

The Unfinished Tale of KR Puram's Green Dream



The bustling **KR Puram Market** in ward 33 of Bangalore, a vibrant centre of livelihood for hundreds of vendors and farmers for around 40 years, was, ironically, a scene of chaos when it came to waste. Despite being naturally blessed with a huge population of livestock farming—specifically, a large number of cows within a 5 km radius—that could potentially handle all the market's wet waste, the reality was a daily truckload of produce waste. Farmers often dumped produce where they sold it, forcing pourakarmikas (sweepers) to manually clean up. **Cows** were left to scavenge among the dumped waste, tragically consuming plastics, as their



The 'G-star' Pilot Project: A Natural Solution

Recognizing this problem, **Vedan** NGO developed the **G-star model**, a pilot project aiming for an on-site waste solution. The core idea was to leverage the market's natural resource: the cows. An initial test proved the concept's viability: wet waste placed on a sheet was completely consumed by cows within minutes.



The project timeline was set between October 15th, 2017, and May 20th, 2018, with several stages planned

Market Data and Vendor Engagement



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We began by meeting with the President of the wholesale fruit market, asking them to segregate waste. Vendors proactively started using drums provided for systematic dumping. Following this initial success, the President addressed all market vendors.



Infrastructure and Collection



to encourage segregated waste collection.

Detail: Shops have waste in buckets (existent)

- **Retail Shops** gave waste in buckets (provided), crates, and bags.
- **Wholesale Market** shops used drums, bags, crates, and gunny bags.

The NGO distributed **5 bins and 40 buckets** to vendors



A key step was creating a designated **Cow Feeding Area**. Local children were engaged to paint a wall with a cow picture, and cement tubs were placed adjacent to it. A person named Muniraju was hired, and a trolley was procured to collect and transport the segregated wet waste to this feeding area, ensuring it was free of plastics and papers.

Waste Management in Action

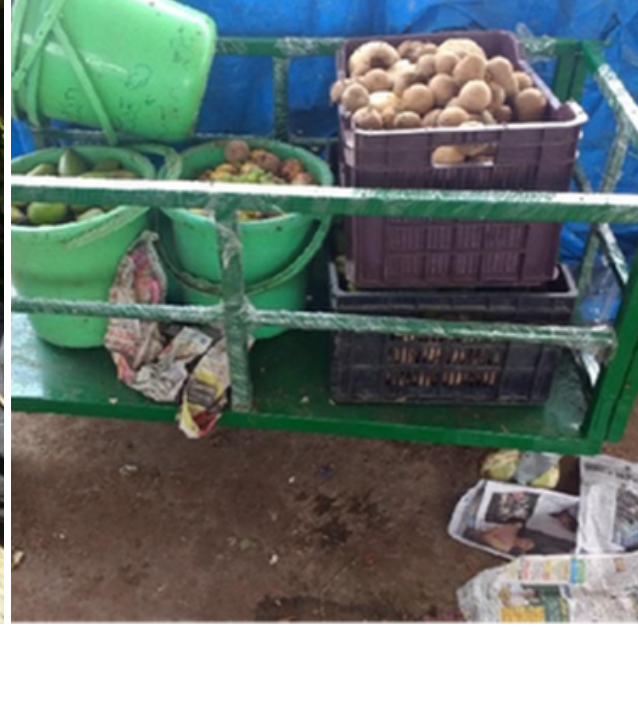
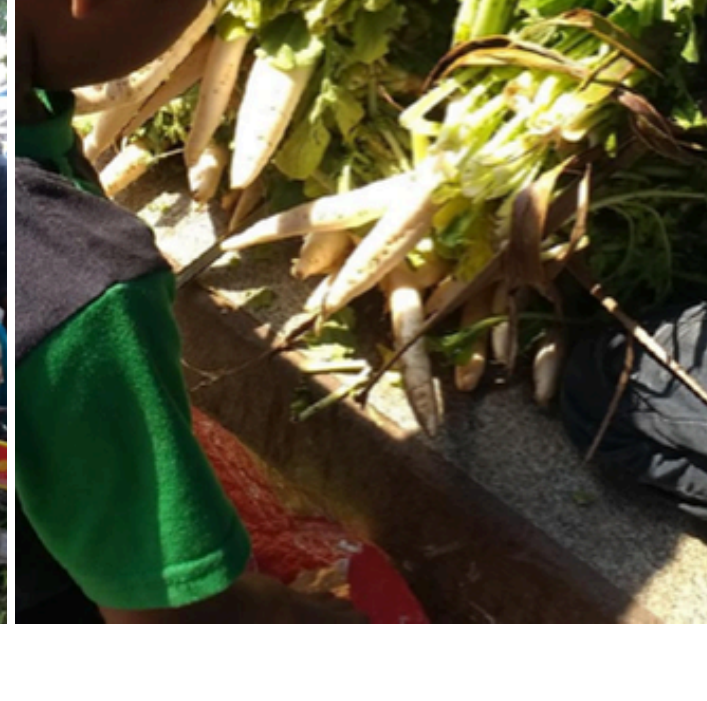
The system quickly proved effective.



- A vendor once dumped 300 Kg of damaged muskmelon at the feeding area, which was consumed by 4 cows in half an hour.
- Farmer Mallikarjun was a major participant, taking almost 500 Kg/day for his 10 cows.



- Initial waste was also taken by piggeries, averaging 200 kg/day collected at night.
- The project also benefitted an orphanage, which received fresh vegetables rejected by farmers or leftover items.



Despite its early success and proof of concept, the pilot project was abruptly forced to stop, preventing the

Implementation of the full **G-star** model (which included aspects for pigs, cows, and the orphanage).

The Primary Cause



The main reason for the

- The Cow Feeding Area was demolished by contractors

- The President of the market, initially supportive, became preoccupied with the demolition issue and the livelihood concerns of hundreds of farmers and vendors, shifting his



- Awareness: Vendors were sensitized and made aware of the importance of cleanliness and segregation.

The story of the KR Puram pilot project is one of success in concept and execution, tragically undermined by unforeseen external circumstances. Though the market demolition forced a premature end, the vendors are now requesting the NGO to continue their work after they shift. The NGO plans to reconnect the fruit wholesale market directly with a farmer who is asking for the waste, ensuring at least 200 kg/day continues