

MINUTES OF THE FIRST MEETING FOR FINANCIAL YEAR 2021-22 OF MANAGING COMMITTEE OF ACTION ALLIANCE FOR RECYCLING BEVERAGE CARTONS "AARC" HELD ON THURSDAY, 24TH JUNE, 2021 AT 02:30 P.M VIA VIDEO CONFERENCING

The meeting was held via video conferencing due to outbreak of COVID-19

Time 02:30-04:30 P.M

MEMBERS PRESENT:

NAME	ORGANISATION
Mr. Ashutosh Manohar - Chairman of the Meeting	Tetra Pak India Private Limited (Tetra Pak)
Cdr. Amitabha Ray	Schreiber Dynamix Dairies Private Limited (Schreiber)
Mr. Tusar Rajan Pattnaik,	Dabur India Limited
Mr. Sanjeev Ganesh (Proxy through Mr. Pazhani)	United Spirits Limited
Mr. Rohan Mishra	Coca-Cola India Private Limited
Mr. Sathish Kumar	Karnataka Milk Federation

SPECIAL INVITEES:

NAME	ORGANISATION
Mr. Mangesh Gupte	COO of AARC
Dr. Praveen Aggarwal	CEO of AARC
Mr. Rajat Kumar, Ms. Sakshi Mowall	Volunteers of AARC
Mr. Jaideep Gokhale, Mr. Sumit Jugran, Mr. Vaibhav Malik and Ms. Nirjhara Rastogi	Tetra Pak India Private Limited
Mr. Sudhakar Ambati	Dabur India Limited
Mr. Ganesh	John Distilleries Private Limited
Mr. Carson	Coca-Cola India Private Limited
Mr. Sai Kishore Darbha and Mr. Lalit Joshi	Parle Agro Private Limited
Mr. Krutin Chaturvedi	Halewood Laboratories Pvt Ltd
Ms. Benita Paul	SIG Combibloc India Private Limited
Mr. Saurabh Sharma, Mr. Vivek Gupta and Ms. Juhi Gupta (PepsiCo)	Varun Beverages Limited
Mr. Abdul Ayaz Kagzi and Ms. Preethi	Cavin Kare Private Limited
Mr. Anvesh Gangadharan	Consocia Advisory Private Limited
Ms. Rashi Adlakha	Invitee

1. QUORUM AND LEAVE OF ABSENCE:

Mr. Ashutosh Manohar was elected as Chairman of the Meeting. He welcomed the Members of Managing Committee and ascertained the quorum of the meeting.

Members of the Managing Committee attended the meeting through audio-visual mode from their respective places and affirmed that audio-visual was audible and clear.

*Sign of
Mr. Ashutosh
Manohar*

CHAIRMAN'S
INITIALS

Leave of absence was granted to Mr. Akshali Devendra Shah, Authorised Representative of Parag Milk Foods Limited

2. TO REVIEW & CONFIRM MINUTES OF THE PREVIOUS MANAGING COMMITTEE MEETING HELD ON 11TH FEBRUARY, 2021

Signed minutes of the previous meeting held on 11th February, 2021 were placed for perusal and the same were read and confirmed.

3. TO UPDATE THE MANAGING COMMITTEE MEMBERS ON THE RADIO AND SOCIAL MEDIA CAMPAIGNS BY AARC

Dr. Praveen Aggarwal, Chief Executive Officer (CEO) of AARC discussed about radio and social media campaigns organised by AARC in different States

He apprised the Members that AARC aligned with Maharashtra Pollution Control Board (MPCB) for the campaign and got the approval to collaborate

According to AARC reports, the campaign reached 51 lakh people across Maharashtra every week during the course of 2 months

In the State of Karnataka and Chandigarh, AARC aligned with Karnataka Pollution Control Board (KPCB) and Chandigarh Pollution Control Board (CPCB) for the campaign and got their approval to collaborate

The KPCB and CPCB campaigns reached out to around 16 lakhs and 8-9 lakhs people respectively every week, across each week of the 8 week long campaigns.

AARC shared the proposal for Social Media Campaign at a cost of Rs 1.25 lakhs +GST per month for one year. Members agreed to the proposal and unanimously approved the Awareness campaign. The campaign to start from July'21.

4. TO DISCUSS WITH THE MANAGING COMMITTEE MEMBERS ABOUT EPR COLLECTION AND REPORTING IN THE STATE OF HIMACHAL PRADESH

Mr. Mangesh Gupte, Chief Operating Officer (COO), discussed about EPR collection and reporting in the State of Himachal Pradesh

He apprised the Members that AARC committed for EPR targets to be collected in the State of Himachal Pradesh in November, 2019, despite pandemic. AARC Members were able to meet the target as per the initial submission and subsequent discussions with the regulatory authorities

He further requested Members to keep up with the efforts as regulators are focusing more attention on EPR activities as even after meeting targets and providing detailed information, State Authorities are still asking for the detailed information.

5. TO DISCUSS AND AWARE MANAGING COMMITTEE MEMBERS ABOUT ADOPTION OF RECYCLING CODE 84 FOR PAPER BASED BEVERAGE CARTONS

*Sign of
Mr. Ashwini
Mamtha*

CHAIRMAN'S INITIALS

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Dr. Praveen Aggarwal discussed about adoption of recycling code 84 for paper based beverage cartons

Dr. Praveen Aggarwal explained the Members about the recycling codes as these codes identify the material from which an item is made and are based on the item's composition and recyclability

Presently, most beverage cartons in India are not being printed with any recycling identification code, therefore, he apprised Members about the need for correct identification and labelling of paper based beverage cartons

According to AARC research, the correct labelling system for composite material consisting of paper and fibreboard/plastic/aluminium comes under Code 84

Further he asked for the Members view on the same as the national EPR framework is close to being finalized, correct identification and labelling becomes vital, thereafter Members agreed to the same and were also of the view that labelling of paper based cartons shall come under Code 84.

6. TO ASK FOR INPUT FROM MANAGING COMMITTEE MEMBERS WITH RESPECT TO THEIR INVOLVEMENT WITH DIFFERENT CHAMBERS

Dr. Praveen Aggarwal asked for input from Members with respect to their involvement with different Chambers i.e Confederation of Indian Industry (CII), Industry Association and any other State Level Authorities

Members shared their input about various meeting with the authorities at the Central and State level

7. TO UPDATE MANAGING COMMITTEE MEMBERS ABOUT AARC ACTIVITIES DURING THE YEAR 2020-21

Dr. Praveen Aggarwal apprised the Members about the activities undertaken by AARC during the year 2020-21

He further apprised the Members that AARC was able to seek an appointment with the newly appointed Chairman of CPCB Shri Shiv Das Meena, IAS in August 2020 to introduce AARC and explain the work done by it. AARC was able to share the challenges faced by the Member Companies and also shared suggestions (like the need for separate category for cartons, revocation of 3 year NOC etc.)

He further apprised the Members about AARC meeting with the new Joint Secretary Mr. NP Gangwar in December 2020 and virtual meeting with MPCB, Himachal Pradesh Authorities.

8. TO DISCUSS ABOUT EPR COMPLIANCES

Mr. Mangesh Gupte, discussed about the EPR compliances of AARC and the challenges faced by the Members

*Signed by
Mr. Mangesh Gupte*

CHAIRMAN'S INITIALS

MG

He apprised the Members about the EPR work, despite adversity of the pandemic, key members continued to work for EPR targets undertaken and Members fully supported in reporting the annual EPR work in critical States which was shared with the State Authorities to show the commitments of Members to enhance the collection and recycling beverage cartons

He further requested Members to follow a proactive EPR planning, alignment and reporting of the same, further apprised the Members about AARC meetings with Karo Sambhav to explore opportunities in Karnataka and other States for collection

Further AARC engagement with IPCA to create a pan India plan for collection and recycling for the Members who are looking for potential projects

He further focused on EPR targets and commitments as follows:

- AARC can move towards higher recycling rates and comply with documentation
- In 2021-22 to attain collection of clean 15000 MT beverage cartons

In response to EPR targets of AARC, the Members asked for more time due to COVID-19 to set out their targets so that they can strive to reach minimum collective EPR target of 50% of the total volume.

9. **TO DISCUSS WITH THE MANAGING COMMITTEE MEMBERS ABOUT THE OPPORTUNITY TO ADOPT THE BEST PRACTICES IN COLLECTION AND THE CHALLENGES IN EPR COMPLIANCE**

Dr. Praveen Aggarwal discussed with the Members about the opportunity to adopt the best practices in collection and the challenges faced

Members were requested to follow a proactive approach for EPR compliances and also interact on quarterly basis with EPR team as per quarterly EPR closure schedules of the Member Companies

Further AARC will continue to engage with brands on EPR advocacy aspect through emails and calls based interactions on regulatory communications and for day to day challenges related to EPR.

VOTE OF THANKS

There being no other business to transact, the meeting concluded with a vote of thanks to the Chair.

Date:

Place:


 Signature of Mr.
 Manohar
 Chairman

CHAIRMAN'S INITIALS