension activity that can have a significant impact on the environment and the community in a village. It involves collecting, separating, and processing waste materials in order to turn them into new products or resources. This not only reduces the amount of waste that ends up in landfills, but it also conserves natural resources and reduces greenhouse gas emissions. In a village setting, waste recycling can take many forms. For example, households and businesses may be encouraged to separate their waste into different categories, such as paper, plastic, glass, and food waste, in order to make it easier to recycle. Community members may also be involved in collecting and transporting waste materials to a recycling facility. In addition to helping the environment, waste recycling can also provide economic benefits to the village. Recycling programs can create jobs and stimulate economic development, and the sale of recycled materials can generate income for the community. Overall, waste recycling is a valuable extension activity that can have a positive impact on the environment, the community, and the economy of a village.

There are many benefits of waste recycling for villagers. Some of the key benefits include:

**Environmental protection:** Waste recycling helps to reduce the amount of waste that ends up in landfills, which can have negative impacts on the environment. Landfills can emit greenhouse gases and contaminate soil and water, and they also take up valuable land that could be used for other purposes. By recycling waste materials, villagers can help to reduce these negative impacts.

**Resource conservation:** Many of the materials that we throw away, such as paper, plastic, and glass, can be recycled and used again. This helps to conserve natural resources, such as trees, oil, and minerals, which are used to make these products.

**Climate change:** The production and disposal of waste generates greenhouse gas emissions, which contribute to climate change. By recycling waste materials, villagers can help to reduce these emissions and slow down the rate of climate change.

**Economic benefits:** Waste recycling can create jobs and stimulate economic development in a village. The sale of recycled materials can also generate income for the community.

**Community engagement:** Waste recycling can be a great way to engage community members and promote a sense of ownership and pride in the village. It can also help to educate people about the importance of protecting the environment and conserving natural resources.

## **Review of Literature**

Waste recycling is an important issue in both urban and rural areas, as it helps to reduce the amount of waste that ends up in landfills and the environment, while also providing economic and social benefits. This review of the literature aims to identify the current state of knowledge on waste recycling in village settings, particularly in the state of Andhra Pradesh, India.

One study conducted in Andhra Pradesh found that the majority of waste generated in rural areas is organic in nature, consisting of agricultural and food waste (Guduru et al., 2016). However, the study also found that a significant portion of waste in these areas is plastic, which can be difficult to recycle and has negative environmental impacts. The authors suggest that promoting the segregation of waste at the source and the use of biodegradable alternatives to plastic could help to improve waste recycling efforts in rural areas.

Another study conducted in Andhra Pradesh examined the feasibility of implementing a waste segregation and recycling program in a rural village (Reddy et al., 2018). The authors found that while there was initial resistance to the program, it was eventually accepted by the community and led to a reduction in the amount of waste being sent to landfills. The authors also found that the program had economic benefits, as it provided income for those involved in collecting and sorting the waste.

A third study, conducted in a different state in India, found that involving the community in waste recycling efforts can be an effective way to increase participation and improve the success of the program (Sharma et al., 2020). The authors suggest that this can be done through the formation of self-help groups, the involvement of local authorities, and the provision of education and training on waste segregation and recycling.

Overall, the literature suggests that waste recycling in village settings can be challenging due to the lack of infrastructure and initial resistance from the community. However, involving the community in the process, promoting segregation at the source, and providing education and training can help to overcome these challenges and improve the success of waste recycling programs.

### **Objectives of Project:**

To study the effectiveness of communication in waste recycle management by villagers.

To aware the villagers about waste recycle management.

To educate the community about the importance of recycling

To divert them from ending up in landfills where they take up space

### **Theoretical Framework:**

Effective communication in PR and Promotion

Stakeholders: Villagers and Government

The event was chosen to know about the awareness of villagers regarding waste recycle management.

### **Descriptions of Activity**

1. Background study of the topic
2. Framing of Objectives of the project
3. Drafting questionnaire for survey
4. Field activity
5. Data compilation
6. Analysis and Conclusion of report.

#### **Week 1- 14.9.2022 -21.9.2022**

Background study of waste recycle activities and awareness: Students searched on the websites wherein information regarding Waste cycle was mentioned.

#### **Week 2- 21.9.2022 - 28.9.2022**

Drafting of questionnaire and field work.

#### **Week 3- 28.9.2022 - 5.10.2022**

Data collection through questionnaire

Going through the video interviews.

#### **Week 3- 5.10.2022 – 12.10.2022**

Data analysis and interpretation

Project report writing

## **II. Description of Activities**

28 September 2022, a visit to Ghamroj Village, Haryana was organized by School Journalism and Mass Communication, KR Mangalam University. The visit was under the

supervision of Mr Ritwik Ghosh, Assistant Professor and Dr. Sarina, Assistant Professor, School Journalism and Mass Communication.

The students were made to visit for the purpose of knowing about the awareness levels of the rural population regarding waste recycle and management, how to tackle the problem of waste disposal and dry and wet waste segregation. Also the importance of proper waste disposal was emphasised upon by the students of School of Journalism and Mass Communication, KRMU to spread awareness amongst the villagers. The students conducted a survey by taking interviews of the people of the village to understand the awareness level of the village people on waste recycle and how they tackle the issue and also to understand their problems.

Total of 35 students of the department visited the village along with the faculty. The students got the survey questionnaires filled by the people of the village while talking to them and understanding their point of view. This visit was very enriching for the students, in which they learned a lot about rural area.

The students were assigned task of observing, conducting survey through questionnaire and interviewing. The students learnt a lot from it.

### **III. Interpretation and Analysis**

The collected data was analysed and interpreted on the bases of questionnaire, community discourse and one-to-one in-depth interviews.

### **IV. Conclusion and Recommendations**

It is observed that due several difficulties waste recycle is not carried out properly.

Many a times there is a issue of waste disposal due to lack of infrastructure

Waste recycle is not carried out properly due to lack of information and knowledge.

## V. References

Guduru, S., & Reddy, G. (2016). Characterization and management of solid waste in rural areas of Andhra Pradesh, India. *Environmental Science and Pollution Research*, 23(16), 16983-16992.

Reddy, G., Guduru, S., & Krishna, K. (2018). Feasibility of implementing a waste segregation and recycling program in a rural village of Andhra Pradesh, India. *Waste Management*, 74, 307-314.

Sharma, D., & Verma, R. K. (2020). Community participation for sustainable solid waste management in rural India: A case study. *Environmental Science and Pollution Research*, 27(21), 26252-26263.

## VI. Appendix

### Questionnaire (for extension activity only)



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### SCHOOL OF JOURNALISM AND MASS COMMUNICATION

### WASTE RECYCLE SURVEY QUESTIONNAIR

1. Name \_\_\_\_\_
2. Age \_\_\_\_\_ Place \_\_\_\_\_
3. 1. Do you know about recyclable waste?  
Yes                      No
4. Is plastic recyclable waste?  
Yes                      No
5. Do you know about any government policy related to waste recycle?  
Yes                      No
6. Which type of waste can be recycled  
Paper              Plastic              Glass              Food
7. What is the need of recycle?
8. Do you know about different colours of dustbin?  
Yes                      No
9. What is blue dustbin for?  
Recyclable                      Non-recyclable
10. Where do you dispose your garbage and waste?  
In the dustbin              In the field              Burn              Throw in the drain
11. How many members are there in your family?  
\_\_\_\_\_
12. Are your family members aware of waste disposal and waste recycle?

Yes                      Some members                      No

13. Do you think manure can be made by recycling waste?

Yes                      Maybe                      No

14. If yes, then what type of waste can you use to recycle and make manure?

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15. Do you make manure by recycling waste?

Yes                      Sometimes                      Never

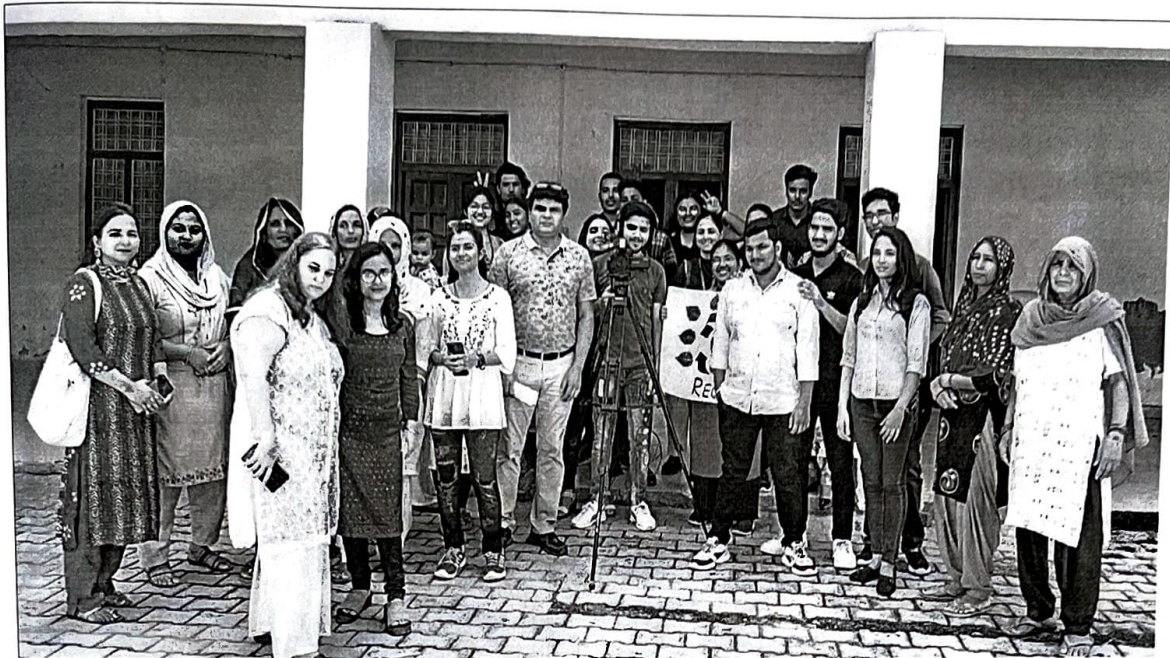
16. Do MCD visits in your area regularly?

Everyday      Usually      Sometimes                      Never

17. Do you and your family separate dry waste and wet waste before disposal?

Always                      Usually                      Sometimes                      Never

**Pics (non-geotagged for social media /geotagged for NAAC) with Date and Captions**



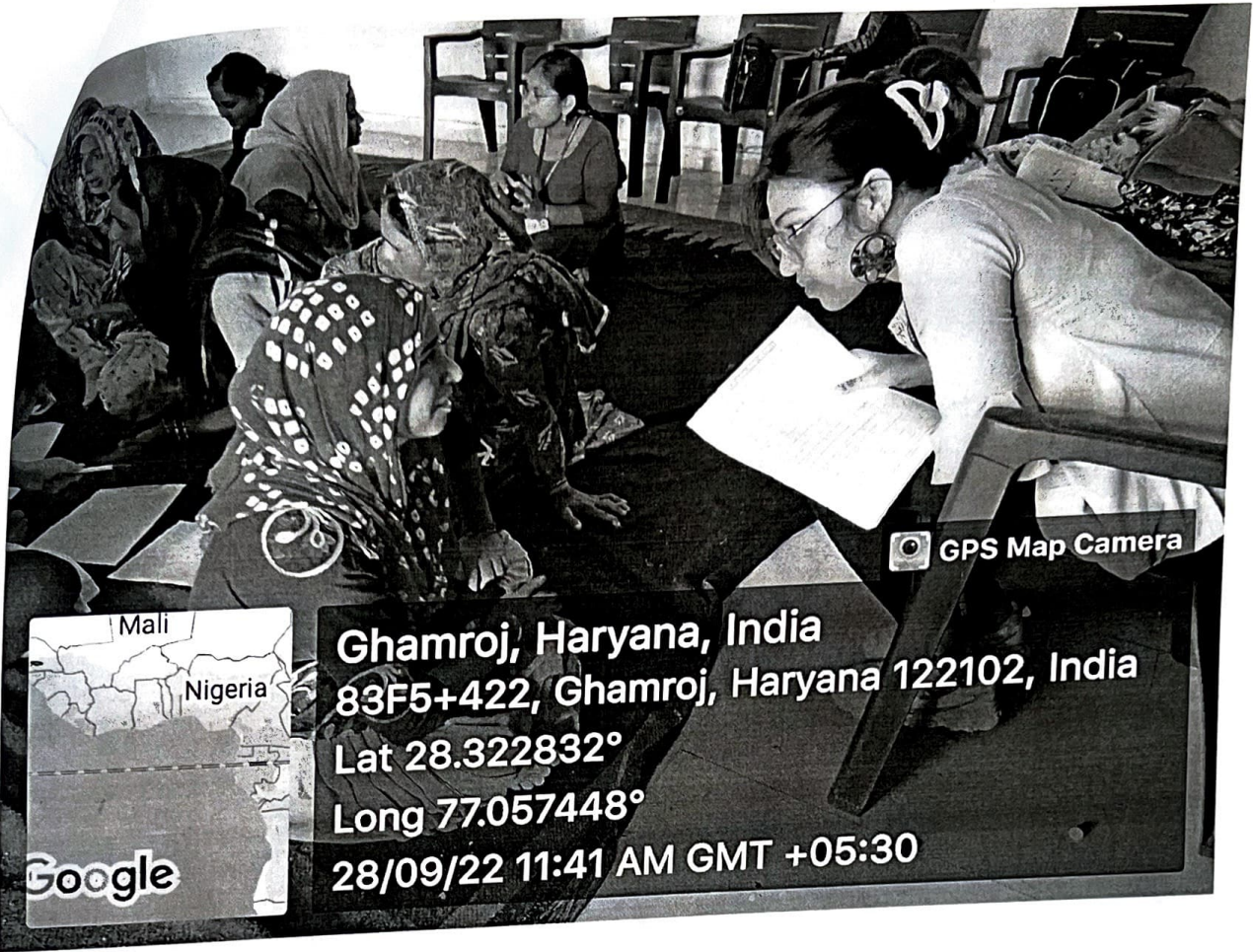
**Photo 1: SJMC Students with Faculty and Women of Ghamroj Village**



**Photo 2: SJMC Students Talking and Conducting a Survey among Women of Ghamroj Village**

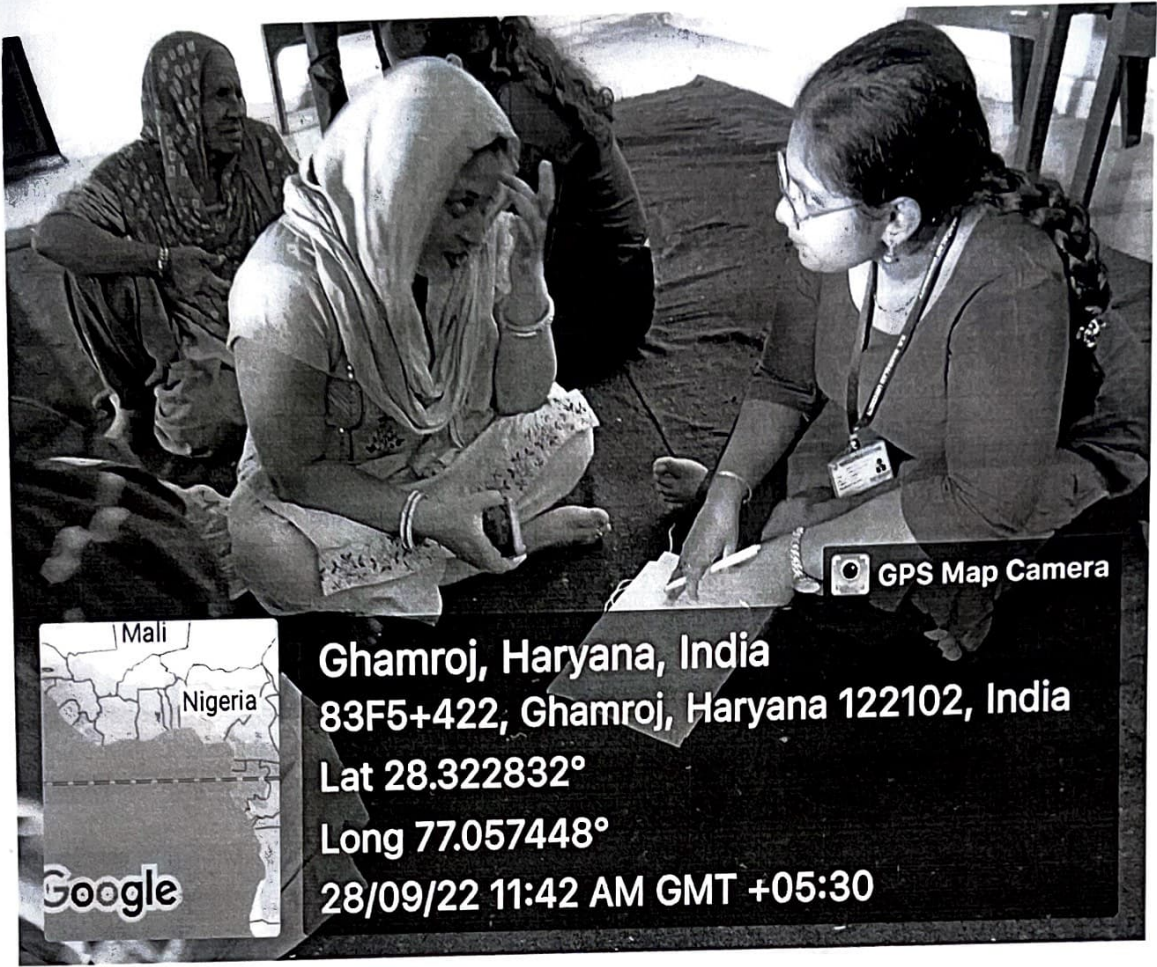


Photo 3: SJMC Students Interviewing the Women of Ghamroj Village

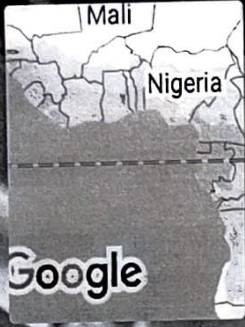


**Ghamroj, Haryana, India**  
**83F5+422, Ghamroj, Haryana 122102, India**  
**Lat 28.322832°**  
**Long 77.057448°**  
**28/09/22 11:41 AM GMT +05:30**

 **GPS Map Camera**



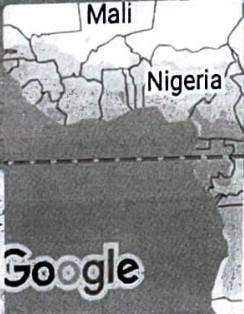
GPS Map Camera



**Ghamroj, Haryana, India**  
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**Long 77.057448°**  
**28/09/22 11:42 AM GMT +05:30**



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**83F5+422, Ghamroj, Haryana 122102, India**  
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**Long 77.057448°**  
**28/09/22 11:38 AM GMT +05:30**



**GPS Map Camera**