Proposal for Funding: Eco Clean Drive in Kalladiya Village, Puttalam District



Source: Lakpura LLC, website pictures

A Call to Address Environmental Degradation and Foster Sustainable Communities

In Kalladiya Village, Puttalam District, the dire consequences of improper waste disposal and inadequate waste management practices are taking a toll on the environment and community health. This small, coastal village has been battling environmental degradation, marine pollution, and declining health standards due to the lack of proper infrastructure and education on sustainable waste management. Yet, despite these challenges, the resilience and dedication of the local youth and community members provide a glimmer of hope for a better future.

The Current Situation

The Kalladiya Village, located near the vibrant salt pans and coastal zones of the Puttalam District, suffers from widespread improper garbage disposal. This ongoing issue stems from inadequate waste management systems, low awareness of environmental protection, and lack of organized community action to tackle the problem. Roadsides are littered with waste, waterways are polluted, and garbage is dumped indiscriminately into the sea, endangering marine life, contaminating water sources, and affecting the livelihoods of those working in the salt manufacturing industry.

Children and their families face increased exposure to health risks due to the unsanitary conditions in their community. Without urgent intervention, the village faces a future where environmental degradation continues to escalate, threatening not only the natural beauty of the area but the overall well-being and dignity of its residents.

Our Vision for Change

The Eco Clean Drive Project seeks to transform Kalladiya Village by engaging the community, particularly its youth, in proactive environmental stewardship. Our vision is to establish a culture of cleanliness and sustainability through community-led action, infrastructure improvements, and partnerships with local industries. This project will create a lasting impact by reducing environmental pollution, fostering community ownership of waste management practices, and enhancing the village's overall quality of life.

Our Objectives

The core objectives of the Eco Clean Drive Project are as follows:

Increase Community Awareness: Conduct a series of educational sessions on proper waste disposal, recycling, and environmental sustainability to inform and inspire action across the community.

Establish and Maintain Cleanliness: Install garbage and recycling bins in strategic locations throughout the village to promote proper waste disposal and organize regular community-led clean-up drives.

Enhance Environmental Aesthetics: Beautify key areas of the village by planting weather-resistant plants and collaborating with local factories to maintain greenery and discourage littering.

Our Approach

The Eco Clean Drive will be implemented through a series of carefully planned activities designed to address the root causes of environmental degradation in Kalladiya Village. The key components of our approach include:

1. Community Awareness and Education

We will launch a comprehensive environmental education campaign, focusing on raising awareness about the harmful effects of improper garbage disposal and the importance of recycling. Monthly awareness sessions will be conducted at community centers and schools, with a special emphasis on engaging youth through interactive workshops. Educational materials will be distributed to reinforce the concepts learned during the sessions, and community members will be encouraged to adopt sustainable practices in their daily lives.

Target Audience: The entire village population, particularly the youth and families.

Expected Impact: A 70% increase in awareness and adoption of proper waste management practices within six months.

2. Installation of Garbage and Recycling Bins

To provide the village with the necessary infrastructure for proper waste disposal, we will install 15 garbage and recycling bins at key locations, including along the main roads and near community centers. The bins will be regularly monitored by the Youth Environment Club, and we will collaborate with the Puttalam Municipal Council to ensure timely collection and disposal of waste.

Target Audience: All residents and visitors to the village.

Expected Impact: An 80% reduction in visible garbage within six months.

3. Beautification of the Village

As part of our effort to restore pride in the community and discourage littering, we will work with local salt and cement factories to plant 100 weather-resistant plants in prominent public spaces. These factories will contribute to the ongoing maintenance of the plants, ensuring a clean and aesthetically pleasing environment. The Youth Environment Club will oversee these efforts, fostering a sense of responsibility and ownership within the community.

Target Audience: The entire village population, travelers along the Puttalam – Mannar highway.

Expected Impact: A 90% survival rate of planted greenery and improved environmental aesthetics within six months.

Innovation and Sustainability

The Eco Clean Drive Project stands out through its unique combination of community-led solutions and corporate partnerships. By establishing a Youth Environment Club, we are empowering the next generation to take ownership of their environment and lead sustainability initiatives in their community. Collaborating with local industries for plant maintenance ensures the sustainability of our efforts while fostering a culture of corporate social responsibility.

To sustain the project's impact beyond its initial phase, we will integrate our activities into local governance structures. The Youth Environment Club will continue to lead clean-up efforts and environmental education, supported by ongoing partnerships with local factories. We will also utilize social media to maintain community engagement and monitor progress, ensuring long-term success.

Why This Project Matters

The Eco Clean Drive is about more than just cleaning up garbage—it's about restoring health, dignity, and hope to the people of Kalladiya Village. It’s about ensuring that every person, regardless of their socio-economic status, has the right to live in a clean, healthy, and sustainable environment. By supporting this project, you are investing in the future of this community, helping to reduce pollution, improve health outcomes, and build resilience against the challenges of climate change.

Aligning with the Sustainable Development Goals (SDGs)

Our project contributes to several of the UN's Sustainable Development Goals:

SDG 6 (Clean Water and Sanitation): Through improved waste management, we aim to protect local water sources from contamination.

SDG 11 (Sustainable Cities and Communities): Our focus on community engagement and environmental sustainability helps create cleaner, healthier living spaces.

SDG 13 (Climate Action): By reducing pollution and enhancing local ecosystems, we are building resilience to climate-related challenges.

These goals guide our efforts, ensuring that our project contributes to both local and global environmental sustainability.

Community Engagement and Impact

The success of the Eco Clean Drive hinges on the active participation and commitment of the community. Our engagement strategy emphasizes inclusivity and empowerment, ensuring that all voices are heard, and all community members are involved in the transformation of their village. By involving local youth, schools, and families, we are fostering a sense of ownership and responsibility that will sustain the project's impact long after its completion.

Furthermore, by partnering with local industries, we are creating a model for corporate-community collaboration that can be replicated in other villages facing similar challenges.



Source: Stitchin Kansarmen Sri Lanka

Call to Action

We invite you to be a part of this transformative journey. Your support will not only help clean up Kalladiya Village but will also empower a community to take control of its future. By donating to the Eco Clean Drive, you are making a powerful statement that every community, regardless of its size or economic status, deserves the right to a clean, healthy, and sustainable environment.

Donate today and help us transform Kalladiya Village into a cleaner, healthier, and more resilient community.