

CASE STUDY 2017 BENGALURU COLLECTION & RECYCLING



CONSOCIA
ADVISORY



ITEM	DESCRIPTION
Project Name	<ul style="list-style-type: none"> ● Increase collection of Used Tetra Pak Cartons (UTPCs) ● The partnership between Tetra Pak India Pvt. Ltd, SAAHAS, Isha Fibers and deluxe Recycling
Location	<ul style="list-style-type: none"> ● Bengaluru was identified as a target because of <ul style="list-style-type: none"> ○ High Carton sales ○ Proximity to Deluxe Recycling and ITC – Paper division
Objectives	<ul style="list-style-type: none"> ● SAAHAS <ul style="list-style-type: none"> ○ Study on Socio economic impact of Tetra Pak recycling program on the informal sector in association with IIM-B ○ To create awareness amongst Waste Picker Communities to separate cartons from mixed waste (would have gone as mixed waste) for a better price ○ Create an efficient mechanism for <ul style="list-style-type: none"> ■ Segregation at Source ■ Appropriate collection ■ Secondary sorting ■ Transportation to a recycler ○ Send the Baled UTPCs to Deluxe Recycling ● Deluxe Recycling <ul style="list-style-type: none"> ○ Converting Baled UTPCs into end use products
Program Highlights	<ul style="list-style-type: none"> ● SAAHAS <ul style="list-style-type: none"> ○ Collected 2076 tons from January 2015 to December 2015 ○ Successful mobilization of Waste Pickers to Collect UTPCs from different regions of Bengaluru ○ Awareness workshops – street plays and audio campaigns for Waste Pickers organized
Stakeholders & Partners	<ul style="list-style-type: none"> ● Partners <ul style="list-style-type: none"> ○ Tetra Pak India Pvt. Ltd: Provision of funds, assistance in tie up between SAAHAS and Deluxe Recycling ○ SAAHAS: Increasing awareness amongst Waste Pickers to sort

	<p>UTPCs from mixed waste and conducting Health Camps for Waste Picker Communities, Mobilisation of Waste Pickers and create awareness amongst them through workshops, achieving collections of 2000+ tons and send the baled UTPCs to Deluxe Recycling</p> <ul style="list-style-type: none"> ● Stakeholders <ul style="list-style-type: none"> ○ Waste Pickers: Collection, Segregation, Usage, storage for limited time and sale of collected UTPCs to the Scrap dealers
<p>Beneficiaries</p>	<ul style="list-style-type: none"> ● Waste Picker through better awareness and enhanced earnings ● SAAHAS: Achieved their aim of improving the quality of life of the Waste Picker communities in particular areas of Bengaluru. Achieved some success in their mission to create environmental awareness and implement an integrated solid waste management system ● Isha Fibers: Helped in minimizing the environmental footprint by collection of Used Tetra Pak cartons ● Deluxe recycling got supplies (baled UTPCs) for separating Paper fiber from UTPCs and eventually converted it into usable end use products
<p>CASE DETAILS</p>	
<p>Need for the Project</p>	<ul style="list-style-type: none"> ● SWM Rules, 2016 now require collection and Recycling of UTPCs ● UTPCs if left un-collected, would lead to environmental issues ● Bengaluru is one of the top cities in terms of Tetra Pak Carton sales. Poor waste management infrastructure, lack of awareness, no formal system to collect UTPCs were the challenges that were to be addressed so that the environmental footprint by UTPCs is lessened ● To establish that Tetra Pak packaging is primarily paper based packaging and 100% recyclable ● Tetra Pak's sustainability initiative involves collection UTPCs and processing it into usable recycled products ● This initiative lessens environmental footprint by UTPCs ● This has led to the creation of an efficient value chain. Waste pickers experience an increased source of income eventually leading to better livelihoods ● Waste Pickers' health is depleting and there is lack of awareness

	amongst them
Journey of the Project/Action	<ul style="list-style-type: none"> ● Identification of high potential locations in Bengaluru on the basis of carton sales and proximity to Deluxe Recycling ● NGO identified: SAAHAS – An NGO working in the field of Waste Picker upliftment and waste management ● SAAHAS assessed the local potential and submitted an action plan ● Collection support agreed on the basis of ambitious collection target ● Tetra Pak approved the collection target and funding ● Tetra Pak assisted in the tie up between SAAHAS and Deluxe Recycling to take entire collection for converting the collected UTPCs into end use products ● Collection and awareness starts simultaneously ● Monthly reporting formats agreed and started
Role of Each Partner and other Participants	<ul style="list-style-type: none"> ● Tetra Pak provided <ul style="list-style-type: none"> ○ Collection support for Waste Picker mobilization ○ Guidance for partnership between SAAHAS and Deluxe Recycling ○ Financial Support on the basis of the budget decided with SAAHAS ● SAAHAS <ul style="list-style-type: none"> ○ Created awareness amongst Waste Pickers & scrap dealers on the recyclability of UTPCs ○ Appointed a field executive to supervise collection of UTPCs ○ Monthly and quarterly collection reports to Tetra Pak ○ Supported in the baling of UTPCs ○ Channelized transportation of UTPCs to Deluxe Recycling ● Waste pickers: Help in collection of UTPCs from the catchment areas to the scrap dealers
Results/Outcome	<ul style="list-style-type: none"> ● 2076tonnes of Tetra Pak cartons collected by SAAHAS ● Collections progressively increasing ● Waste Pickers impacted ● Collection and recycling of 2076 tons of UTPCs at average cost of ₹

	5.25/kg
Impact	<ul style="list-style-type: none">● SAAHAS<ul style="list-style-type: none">○ Waste Pickers informed who Tetra Pak and SAAHAS are and the value of the cartons○ Waste Pickers told the value of cartons and importance of collection○ Waste Pickers given education on monetary benefits of collecting Tetra Pak and importance of money
Funding	<ul style="list-style-type: none">● SAAHAS<ul style="list-style-type: none">○ ₹3,20,000 (study with IIMB)○ ₹1,62,000 (awareness program)○ Total: ₹4,82,000
Contact Person	<ul style="list-style-type: none">● Sumit Jugran