Wellbeing Out of Waste
CSR initiative by ITC

Solid Waste Management in Indian Cities
16th March 2017
Thiruvananthapuram
ITC - Paperboards and Specialty Papers Division conceptualised WOW in 2007 to create a clean and green environment by educating citizens on source segregation and effective recycling of dry waste and creation of livelihoods for Waste Handlers.

**OBJECTIVE:**
- Better environment, Hygiene and reduce land fills.
- To educate citizens on source segregation of Dry and Wet Recyclables.
- Create awareness among school children for long term.

**APPROACH:**
- Collaborate and Complement with Municipal Corporations and other stakeholders
- Create a sustainable livelihood for waste handlers.
- Coordinate with recycling units and create awareness about home composting
- Educating school children on importance of source segregation.
- Creating social entrepreneurs with a sustainable business model with good systems

**REACH & COVERAGE:**
- Major cities covered Bangalore, Coimbatore, Hyderabad, Tirupathi, Telangana and Chennai.
Reach of WOW

South India Reach of WOW

- Delhi
- Muzaffarpur, Bihar
- Hyderabad
- Kochi
- Madurai
- Erode
- Andhra Pradesh
- Siddipet
- Sircilla
- Medak
- Gajwel
- Warangal
- Mahbubnagar
- Bangalore
- Tirupathi
- Madurai
- Chennai
- Ktchi
- Coimbatore
How “WOW” Works

- Propagation - Source Segregation
- Efficient Collection System
- Sorting and Recycling
Door to door Propagation
Source Segregation & Segregated Dry waste Collection
Collection of Dry Waste at collection point / Dry Waste Centre
Motivating Waste Collectors
WOW- PPP Model

ITC (owner of the Initiative)

Municipal corporations

WASTE COLLECTORS

CITIZENS

House hold

Institutions

Commercial Establishments

RAG PICKERS

NGO

Propogation Exec

Resource Person

Self Help Groups

Social Entrepreneurs

Recyclers

Municipal corporations

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Recyclers
Banglore data at a Glance
Grade wise dry waste collection 15,143 MT April-December - 2016

Grade wise Collection Report from April to December 2016

<table>
<thead>
<tr>
<th>Sl No</th>
<th>Paper</th>
<th>Plastic</th>
<th>LVP/MLL</th>
<th>Metal</th>
<th>Others</th>
<th>Total Qty (MT)</th>
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### Total Amount saved April to Dec- 2016

<table>
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<td>9 Football fields Saved</td>
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| Amount earned by Waste Collector | 6.60 (Cr) |
| Total Number of PKs benefited | 2,200 |
| Each DWCC Average net Income Rs per month | 60,000 |
| Total number of Rag-pickers benefited | 200 |
# Waste Collectors Income Oct -2015-16

## PK Income

![Income Chart]

### Name of the PK

<table>
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<tr>
<th></th>
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### Monthly Total Payment

- **Oct-15**: 78280
- **Nov-15**: 84278
- **Dec-15**: 112121
- **Jan-16**: 60706
- **Feb-16**: 83916
- **Mar-16**: 69453
- **Apr-16**: 95404
- **May-16**: 99394
- **Jun-16**: 102733
- **Jul-16**: 80115
- **Aug-16**: 127142
- **Sep-16**: 95587
- **Oct-16**: 115692

**Total**: 1,192,925
### Bangalore Collection Report for the Financial Year (April- 2016 - Feb 2017)

<table>
<thead>
<tr>
<th>S.No</th>
<th>Location</th>
<th>Ward No</th>
<th>Qty in MT</th>
<th>Amount in Rs. (Aprox Rs.1000/- per Metric ton)</th>
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### Income of the DWCC Franchise

![Income Chart](chart.png)

- Series 13
- Series 14
Sustainability - Plan

• Support by ITC CSR
  • Capacity building of the franchisees
  • Grooming the waste handlers as better profession
  • A better lifestyle for the families
  • Home composting and community level
  • 3 years supporting the program and make it sustainable
  • System to run after 3 years on its own with little supervision for 2 more years in each of the towns

• Sustainable and replicable model
  • To create and demonstrate a sustainable model of waste management
  • To learn from different cities the behaviour of citizens for robust model
Outcome

- Kitchen garden
- Income for Waste Collectors
- MC Cost, reputation
- Better sanitation
- Creates jobs
- Farmers organic manure
- Saving Land
- Saves Natural resources
- Recycling saves energy
- Raw Materials for Recycling Industries
- Opportunities large Entrepreneurs
- Create wealth for Small waste traders

WOW

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Recycling saves energy

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WOW
Thank You