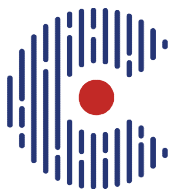
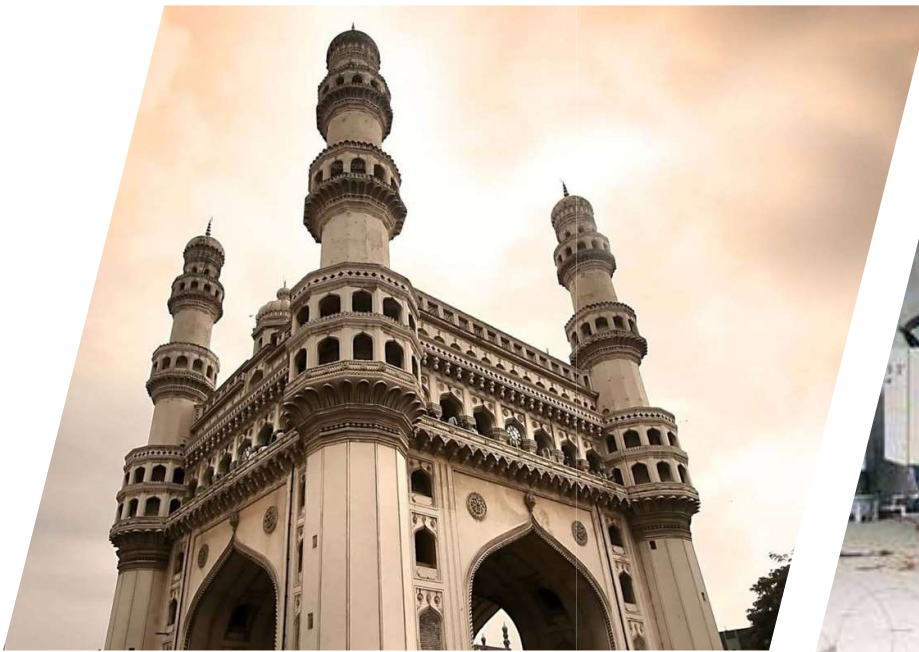


CASE STUDY 2017

HYDERABAD 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, Waste Ventures India, and Deluxe Recycling
Location	<ul style="list-style-type: none"> ● Hyderabad was identified as a target city because: <ul style="list-style-type: none"> ✓ High Carton Sales in Hyderabad ✓ Proximity to Deluxe Recycling ● Areas in Hyderabad: Gachibowli, Banjara Hills, Yousufguda, Mehdiapatnam, Jubilee Hills, Bahardurpura, HiTech City
Objectives	<ul style="list-style-type: none"> ● Collection of UTPCs with a Target to collect 200 metric ton within a year ● Create an efficient value chain from Waste Pickers to recyclers ● Increase awareness through workshops amongst Waste Pickers to separate cartons from mixed waste for a better price, which otherwise would have gone as mixed
Program Highlights	<ul style="list-style-type: none"> ● Collected 9.33 tonnes/ month and a total of 112 tonnes between January 2016 to December 2016 ● Provided incentive to the entire value chain through the aggregator @ Rupees 4.25/kg ● Support with a bailing machine with maximum capacity of 30 tonnes/month
Stakeholders & Partners	<ul style="list-style-type: none"> ● Partners <ul style="list-style-type: none"> ✓ Tetra Pak India Pvt. Ltd: Guidance, funding and tie ups ✓ Waste Ventures India Pvt. Ltd: Activation of Waste Pickers and creating awareness amongst them to sort the UTPCs from mixed waste ✓ Deluxe Recycling: Converting of UTPCs in end products ● Other Stakeholders <ul style="list-style-type: none"> ✓ Scrap Dealers: Collection from Waste Pickers, storage, and informal funding to Waste Pickers ✓ Waste Pickers: Use of better practices for collection, segregation, and storage (for a limited period of time) of UTPCs and eventual sale to the scrap dealer
Beneficiaries	<ul style="list-style-type: none"> ● 1500 Waste Pickers through enhanced earnings, better awareness, participation in health initiatives ● Waste Ventures: Revenue growth, provision of health facilities to Waste Pickers, provision of end-to-end solutions for UTPCs ● Deluxe Recycling who is getting 10 tonnes/ month as their raw material supplies for converting waste into roofing sheets, etc.

CASE DETAILS	
Need for the Project	<ul style="list-style-type: none"> ● Solid Waste Management Rules 2016 mandate collection and recycling of UTPCs, and if not done will lead to environmental issues if not collected ● Hyderabad is one of the top cities for carton sales and does not have a value chain to recycle UTPCs ● To establish that Tetra Pak packaging is primarily paper based packaging and 100% recyclable ● Tetra Pak’s sustainability initiative involves collection of Used Tetra Pak Cartons (UTPCs) and processing them into usable recycled products ● This initiative lessens environmental footprint by UTPCs ● This has led to the creation of an efficient value chain. Waste Pickers and street scrap dealers experience an increased source of income eventually leading to better livelihoods
Journey of the Project	<ul style="list-style-type: none"> ● Tetra Pak identified high potential location ● Tetra Pak identified Waste Ventures India Pvt. Ltd., a social enterprise working in the field of Waste Management, based on their existing work and relationship with Waste Pickers ● A baling machine costing ₹3,00,000 was purchased and donated by Tetra Pak to WVI ● WVI assessed the local potential and submitted an action plan ● Collection support agreed on the basis of meticulously calculated collection target ● Activation plan for Waste Pickers agreed ● Tetra Pak approved the collection target and funding ● Tetra Pak tied up with Deluxe to take entire collection for converting the collected UTPCs into end-use products ● Collection and awareness started 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 as an extended support to overcome monetary challenges faced by scrap dealers and Waste Pickers ✓ Financial support – On the basis of the budget decided with WVI ✓ Baling Machine – As a donation to WVI ✓ Assistance in tie-up with Deluxe Recycling ● Waste Ventures: <ul style="list-style-type: none"> ✓ Created awareness amongst Waste Pickers & scrap dealers on the recyclability of UTPCs ✓ Supervised collection of UTPCs ✓ Send monthly and quarterly collection reports to Tetra Pak ✓ Channelized transportation of baled Tetra Pak cartons of Deluxe

	<p>Recycling</p> <ul style="list-style-type: none"> ● Waste Pickers: Collected UTPCs from the catchment areas to the scrap dealers
Inputs (Cost, Infrastructure, etc.)	<ul style="list-style-type: none"> ● A total budget of ₹2.80 Lakhs provided to Waste Ventures India for creating awareness and increasing UTPC collection ● Collection support at ₹4.25/ kg ● A bailing machine of 2 tonnes/ day capacity was installed at a cost of ₹3,75,000
Results/Outcome	<ul style="list-style-type: none"> ● 112 tonnes of waste collected between January 2016 and December 2016 ● Collections progressively increased ● 1500 Waste Pickers improved livelihoods ● No. of Waste Pickers collecting UTPCs - 1500 ● Collection and recycling of 100 tonnes of UTPC at avg. cost of ₹13.25/ kg
Impact	<ul style="list-style-type: none"> ● Reduction of 100 tonnes of waste going to landfills and positively impacting the environment ● Created a successful and replicable model of the value chain
Learnings	<ul style="list-style-type: none"> ● Advance working capital is required in order to scale up
Funding	<ul style="list-style-type: none"> ● Waste Ventures budget allocation: <ul style="list-style-type: none"> ✓ Project Coordinator salary: ₹1,80,000 ✓ Workshops: ₹90,000 ✓ Kiosk: ₹10,000 ✓ Cost of bailing machine: ₹3,75,000 ✓ Collection support at ₹4.25/ Kg and annual support for Year 1: ₹4,76,000 ● Total: ₹11,31,000
Contact Person	<ul style="list-style-type: none"> ● Sumit Jugran