



**ANNUAL REPORT
2019-20**

Messages

Chairman:

Dear Members,

It gives me immense pleasure to share with you all that Action Alliance for Recycling Beverage Cartons (AARC) has supported the industry successfully for over two years now. AARC, with MoEFCC's blessing, was formally launched in March 2018 when the industry recognized the need for an organization which can help in creating a much bigger impact on the waste management chain and drive results through collaborative efforts. In the last two years, AARC has made strong efforts to support the members and has become a single voice of the industry for the policy makers.

We are happy to see that our efforts have been appreciated by the Government. AARC's contribution to the draft EPR framework is a big step in the right direction, and it was heartening to see that the Government included many suggestions made by AARC. Our efforts to educate stakeholders as well as policymakers about cartons being primarily paper-based and fully recyclable with demonstrated recyclability, and the contribution of cartons to the food industry as the safest packaging material have encouraged the regulators to make suitable amendments in policy.

Moving forward we see many opportunities where AARC can successfully collaborate with members and contribute to policy-making as well as to enhance the collection of waste. Our team, supported by members, will continue to have successful engagements with the Government and regulatory bodies.

As AARC completes another successful year, I'm proud to share the annual report with you all in which you may read about the many ways in which AARC is engaging governments, communities, waste management agencies, and civil society to enhance the value chain around used beverage cartons. Thank you for your continued support to AARC and its vision.

~ Ashutosh Manohar

Messages

Vice-Chairman:

Dear members,

Year 2019 has been a year full of challenges and opportunities for the industry. We live in difficult and uncertain time where the regulatory landscape is changing fast, which is pushing the industry to be on high alert all the time and also be more flexible in their approach. While it is impossible to predict how events will unfold in the coming years, we know that in recent times, State Governments are becoming more active and are introducing stricter regulations for waste management which sometimes differ from the Central policies and are sometimes even contrary to accepted norms and practices globally. Working together with all members, AARC has been successful in ensuring business continuity for its members through successful engagement with central and state governments by explaining to the Government stakeholders that Bans/ Legislations concerning the cartons and integrated straws are not the right solutions. Central and state governments have been very receptive of AARC's vision and voice. I appreciate the AARC team's strong contribution to Policy Advocacy.

AARC has been actively engaged in awareness initiatives, collection projects, governance, data collection, state-wide EPR plans, besides advocacy. We were able to reiterate our commitment to several SPCBs to fulfil EPR and ensure that we (AARC Members) adhere to proper waste management practices.

Going forward, we would need to put extra efforts on the operational part to focus on enhancing EPR/Collections. To achieve that, we have embarked upon restructuring the organization, and have now started to appoint a new COO (Chief Operating Officer). COO would be supported by a small executive team to further strengthen AARC in the on-ground efforts.

I congratulate the team and AARC members for a very fruitful two years where we have seen the growth of AARC.

~ **Cdr Amitabha Ray**

Messages

Chief Executive Officer:

Dear Members,

I'm very proud and privileged to be entrusted with the responsibility to lead an alliance that represents more than 80% of the beverage carton industry. I wish to place on record my sincere appreciation for the brand owners and the manufacturers who have supported AARC and its growth till now.

In our journey of two years we have seen that states have the potential to come up with their own legislations, demanding actions from the industry in the way these authorities see fit. AARC has seen reasonable success ensuring the submission of state specific EPR plans and I see a situation way forward where other states are going to come up with stricter regulations in terms of waste management. Understanding this disparity between the central and state governments' thinking on approaches to waste management, I urge all Members to step up efforts for reporting their EPR progress not only to PCBs but also to AARC to enable us to present a coherent picture to the regulators. We are likely to face a lot of demands and pressure from the states regarding the EPR progress regarding their own geographies for now.

While the final EPR guideline document is due to be released by MoEFCC, and reaction from States still awaited AARC is leading the industry engagement with the state governments and has effectively represented the industry in states of Maharashtra, Odisha, Tamil Nadu, Kerala, Puducherry, Himachal Pradesh, Chandigarh and others..

The passion and commitment of our members to sustainability are key enablers of our success. I would like to thank our members for their continued support to fulfill AARC's stated objective of enhancing collection and recycling.

I would also like to put on record AARC team's gratitude for whole hearted support and guidance of the Managing Committee.

We look ahead to the coming years of work and progress with renewed hope and enthusiasm.

~ Dr. Praveen Aggarwal

Our Mission

The alliance envisions transforming the recycling landscape by pooling resources to build an efficient waste management ecosystem by engaging with waste pickers, scrap dealers, waste management companies, recyclers, and NGOs thereby positively impacting millions engaged in the waste trade. The alliance will represent the voice of the industry and collaborate with government and other stakeholders to contribute to policy making.

Our Vision

The Alliance aims to double the collection and recycling of used paper cartons by 2025.

Our Aim

Currently, in India, more than 50% of used beverage cartons are recycled. To ensure that our future is sustainable, AARC is working to reduce hundreds of thousands of tons of waste from the streets of India.

Annual Report for Financial Year 2019-20

Another eventful year has gone by, meanwhile at Action Alliance for Recycling Beverage Cartons ('AARC'), we have been maintaining last year's momentum as we continue our journey by executing and implementing projects that help in collection and recycling of beverage cartons for preservation of environment practices related to Beverage Carton manufacturing, reducing environmental impact across life cycle, re-cycling, promoting environmental friendly packaging, improving its quality and other relevant areas for continuing to make available to the consumers environmental safe and friendly Beverage Carton packaging.

We have great pleasure in presenting herewith 2nd Annual Report and the Audited Statement of Accounts for the year ended on 31st March, 2020.

List of Members of the Society

Sl.	Name of Members	Category
1.	Tetra Pak India Private Limited	Founding Member
2.	Schreiber Dynamix Dairies Private Limited	Founding Member
3.	John Distilleries Private Limited	Founding Member
4.	Dabur India Limited	Founding Member
5.	Karnataka Milk Federation	Founding Member
6.	Halewood Laboratories Private Limited	Founding Member
7.	Parag Milk Foods Limited	Founding Member
8.	Consocia Advisory Private Limited	Honorary Member
9.	Radico Khaitan limited	Founding Member
10.	United Spirits Limited	Founding Member
11.	Coca- Cola India Private Limited	Subscriber Member
12.	Parle Agro Private Limited	Subscriber Member
13.	Manpasand Beverages Limited	Associate Member
14.	CavinKare Private Limited	Associate Member
15.	SIG Combibloc India Private Limited	Associate Member
16.	Hector Beverages Private Limited	Associate Member
17.	Johnson & Johnson Private Limited	Associate Member
18.	Varun Beverages Limited	Subscriber Member

List of Members of Managing Committee

Sl.	Name	Represented by
1.	Tetra Pak India Private Limited	Mr. Ashutosh Manohar
2.	Schreiber Dynamix Dairies Private Limited	Cdr. Amitabha Ray
3.	Karnataka Milk Federation	Mr. Suresh Kumar BM
4.	Dabur India Limited	Mr. Shahrukh Adi Khan
5.	Parag Milk Foods Limited	Ms. Akshali Devendra Shah
6.	United Spirits Limited	Mr. Sanjeev Ganesh
7.	Coca-Cola India Private Limited	Mr. Chandramohan Gupta

Number of Meetings held during the year

S.I.	Meeting	Date
1	Managing Committee Meeting	June 28, 2019
2	Managing Committee Meeting	July 25, 2019
3	Annual General Meeting	July 25, 2019
4	Managing Committee Meeting	September 17, 2019
5	Managing Committee Meeting	November 8, 2019
6	Managing Committee Meeting	March 31, 2020

Activities held during the year 2019-20

Awareness

a) Awareness amongst policy makers

Project: Seminar on EPR by Kerala State PCB

Date : June 12, 2019

Venue: Thiruvananthapuram, Kerala

A seminar was conducted by the Kerala State Pollution Control Board with the relevant stakeholders before drafting the EPR policy in State Environment Authorities with the purpose to incorporate AARC's recommendations for the National EPR Framework. In the seminar, almost 200 people were there including Chairman, Member Secretary, Principal Secretary Environment and Environment Secretary of KSPCB were present. Representatives from major companies were also present including Godrej, ITC, P&G, Nestle etc. AARC CEO Dr. Praveen Aggarwal shared his views as one of the keynote speakers and shared the learning with respect to Beverage Cartons and communicated that bans are not sustainable but EPR is the key to go forward.



Figure 1 CEO AARC addressing the seminar



Figure 2 Chairman, member secretary & Principal Secretary Environment KSPCB in the seminar

Project: Field visit by AARC in the state of Himachal Pradesh

Date : Feb 3, 2020- Feb 4, 2020

Venue: Five Cities of Himachal Pradesh

AARC team did extensive in-house research on the 'estimated district wise distribution of beverage cartons' in the twelve districts of Himachal Pradesh. The s was detailed to the extent of urban and rural population of the districts to determine the expected usage of beverage cartons.

To assess the ground level situation AARC team visited five cities of Himachal Pradesh: Shimla, Mandi, Solan, Hamirpur and Kangra. The data collected by the field visit later confirmed the data extracted in house boosting the confidence in the EPR plan submitted to the state authority by AARC.



Figure 3Himachal Pradesh Field visit pic

Project: Workshop by Uttarakhand Pollution Control Board

Date: February 10, 2020

Venue: Dehradun

AARC attended the workshop convened by Uttarakhand Pollution Control Board on 10th Feb 2020 at Dehradun. The Chairman, Mr. S P Subudhi, primarily discussed and aligned industry towards plastic waste management through material recovery facilities in different districts of the state and discussed modalities of the same. The Chairman constituted a committee towards arriving at suitable models and investments for the different material recovery facilities for it. AARC was also nominated for the committee. The workshop was attended by brand owners, industry associations, waste management companies, and NGOs

b) Awareness amongst public:

Project: Participation in the World Environment Expo

Date: 5th -7th June, 2019

Venue: Pragati Maidan in New Delhi

AARC participated in the World Environment Expo held in Pragati Maidan, New Delhi to showcase efforts put in by AARC on collection and recycling initiatives undertaken for preservation of environment.

In the exhibition products made from used cartons e.g. bench, pallet, planter, notebook, roofing sheets etc. were showcased. AARC team educated the various stakeholders about AARC and its objectives. It also educated public at large that cartons are primarily paper based and fully recyclable.

Visitors on the stall included stakeholders of waste management industry, Environmentalists, Recyclers, Leading Corporates, Academics and Students. It was encouraging to see the support and appreciation given by everyone on our collection and recycling efforts. Few visitors also showed their interest to support the collection and recycling of used beverage cartons to reduce the waste. Academicians and students had creative ideas to use the recycled Beverage Cartons in useful and beautiful products for interior decorations.



Figure 4 AARC won the award of “Best Solid Waste Management NGO of the year 2019” for the best Environment Practices in the World Environment Expo 2019

Project: Chandigarh EPR Workshop

Date: Feb 5, 2020

Venue: New Delhi

AARC had been engaging with Chandigarh authorities pertaining to an EPR workshop. AARC's Members conducted this EPR workshop in Delhi to re-affirm the EPR Plan for Chandigarh, discuss Action Plan for the Chandigarh EPR Plan and support required from the UT Administration. Credible PROs/ Waste Management Agencies such as Karo Sambhav, Nepra Waste Management, and IPCA were also invited to deliberate avenues for enhancing collection and recycling of used beverage cartons (including the integrated straws) in Chandigarh. The workshop concluded with broad consensus to ensure that enhanced collection and recycling of used beverage cartons in the UT and an update was sent to the authorities in Chandigarh.

c) **Awareness amongst Waste Management/ Collection partner:**

Project: Shil Phata Awareness Camp (Turbhe)

Date: June 11, 2019

Venue: Mumbai (Turbhe Dumping Ground)

AARC conducted an awareness camp under the Shil Phata – Mumbai Collection and Recycling Project. This project aims to collect approx. 800 MT of cartons in 3 years. The project is funded by the members of AARC (Tetra Pak & Schreiber Dynamix). AARC is the implementation partner for the project.

The awareness event was attended by 200 safai sathis from two adjacent dumping grounds in Turbhe MIDC NMC dumping ground. Vice-Chairman of AARC, Cdr. Amitabha Ray gave the welcome note followed by street play and awareness and a special speech by Varun Sanghvi, erstwhile Advisor, Maharashtra Government and Advisor, BMC. Gloves and co. Branded sacks for DW were also distributed to safai sathis followed by medical camp.

Project: Awareness camps in Nagpur

Date: Multiple camps

Venue: Nagpur

In order to sensitize waste community about the sustainable waste management and to fulfill our commitment to formalize the waste trade community many awareness and health camps were conducted by AARC and supporting member SIG Combibloc. There were 7 awareness camps and 5 health check-up camps were conducted for the waste pickers, corporation workers and the relevant waste trade network. Appropriate Information, Education and Communication (IEC) material to the waste pickers were provided to enable effective participation and collection of beverage cartons.



Figure 5 Ms. Leena Buddhe, Director CFSD informing ragpickers about Carton Collections

Project: Article- Interview in MRAI
Date: July 2019

CEO of AARC Dr. Praveen Aggarwal was featured on the cover page of Material Recycling Magazine's July 2019 issue. It was two pages long interview of Dr. Praveen which was centered around AARC, its activities, advocacy, waste management initiatives and its future are being discussed.

Material Recycling Magazine is a prominent magazine published by Material Recycling Association which is the apex national association that represents India's Recycling Industry that conducts recycling processes for products like Metals (Ferrous & Non-Ferrous), Plastic, Paper, Rubber, Glass, Tyre, E-Waste, Textile, Ashes, Building & Construction Waste, etc.

★ INTERVIEW ★

AARC



DR. PRAVEEN AGGARWAL
CEO

LAST MARCH SAW THE BIRTH OF ACTION ALLIANCE FOR RECYCLING BEVERAGE CARTONS (AARC), A FIRST-OF-ITS-KIND INITIATIVE TO FURTHER STRENGTHEN THE END-TO-END WASTE MANAGEMENT ECOSYSTEM BY LEADING FOOD AND BEVERAGE COMPANIES BASED IN INDIA. IN AN INTERVIEW, **DR. AGGARWAL** RECOUNTS THE PROGRESS MADE BY THE ALLIANCE WHILE SHARING VARIOUS OTHER ASPECTS OF THE WASTE TRADE AND HOW IT PLANS TO MOVE AHEAD. *THE EXCERPTS*

'WE HAVE POSITIVELY IMPACTED THE WASTE TRADE NETWORK'



Figure 6 Excerpt from the interview

Project: Article in Terra Green

Date: January 2020

An article on challenges in packaging waste recycling and highlights of AARC was published in the January 2020 edition of Terra Green which included a case study highlighting successful beverage carton recycling in last 15 years. It was authored by National Recycling Manager, AARC which discussed the beverage carton recycling landscape in India and efforts of AARC to align all the stakeholders. Terra Green is TERI's flagship magazine that deals with issues related to sustainable development, environment, and energy. Since 2004, the magazine has made an indelible impression on the minds of the readers in India as well as abroad.



Figure 7 Excerpt from article

Advocacy

Project: FICCI Circular Economy Symposium

Date: 17th- 18th June 2019

Venue: FICCI, New Delhi

FICCI conducted its third Circular Economy Symposium where the objective of the Symposium is to mainstream Circular Economy Principles in Indian businesses for long term value creation, both economic (extended value of products and materials for as long as possible) as well as environmental (minimizing waste generation and resource use). AARC took active participation in the two days symposium.

Project: Seminar on EPR by Department of Environment, Goa

Date: December 20, 2019

Venue: Goa

The Hon'ble Minister for Environment, Government of Goa chaired a meeting on 20th December, 2019 to deliberate upon the extended producer creation of responsibility under Plastic Waste Management Rules. The meeting had the presence of PCB Chairman Mr. Ganesh Budhu Shetgaonkar along with the invited representatives from Parle, PACE, ITC, HUL, P&G and local manufacturers. CEO of AARC shared the views and discussed the proposed Framework in detail. In the meeting government viewed that Plastic is not bad but there is a need to manage it properly. Also, they don't want to penalize industry but want to build on the thriving unorganized sector of rag pickers.

Project: National EPR Framework Draft

Date: May 2019

Venue: New Delhi

AARC team with the support of members worked extensively to create a draft of National EPR Framework to be submitted to Government. AARC had been in close interaction with Director Environment who is responsible for National EPR framework and aligned him about the draft prepared by us. AARC presented the draft to Joint Secretary and gave arguments/ experience for the framework drafted by us. On 31st May, along with other chambers/ industry consortiums a meeting was conducted and AARC submitted its draft of the National EPR framework.

Project: Consultative session with Sh Imnatiba (Nagaland)

Date: January 20, 2020

Venue: Nagaland House, New Delhi

AARC Delegation comprising Coca-Cola, Parle Agro, SiG CombiBloc, Tetra Pak, and Dabur had a consultative session with Sh. Imnatiba (Advisor, Government of Nagaland) at the Nagaland House regarding the modalities of Waste Management in Nagaland and the kind of support needed from the authorities.

The delegation was able to explain to the Minister about the All India Collection and Recycling Ecosystem which is in place wrt Paper-Based Cartons. We're further able to successfully communicate to him about the essentiality and recyclability of Integrated Straws and absence of suitable alternatives for such straws. Hence there should be no ban and we should rather be part of EPR.

Project- Roundtable by KPMG: Development of Plastic Index

Date: January 27, 2020

Venue: Gurgaon

AARC participated in the roundtable organized by KPMG which is in the process of developing a plastic index, on the plastic waste management initiatives & vision of different organizations. The roundtable was organized to understand the industry's perspective and seek inputs from those organizations that are heavy consumers of plastic or generate plastic as a waste, with the objective of maximizing the expected impacts of the project in business contexts. AARC shared its view in the roundtable and helped in strategizing the development of the Plastic Index.

Project: Workshop by Nordic Council of Ministers

Date: February 19, 2020

Venue: The Claridges Hotel, New Delhi

AARC participated at a workshop on 19th Feb 2020 organized by Nordic Council of Environment and Climate Ministers at New Delhi. The workshop focused on the role of product design standards to improve collection, recycling and end-markets for plastic waste, including the development of national economic policy instruments in this regard. It was attended by associations such as PACE, CII and waste management companies such as RECYKAL.

Project: Kerala EPR plan submission

AARC actively engaged with the Chairman and key stakeholders at the Kerala SPCB to ensure business continuity. With the support of Members AARC submitted the EPR plan for the state of Kerala and subsequently was given the promise that Cartons are exempted from the ban and integrated straws form a part of the primary packaging, and both cartons and integrated straws are under EPR. AARC was also able to convey the message to authorities that focus should be on recyclables and any packaging material which is recyclable. The efforts should be made for segregation at the level of consumers and then process appropriately till it is sent to the recycler.



Project and Collections

Project: Shil Phata Collection Project Venue: Mumbai (Maharashtra)

In July 2019, AARC's members Tetra Pak and Schreiber Dynamix Dairies collaborated to launch a project to enhance collection and recycling of used paper-based cartons in Mumbai, Maharashtra from Kalyan, Thane, Navi Mumbai and Shil Phata areas. As part of the project, approx. 800 Metric Tonnes of used paper-based cartons are to be collected and recycling across 3 years. The collection partner for the project is Bismillah & Co. and the awareness partner is Raddiconnect (Swachh Sustainable Solutions Pvt. Ltd.). Awareness workshops and medical check-up camps for rag pickers are conducted at regular intervals as part of the project. Special drives are being conducted at Turbhe dumping ground to increase the collections. The project is progressing extremely well.



Figure 8 Excerpt of news from Media

Project: Nagpur collection Project Venue: Nagpur (Maharashtra)

The Nagpur collection and recycling project was for collection of 285 MT of cartons across 3 years. AARC member SIG Combibloc India private limited was the funding partner. In a span of four months, total 7 awareness camps were held and 1105 ragpickers attended the camps. But, only a little quantity of cartons was collected which are not sufficient to sustain the collection efforts and costs associated would keep on rising. Other alternatives were also tried which not yield resulted. Project would be reviewed during April, 2020 and after re-evaluation decision would be taken on restarting the project.



Figure 9 Carton collection centre in Nagpur