



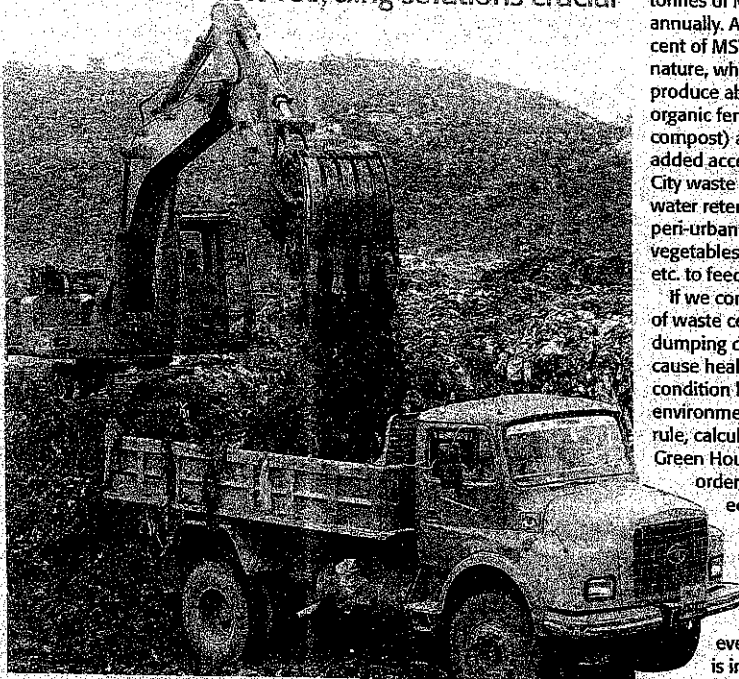
SOLID AND E-WASTE MANAGEMENT

CONSUMER CONNECT INITIATIVE

ADVERTORIAL & PROMOTIONAL FEATURE

A SOLID PLAN FOR SOLID WASTE

The increasing amount of solid waste in the country has made the adoption of decentralised waste recycling solutions crucial



When it comes to solid waste, there are 5161 cities and towns in India, collectively generating about 70 million tonnes of Municipal Solid Waste (MSW) annually. About 40 per cent to 60 per cent of MSW generated is organic in nature, which can be bio-converted to produce about 14 million tonnes of organic fertiliser (city waste derived compost) annually using microbes' added accelerated composting process. City waste derived compost with good water retention capacity can be utilised in peri-urban areas to produce fresh vegetables, short duration crops, fruits, etc. to feed daily needs of urban dwellers.

If we continue to follow linear system of waste collection, transport and open dumping disposal, it would not only cause health hazards and unhygienic condition but also results in environmental deterioration. By thumb rule, calculation there is potential risk of Green House Gas (GHG) emission of the order 140 million ton of Co2

equivalent per year at open dumping sites. While green urbanisation, green growth, clean environment are buzzwords in new economic order of the day, everyone has to appreciate that it is imperative to change mindset of waste generating communities,

make them more responsible towards waste resource recycling and green urbanisation process. Decentralised organic MSW composting promotes green growth, reduces GHG emissions and also reduces transportation of organic MSW to waste disposal site. In order to encourage innovation and adoption of decentralised waste recycling solutions, government may consider fiscal and financial incentives for setting up and operation of 'Garbage to Garden' and 'Garbage to Gas' decentralised models with waste generating communities' engagement.

"De-centralised or at-source segregation and treatment of waste has become the most practical and acceptable solution to the menace of garbage. Many bulk waste generators such as large industries, hotels, IT companies and some forward looking municipal corporations have started adopting various de-centralised waste management solutions as a part of their overall waste management strategies. It



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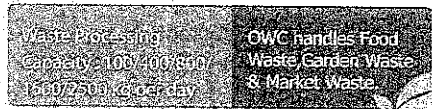


Excel Industries Ltd.

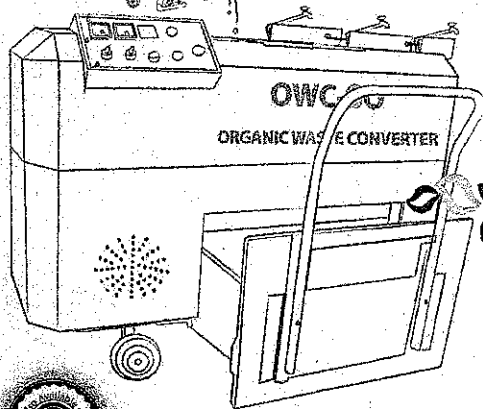
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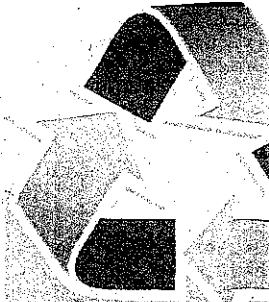


For business and distributorship inquiries please contact:
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- ▶ Higher onus on the community and hence higher community participation

is time for the government to step up and institutionalise decentralised waste management solutions across the country. Saurabh Shah, vice president, Excel Industries Limited.

Once decentralised waste recycling becomes a mass movement, it would reduce the burden on government to transport and manage waste disposal sites. Further, waste generating communities will realise need for effective segregation in order to make composting and recycling more and cost-effective. This will eventually promote the community based 'Pay & Use' facility and offer livelihood opportunity for urban poor waste recycling services.