



AAMHI SWAACH CHARITABLE FOUNDATION

Impact Report 2025-2026

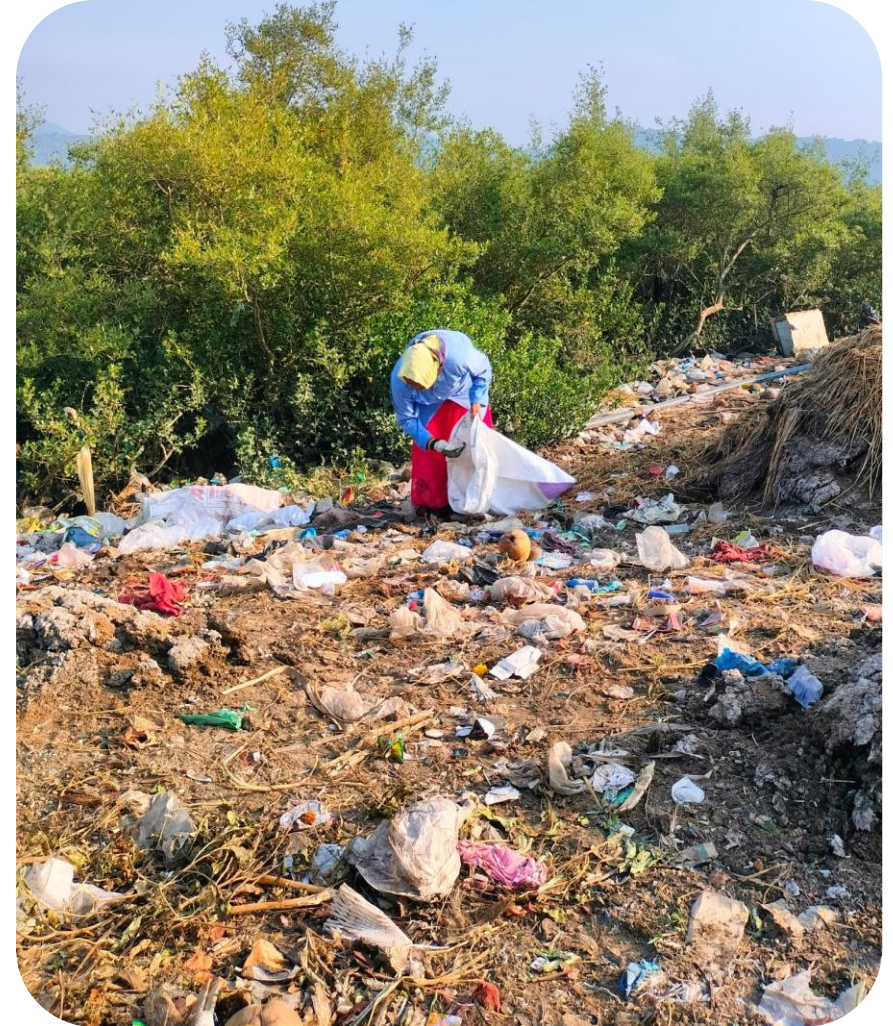


आम्ही • About Aamhi

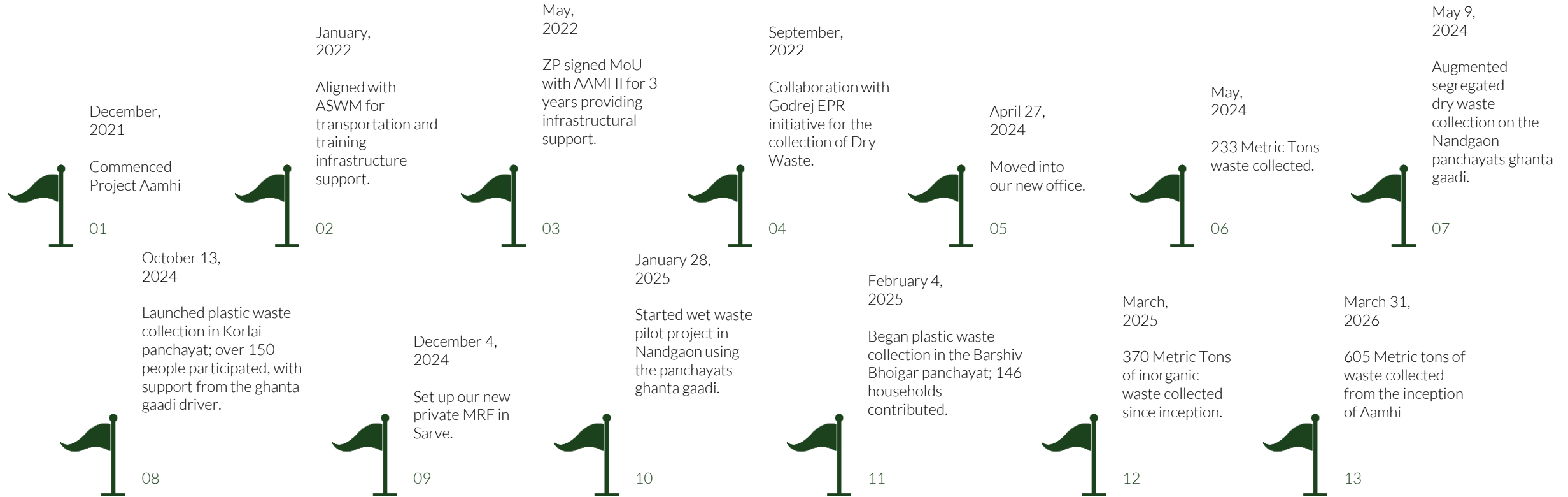
Aamhi was founded in 2022 by four women eco-warriors who were appalled by the environmental degradation caused by plastic and non-biodegradable waste in rural Maharashtra. In regions like Raigad, a surge in unregulated tourism infrastructure has negatively impacted the ecosystem over the years, leading to littered surroundings, garbage burning, and the disposal of waste into local water bodies. It was specifically to address these critical environmental challenges—often overshadowed by urban-centric narratives—that the initiative was started.

The core mission of Aamhi is to address the significant lacuna in planning regarding how development is executed in rural sectors, which comprise a vast percentage of India's landscape but rarely receive the attention cities do. While these are fast-growing areas where sustainable growth is an absolute imperative, there remains a major gap in infrastructure planning for waste management. By identifying and filling these planning voids, Aamhi ensures that rural development is supported by the essential services and infrastructure necessary to protect and preserve the local environment.

Since the very beginning of Aamhi's journey, ASWM has been a valued partner and key enabler of our work. Through crucial seed funding, technical expertise, and unwavering support, they have played an instrumental role in strengthening our waste management programmes and amplifying our impact on the ground.

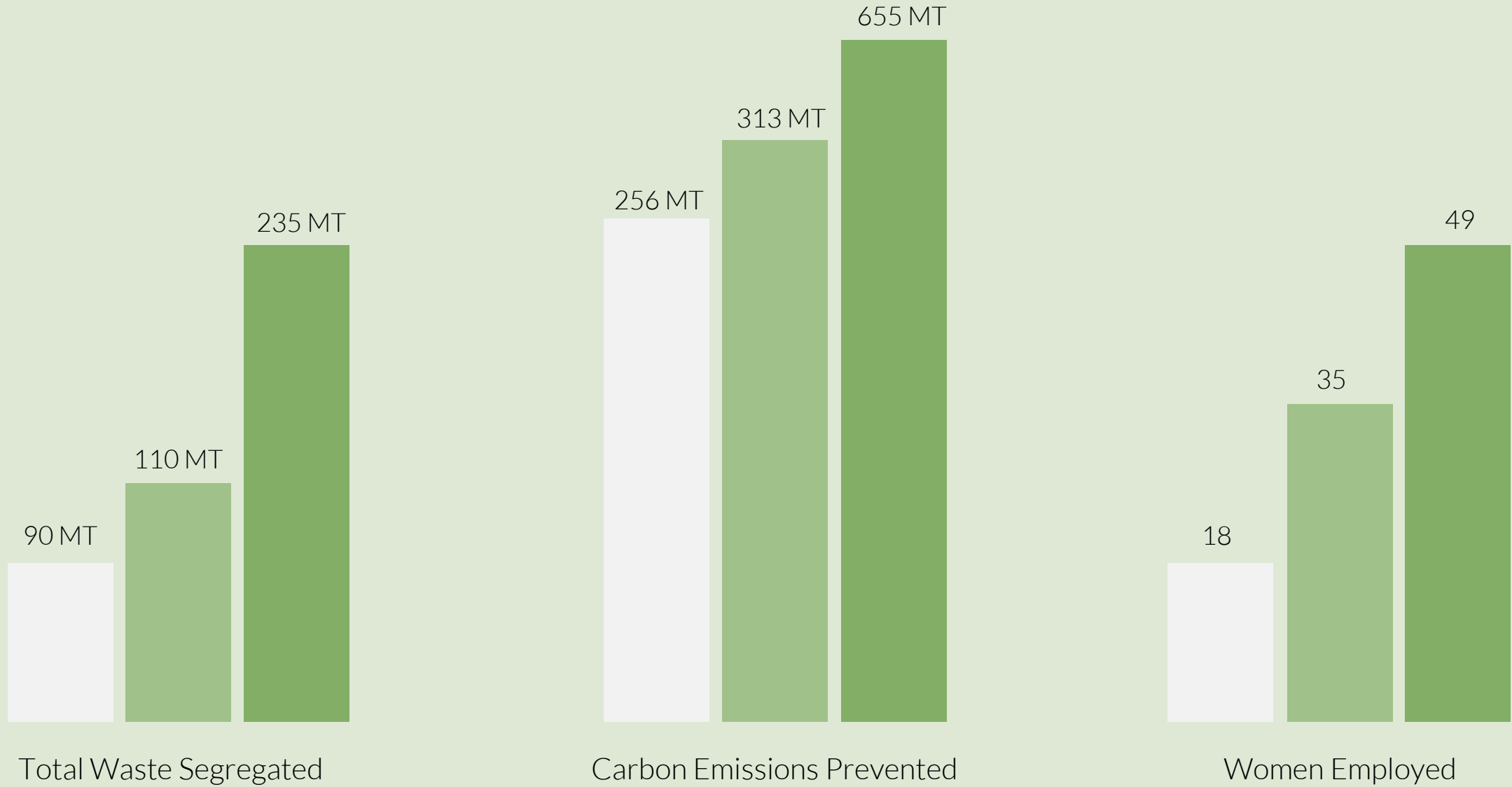








• 3-Year Performance Overview





2,35,278 Kgs

Total Waste Segregated



25 Villages

Active Operations, Raigad District



2,52,639 Kgs

Total Waste Collected



65

Safai Saathis Employed



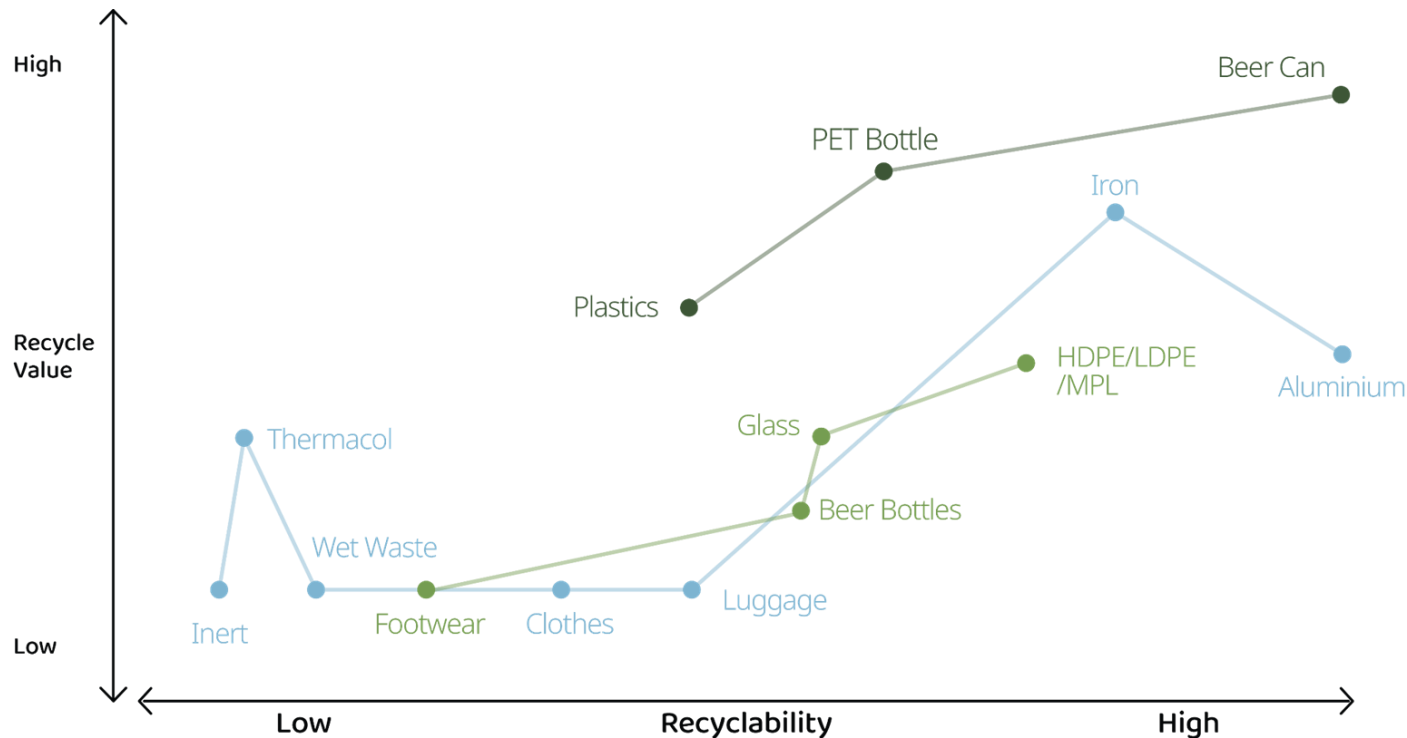
55,491.50 Kgs

Organic waste composted



10,138 kgs

Total fabric upcycled



● Scarcity of High-Value Waste in the Environment

Plastic bottles and beer cans are highly recyclable and valuable, leading to their quick removal by professional collectors, like bhangarwalas.

PET Bottles: ~1%

Beer Cans: ~0.5%

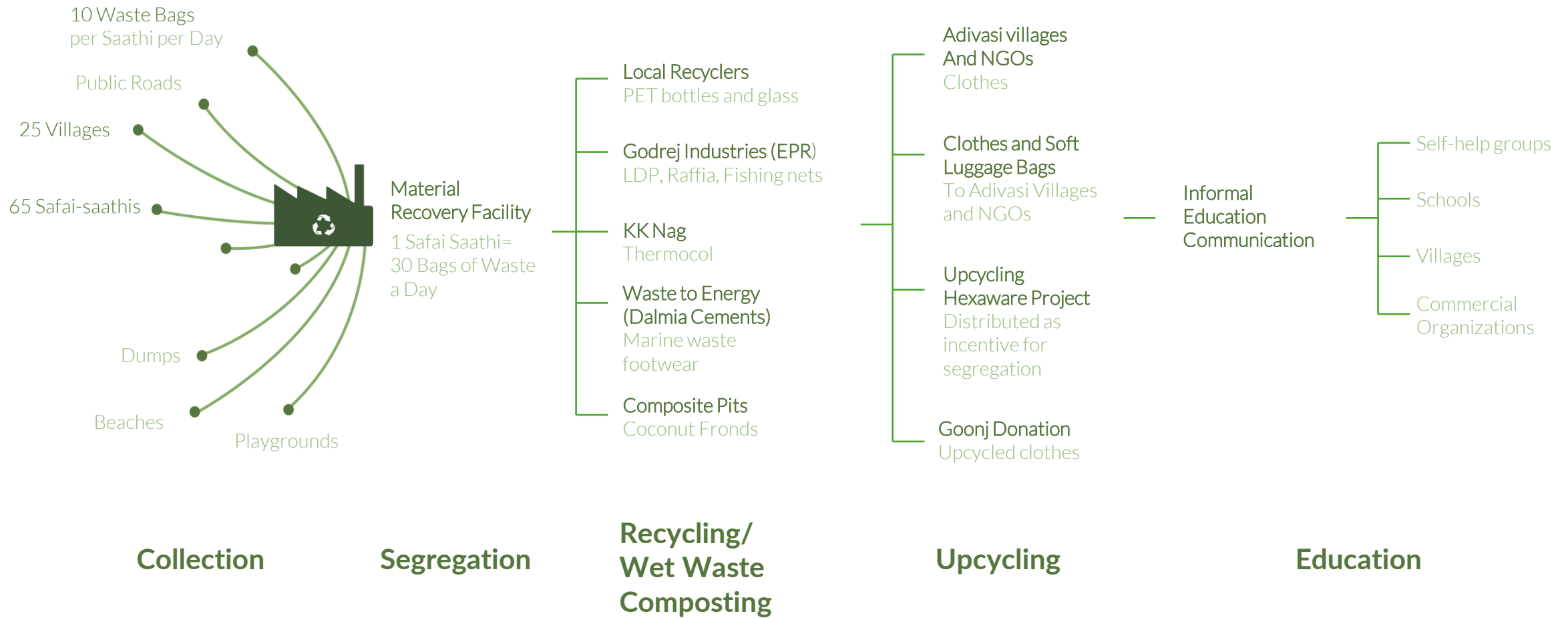
● Collection Comprises of Low- Recyclable but High-Impact Waste

HDPE, LDPE, and MLP are widely used in packaging but are often overlooked by informal collectors, and since the collection is making these pollutants remain in the environment for a long time. Collecting these materials, footwear, wet waste, and cloth which make up ~ 18% of our total collections, develops scalable recycling solutions

● Filling the Gap: Tackling What Others Leave Behind

Our strategy prioritizes environmental impact over economic value. By targeting low-recyclable, high-impact waste, we address the most persistent and damaging materials in the ecosystem ~80% of total waste. This approach ensures neglected waste streams are managed, contributing to long-term sustainability







PHASE 1

- Collection and segregation of non-biodegradable waste from roads, seashores, playgrounds, landfills
- Focus on public visibility
- Community organically experiences a cleaner environment
- Panchayats discouraged from burning waste



PHASE 2

- Door-to-door community outreach
- Door-to-door collection begins weekly
- Engagement through SHGs, school programs, and cultural events
- Commercial establishments targeted first as bulk waste generators
- Structured wet, dry and sanitary waste segregation
- Data on household participation is shared with the panchayats for accountability
- Schooling program IEC
- Green Warrior Program



PHASE 3

- Daily collection of segregated waste
- Fabric waste is upcycled into reusable products by rural women
- Wet waste composting initiatives introduced at household or SHG level
- Upcycled products are used as incentives for segregation at source



Replicable and community-owned rural waste management model



Designed for low infrastructure settings



Goes beyond the conventional approaches

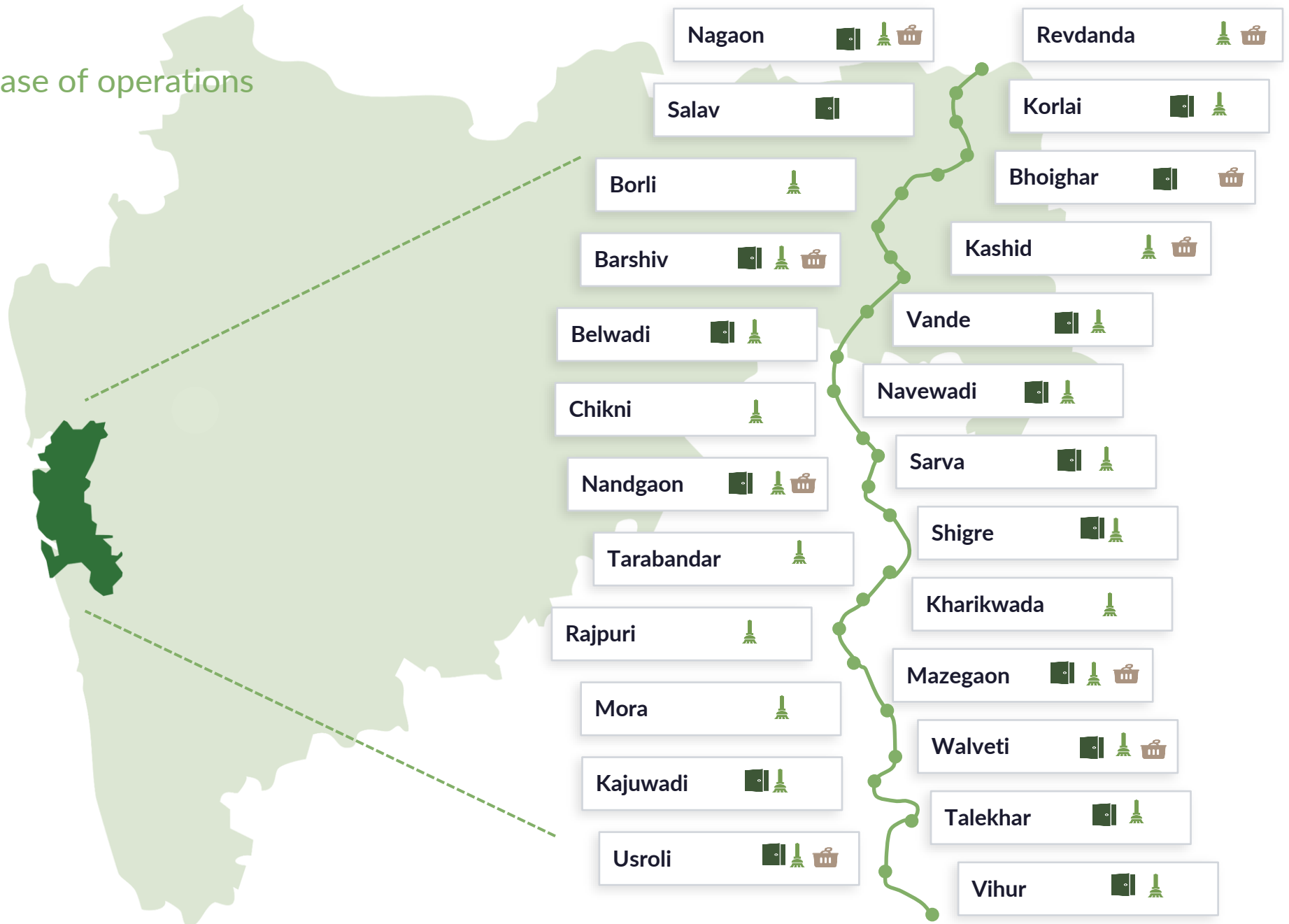


Prioritizes local employment, visible public transformation, and deep community integration



• Base of operations

-  Door to door collection
-  Cleaning of public areas
-  Composting





आम्ही • Putting money to good use

Total Collection in Kgs	2,51,997
Total Income	1,75,22,690
Donations	80,13,331
Contributions	5,43,000
CSR	69,63,483
Sale of waste	10,48,706
Others	9,54,170
Total Expenses	1,50,28,740
Salary	96,33,418
Direct Expenses	7,69,691
Administrative Expenses	26,74,914
Fixed assets	19,50,717
Average monthly expenses	12,52,395





Collection cost: INR 59.6/ kg

Our spending is higher than urban local bodies because we go beyond basic collection. Our process covers the full cycle: collection, segregation, processing for recycling, upcycling, and composting.

To bridge the cost gap, we aim to invest in long-term assets and infrastructure that will expand coverage, improve efficiency, and strengthen unit economics across districts.



75% women workforce
aligned with NABARD's gender equity goals

15 women under Project Potli
produced 8,122 products

70–80% of funds
go to salaries and operations

Women trained in
waste management and upcycling

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• Our Programs



The entire Aamhi ecosystem rests on one operational truth: circular economy begins with reliable interception. The Door-to-Door Collection programme is the circulatory infrastructure of the closed loop- a route-based, daily collection system operating across 25 villages, 7,902 households, 777 commercial establishments, weekly markets, beaches, cremation grounds, and ecological hotspots within the Murud Wildlife Sanctuary buffer zone.

Between April 2025 and March 2026 alone, 250 tonnes of waste were collected, segregated at source into seven material streams, and routed to their respective processing channels- wet waste to Green to Gold, textiles to Worn to Worth, raffia to Cement Bag Upcycling, and high-value recyclables to formal vendor networks.

The women who run these routes- the Safai Saathis- are not merely collectors, they are the first point of quality control in a system whose downstream outputs depend entirely on the integrity of what enters it.

With the support and funding by Jay Watsa Memorial Foundation (JWMF), Aamhi successfully tested its self sustainable waste management model in Nagaon by processing 25,336 kgs of waste.



Single-use plastic does not begin at the dumpsite- it begins at the weekly market, in the hand of a vendor reaching for a polybag. The Potli Project intervenes at precisely that moment. Rooted in the conviction that replacement must precede restriction, the programme produces and distributes cloth bags- Potlis- crafted from recovered textiles by Aamhi's women-led upcycling workforce, and places them directly in the hands of vendors and consumers across village markets in the coastal belt.

The Potli is simultaneously a product, a policy tool, and a proof of concept: that waste fabric, recovered through door-to-door collection and processed through the Worn to Worth centre, can re-enter community life in a form that actively prevents the generation of new plastic waste.

Every Potli distributed is a unit of single-use plastic permanently removed from the consumption cycle- and a unit of income earned by a rural woman who made it.



At the heart of Aamhi's circular economy lies a deceptively simple conviction: that the organic waste generated by 25 coastal villages is not refuse to be buried, but fertility to be returned.

Green to Gold is Aamhi's wet waste composting programme, currently anchored at Nandgaon and operational across Kashid Beach's commercial belt. Through a network of community compost pits, daily wet waste diverted from door-to-door collection is transformed into nutrient-rich compost-sequestering methane, rehabilitating depleted coastal soils, and reducing chemical fertiliser dependence across the village cluster.

To date, 55,491 kgs of organic matter has been composted, with the Nandgaon unit processing approximately 400 kg per day. The proposed expansion- eight new pits across four additional villages- will scale annual composting output to 85,176 kg, create ten new livelihoods for rural women, and close the loop between the waste a community generates and the soil that feeds it



Behavioural change is the invisible infrastructure without which no collection system, no composting unit, and no upcycling centre can function at its full potential. The Green Warriors Programme is Aamhi's three-year investment in that infrastructure- a school-based waste literacy initiative targeting 51 schools across 17 villages, enrolling students from Grade 1 through Grade 10 in the disciplines of segregation, responsibility, and environmental stewardship.

Every Thursday, students bring segregated dry waste from home, which is weighed, logged on Aamhi's digital monitoring platform, and channelled directly into the downstream recycling ecosystem. Monthly incentives sustain participation; annual Green Warrior Certification ceremonies sustain pride. The programme's longer-term yield is measurable: cleaner feedstock entering the collection chain, reduced contamination at every processing stage, and an entire generation of households- reached through their children- converted from disposal to active, conscious segregation.



Textile waste in rural coastal communities occupies a uniquely insidious position in the waste hierarchy. It is bulky, non-biodegradable, visually prominent, and- in a tourism-dependent economy-generated in substantial volumes by visitors who deposit unwanted clothing on beaches and in public spaces before departing. Gram Panchayats, with no processing infrastructure and no mandate for textile waste, have historically resorted to burning. The synthetic content of most fast-fashion garments means that burning releases toxic fumes — dioxins, furans, and volatile organic compounds- into communities that bear no responsibility for the waste.

Aamhi's analysis of its own waste streams established that textile waste constitutes approximately 10% of total solid waste collected across its villages. Of that, 61% is in a condition that can be directly restored- it requires only washing. This single insight transformed the economics of the intervention: the majority of the "waste" problem was, in fact, a logistics and cleaning problem.

The programme operates a Segregation and Washing Centre that processes textile waste through two distinct streams:

- Stream A- Restoration & Redistribution
- Stream B- Upcycling



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• Technology- Aamhi Dashboards (Take segregation)



Segregation Dashboard



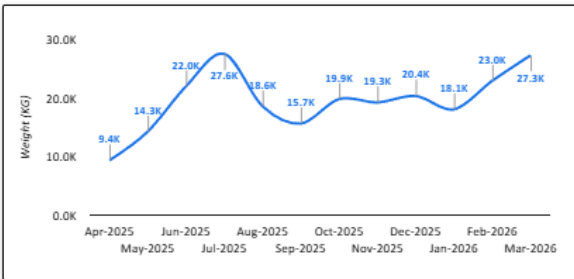
Total Dry Waste Recovered
1,76,793.7 Kg

Total Wet Waste Recovered
55,491.5 Kg

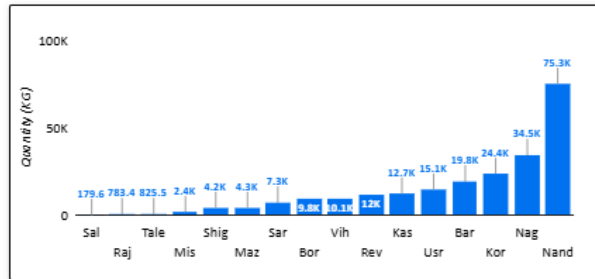
Total Red Waste Recovered
2,992.8 Kg

Total Waste Recovered
2,35,278.0 Kg

Month Wise Segregated Material



Village Wise Segregated Material

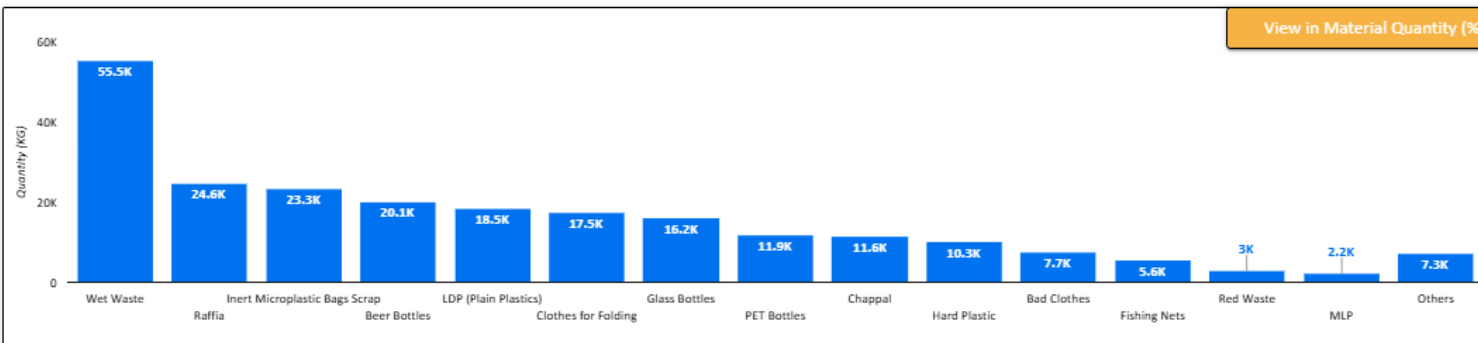


Apr 1, 2025 - Mar 31, 2026

Village Name

Material Type

Top 15 Material Quantity Summary



View in Material Quantity (%)

View Top 5 Material

TresVista & Aamhi: Collaborative Dashboard for Waste Collection, Segregation, Recycling and Impact

TresVista and Aamhi have partnered to create advanced dashboards that enhance waste management practices

These dashboards include interactive charts and graphs, where users can select date ranges, projects, and budget heads to dynamically generate the required data visualizations

These dashboards facilitate detailed tracking of monthly progress, enhancing operational transparency. This commitment to openness ensures that donors are well informed and reinforces our dedication to maintaining the highest ethical standards.

* Total Red Waste (Classified as Sanitary & Special Care Waste under the SWM Rules, 2026): 2,992.8 Kg



Government Collaboration

Working with gram panchayats, BDO to sign MoU's



Diversify Potli Project

Expand range of upcycled bags using varied waste fabrics; increase impact through sales & donation reach



Grow Village Segregation

Launch IEC workshops in new villages; refine ghanta gaadi systems for segregated-only collection



Model Duplication

Reduce gap in funding using technology; circular waste management framework for wider replication



Ignite Young Minds

Introduce creative, child-led school initiatives — Waste Warriors programme for long-term stewardship



Scale Composting Footprint

Introduce composting units in more villages; enhance decentralised organic waste management

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Home > Sunday Mid Day News > How Project Amhi Safai Saathis collect and segregate garbage in Alibaug Kashid beach

How Project Amhi's Safai Saathis collect and segregate garbage in Alibaug's Kashid beach

Updated on: 25-June-2023 08:43 AM IST | Mumbai
Mital Parekh | smdmail@smd.com



Resolute Parekh co-founded Project Amhi along with Kiran Patel and Haroon Faridwale in 2021

Right now, there is an education and clean endeavour. Many households in Nandgaon contribute Rs 1,250 per month that sustains Project Amhi's work. The gap Project Amhi and the Safai Saathis are trying to fill is to educate and train them on Kashid beach, the nearby and haramised to segregate their waste. A garbage plant acquired in June, with separate sections for dry and wet, is the idea towards this hope. The other is educating children in schools by looking closely at their dumping station. "You gave the children bins to eat and then quipped from us where they would put the snapper," says Parekh.

The Safai Saathis have also been educating the local owners on Kashid beach on how to separate their waste to put it into the garbage plant.

The other goal is to help manufacturing companies accountable—such as PepsiCo and mandarin whose waste contribute most to the M&P waste (as per data collected by Grist) in—by tying up with transportation of the waste to the recycling centres. An extension of enforcement or penalisation is also being considered by authorities.

One issue being resolved is to bring back on-site composting of wet waste in homes and at resorts—a practice most villagers may remember—so that only dry waste makes it to the garbage bin and then is easy to segregate. With infrastructure still in nascent stages in the area, and with the density of population being relatively low, Project Amhi hopes they can set down a system that will support the growth of the cluster.

"Yes, segregate, we will accept," says Parekh. "Everyone is a stakeholder in a clean environment, but waste needs to always become someone else's problem."

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SLOW MURDER CONTINUES

India's suffocating journey of knowing and forgetting the deadly air pollution

Waste

Why India's waste crisis persists in rural areas: Lessons from a coastal taluka in Maharashtra

A year of ground work shows decentralisation, not scale, holds the key to sustainable waste management in rural India



Waste dumped along the sea shore in Kortal. Authors provided

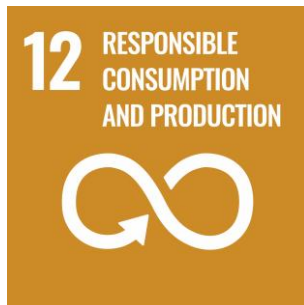
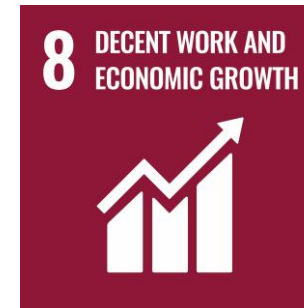


Kalindi Kothari, Anindita Chakrabarti

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SUSTAINABLE
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