

CASE STUDY
2017
MUMBAI
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, Sampurn(e)arth Environment Solutions Pvt. Ltd. and Deluxe Recycling
Location	<ul style="list-style-type: none"> • Mumbai was identified as a target because of <ul style="list-style-type: none"> ◦ High Carton sales ◦ Proximity to Deluxe Recycling • Areas in Mumbai : Malad, Andheri, Chembur, Bhandu, Sakinaka
Objectives	<ul style="list-style-type: none"> • Collection of UTPCs with a target to collect 100 tons within a year • Create an efficient value chain from Waste Pickers to the recycler • Through workshops, increase awareness amongst the waste pickers to separate cartons from mixed waste for better price
Program Highlights	<ul style="list-style-type: none"> • Collected 13.67 tons/ month and a total of 164 tons from January 2016 to December 2016 • Provided collection support to the entire value chain through the aggregator @ ₹4/kg • Awareness workshops to motivate Waste Pickers to collect UTPCs
Stakeholders & Partners	<ul style="list-style-type: none"> • Partners <ul style="list-style-type: none"> ◦ Tetra Pak India Pvt. Ltd: Guidance, funding, and creating an association with Deluxe Recycling and Sampurn(e)arth ◦ Sampurn(e)arth: Increasing awareness amongst Waste Pickers to sort UTPCs from mixed waste and sending the baled UTPCs to the recycler ◦ Deluxe Recycling: Conversion of UTPCs into end-use recycled products • Stakeholders <ul style="list-style-type: none"> ◦ Scrap Dealers: Collection from Waste Pickers, storage and provision of funds to the Waste Pickers ◦ Waste Pickers: collection, segregation and storage of UTPCs for limited time and sale of the collected UTPCs to the scrap dealers
Beneficiaries	<ul style="list-style-type: none"> • 115 Waste pickers through better awareness end enhanced earnings • 22 Scrap dealers • Sampurn(e)arth: revenue growth, provision of end-to-end solutions for UTPCs, positive impact in the livelihoods of scrap dealers and Waste Pickers, aligning with the mission of decentralized waste management

CASE DETAILS	
Need for the Project	<ul style="list-style-type: none"> ● SWM Rules 2016 now require collection and recycling of UTPCs ● If UTPCs are left uncollected, it would lead to environmental issues ● Mumbai 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 are the challenges that need to be addressed so that the environmental footprint by UTPCs is reduced ● Landfills are overflowing and working beyond their capacity, severely polluting the surroundings, including the air, water, health of people, flora, fauna, and avifauna ● To establish that Tetra Pak packaging is primarily paper based packaging and 100% recyclable ● Tetra Pak’s sustainability initiative involves collecting UTPCs and processing them into usable recycled products ● This initiative lessens the environmental footprint by UTPCs ● This has led to the creation of an efficient value chain and Waste Pickers experience an increased source of income, leading to an eventual improvement in the quality of life
Journey of the Project	<ul style="list-style-type: none"> ● Identification of high potential locations in Mumbai on the basis of carton sales and proximity to Deluxe Recycling ● Company identified: Sampurn(e)arth – working in the field of Waste Management <ul style="list-style-type: none"> ○ Chosen on the basis of their existing work for their environmental commitment, initiative aimed at increasing awareness on Tetra Pak cartons’ recyclability, and collection of UTPCs for recycling ● Sampurn(e)arth brought a vast experience of working on wastement management, recycling, and mobilization of waste picker communities <ul style="list-style-type: none"> ○ They also provided context-based decentralized solid waste management solutions which are environmentally friendly, actively engage waste pickers, and are profitable ● Collection support agreed based on net calculations for potential expenses and expected budget ● Mobilization activities for the Waste Pickers agreed ● Tetra Pak approved the collection target and funding ● Tetra Pak assisted in the tie-up between Sampurn(e)arth and Deluxe Recycling, so that the latter could take the entire collection for converting the collected UTPCs into end-use products ● Collection and awareness started simultaneously ● Monthly reporting formats agreed and started

<p>Role of Each Partner and other Participants</p>	<ul style="list-style-type: none"> ● Tetra Pak provided <ul style="list-style-type: none"> ○ Collection support as extended support to overcome monetary challenges faced by Scrap dealers and Waste Pickers ○ Financial Support on the basis of the budget decided with Sampurn(e)arth ● Sampurn(e)arth: <ul style="list-style-type: none"> ○ Create awareness amongst rag pickers & scrap dealers on the recyclability of UTPCs ○ Supervise collection of UTPCs ○ Monthly and quarterly collection reports to Tetra Pak ○ Channelize transportation of Baled UTPCs to Deluxe Recycling ● Scrap Dealers: Assist in pooling and baling of UTPCs ● Waste pickers: Help in collection of UTPCs from the catchment areas to the scrap dealers
<p>Inputs (Cost, Infrastructure etc)</p>	<ul style="list-style-type: none"> ● A total budget of ₹5,60,000 had been provided to Sampurn(e)arth ● Collection support of ₹4/ kg
<p>Results/Outcome</p>	<ul style="list-style-type: none"> ● 164 tons of waste collected ● Collections progressively increasing ● 115 Waste Pickers had increased livelihoods ● Collection and recycling of 164 tons of UTPCs at average cost of ₹8/kg (Figures Required)
<p>Impact</p>	<ul style="list-style-type: none"> ● 115 waste pickers mobilized and taught about environmental impact, importance of collecting UTPCs, and how to increase revenue streams ● Reduction of 164 tons of waste going into the landfills, therefore reducing the environmental footprint by UTPCs ● Increased % of Deluxe Recycling’s raw materials that were converted into end-use products
<p>Learnings</p>	<ul style="list-style-type: none"> ● Mass mobilization amongst the waste pickers is required in order to increase the collections¹
<p>Funding</p>	<ul style="list-style-type: none"> ● Sampurna(e)arth Budget Allocation <ul style="list-style-type: none"> ○ Scrap Dealers Meet: ₹80,000 ○ Transportation Charges for baled UTPCs: ₹4,80,000 Total: ₹5,60,000
<p>Contact Person</p>	<ul style="list-style-type: none"> ● Sumit Jugran