



# **EPR & Social Inclusion**

Project Report FY24

**June 2024**



# Project Overview

SZW partnered with a leading brand back in 2022 to fulfill their EPR obligations to recover and recycle plastics including Cat-1, Cat-2 and Cat-3 through the social inclusion model. In FY 22-23, SZW closely worked with one social inclusion entrepreneur 'R J Garbage Bank' to set up a reverse supply chain for diverting Cat-3 plastics away from landfills.

In FY 23-24, SZW looked at improving the operational efficiency and providing capacity-building trainings along with viability gap funds to the select entrepreneurs in the plastic value chain. The brand is one of the first industry movers who is not only fulfilling the EPR obligation but enabling responsible sourcing plastic value chain in India. This is a flagship for our initiative on **Beyond Just EPR**

## Project Components



### Reverse supply chain

Establish a dedicated and scalable supply chain



### Traceability

Data monitoring and tracking



### Social Inclusion

Build capacity of the entrepreneur and field staff towards professionalisation

# Project Highlights

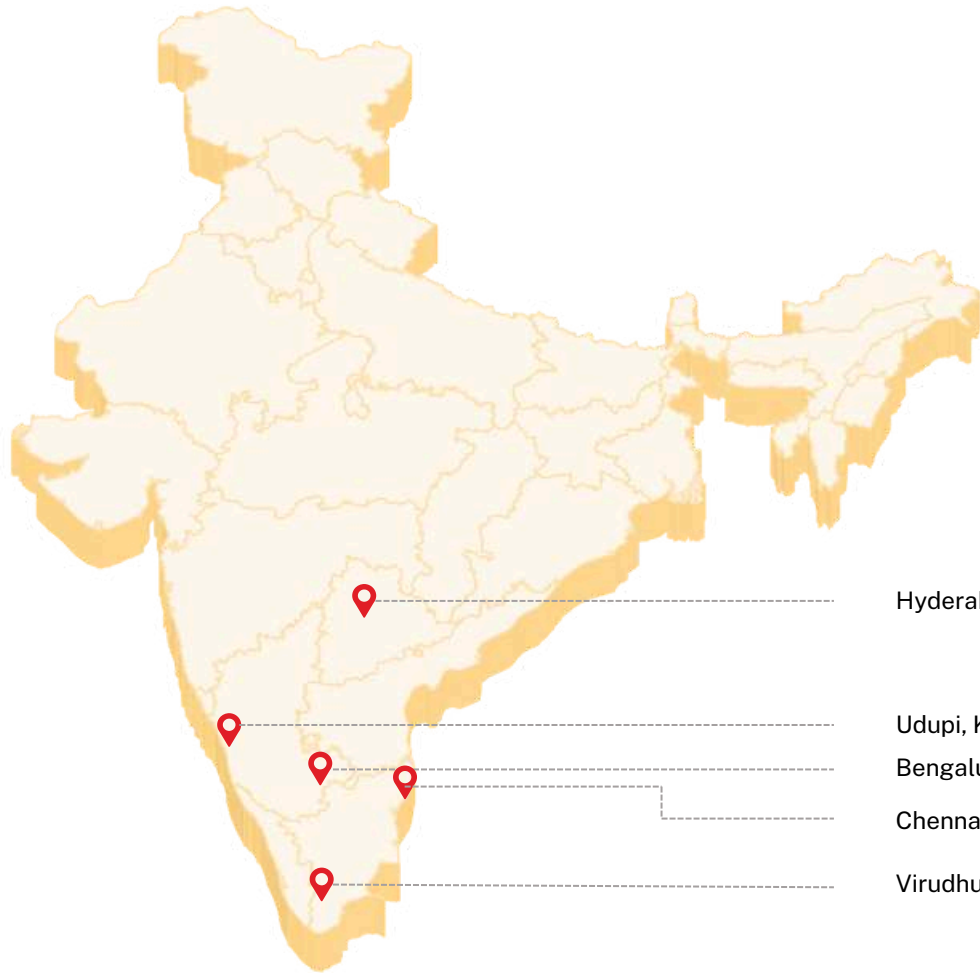
Around **1,000 MT** of plastic waste was recovered and diverted for recycling, and coprocessing.

Engaged **7 entrepreneurs** across South India including Bengaluru, Chennai, Hyderabad, Udupi, Virudhunagar

Upgraded a light project RJ Garbage Bank operational capacity of **2 MT/day**



# Project locations



Hyderabad, Telangana

Udupi, Karnataka

Bengaluru, Karnataka

Chennai, Tamil Nadu

Virudhunagar, Tamil Nadu

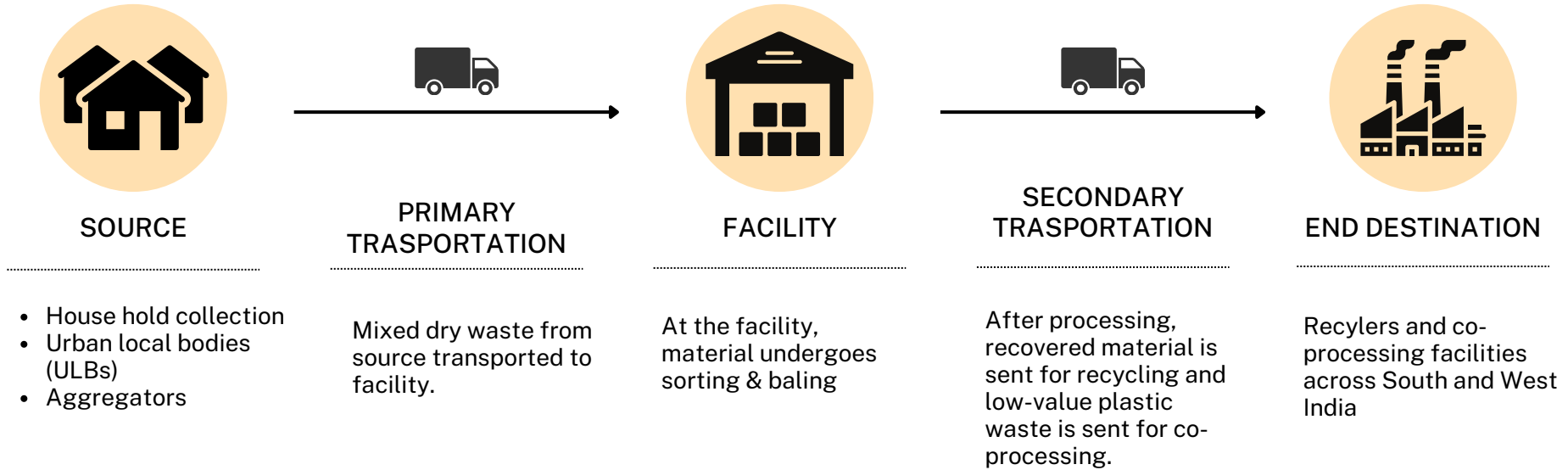


# Part 1



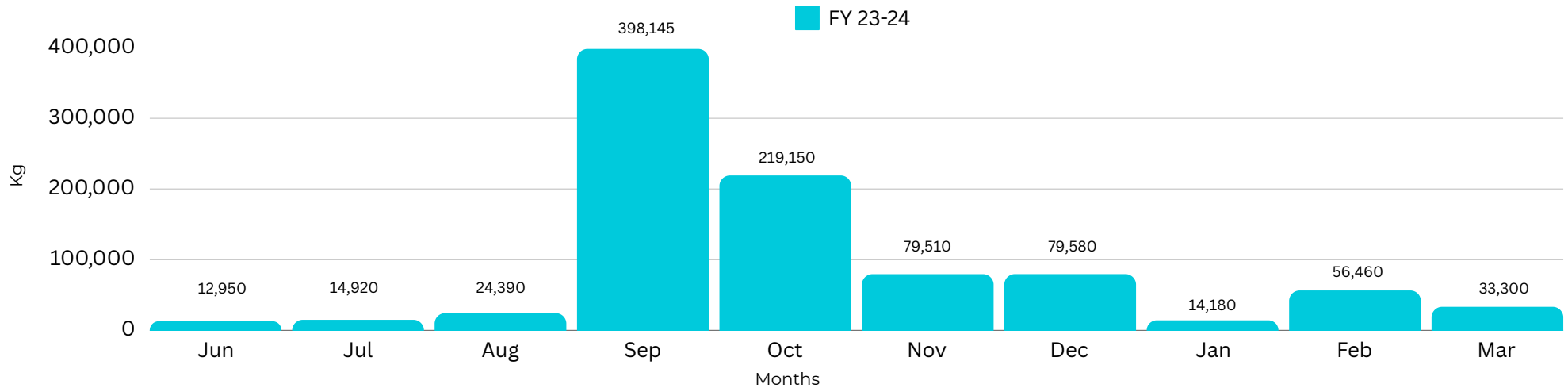
## Reverse Logistic & Traceability

# Plastic Value Chain

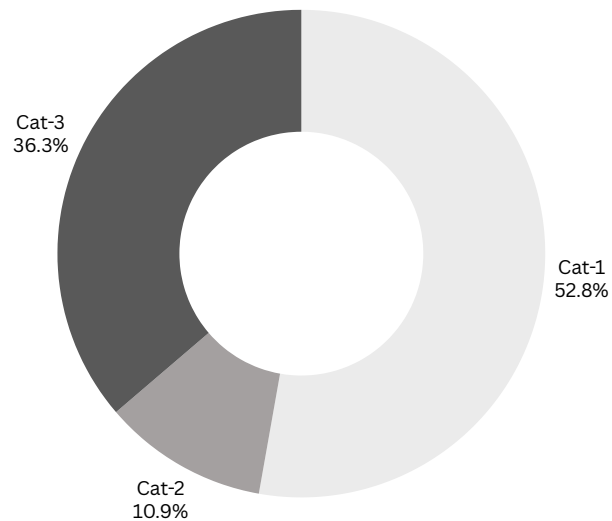


# Plastic collection FY 23-24

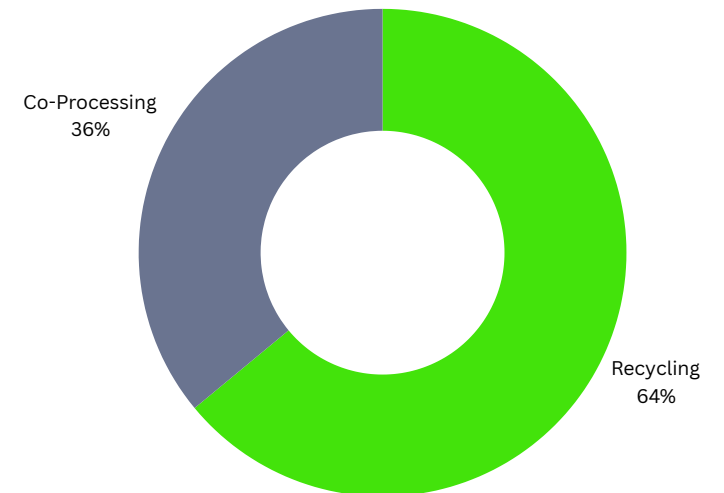
Below is a representation of plastics recovered through reverse logistic since June 2023-March 2024. During the year 918 MT of plastic waste including cat-1, cat-2 & cat-3 has been diverted.



Category wise percentage breakup for the reverse logistics



Percentage breakup of recycling & co-processing



# Part 2



## Social Inclusion & Impact



# Social Inclusion entrepreneurs profile



**Rjavalli, Managing** partner of RJ Garbage Bank is a versatile personality having 10+ years of experience in parent coaching. She is a motivational speaker and a counselling psychologist working on empowering individuals. She is also a licensed Ted organizer and a language enthusiast. She encourages young minds through the workshop and seminars to educate, bring awareness to make the planet a better place to live.



**Sharan Subaiah KN** is a mechanical engineer turned into an entrepreneur. His deep passion towards sustainability lead his way into the waste management space, initially started with a collection center in Mysuru and later grown enough to set up a 'Plastic Recovery Facility' in Bengaluru. Recently, he converted his proprietorship firm "Green Earth Industries" into a private limited company called "Miglu Enviro Pvt Ltd".



**Ranjith Singh** a mechanical engineer turned into an entrepreneur. He started his career as an apprentice at Hyndai Motors India in 2008 and worked in various organizations before becoming a director of his company Spreco Recycling (OPC) Pvt Ltd in 2022.

## Social Inclusion entrepreneurs profile



**Chanda**, a passionate woman wanted her city Udupi to be free from littering. With this vision she teamed up with likeminded women and started “Shri Siddhi Nagara Sthree Shakthi Group” a self group dedicated for waste management. She took her group to new heights by establishing a ‘Plastic Recovery Facility’ for handling rigid plastic waste and creating a local economic scale for the employees.



A start-up born out of volunteerism involved in Swacch Mangaluru Abhiyan by Ramakrishna Mission Mangaluru from 2014 to 2019. ‘**Mangala Resource Management Pvt Ltd**’ is focused on implementing formal waste management services in the Mangaluru region.



‘**Eco Vaidya Sustainable Solutions**’ is a new startup providing tailored approach and expertise in Environmental, Social, and Governance (ESG) frameworks to help organizations achieve NetZero emissions. Key services includes consultation, project management, reporting.



**Silverline** a proprietorship firm lead by Raju is in the business of trading PET scrap in the state of Tamil Nadu, Kerala, Andhra Pradesh for last 4+ years. Silverline was instrumental in fulfilling Cat-1 order for VVVS.

# Journey of RJ Garbage Bank so far

RJ Garbage Bank started as a voluntary activity group with Rotary Club, Virudhunagar back in 2019. Over the period it slowly evolved as a separate entity dedicated to provide end to end waste management services in the locality. It all started as a small collection center, now it is grown as one of its kind semi-mechanized MRF in Virudhunagar and created 13+ livelihoods and still counting.



RJ Garbage Bank team



2022

RJ Garbage employees manually sorting dry waste in the old facility



2023





RJ Garbage Bank upgraded as a semi mechanized MRF with conveyor, baler, semi-electric stacker, pallet truck.



2024

Engagement with Virudhunagar Municipal Corporation for handling LVP

# Project progress of RJ Garbage Bank

-  Non-compliant
-  Not applicable
-  Partially compliant
-  Compliant

The progress of the project until the end of Phase 2 has been detailed below.

Environmental Compliance	Social Compliance	Health & Safety Compliance	Operational Compliance
 .....  No dumping or open burning of waste	 .....  No child or forced labour	 .....  Basic safety equipment	 .....  Documentation and traceability
 .....  Landfill diversion	 .....  Minimum wages	 .....  Basic amenities	 .....  Operational and administrative SOPs
 Authorisations	 .....  Gender equality	 .....  Safe working conditions	 .....  Digital transactions
 .....  Supply to authorised plastic waste processors	 .....  Employee welfare	 .....  Trainings on safe work practices	 Grievance mechanism
 Climate action	 .....  Social security	 .....  Health and safety regulation compliance	 .....  Legal registrations/ compliance

# SI interventions for RJ Garbage Bank



Book keeping  
(Staff recording the inward data)



Uniform distribution



EHS & Personal finance training for the employees

# SI interventions for RJ Garbage Bank



Engagement with Virudhunagar Municipality for LVP collection



Material stored category wise within the demarcated area



On site material handling session

Note: Other SI interventions & documents be accessed from this drive

# SI interventions for Green Earth Industries (Miglo)



Safety shoes for all the employees



Inverter battery for power backup



Documentation cupboard



Fire extinguishers

# SI interventions for Green Earth Industries (Miglo)



Uniform and PPE kits for all the employees

[Note: Other SI interventions can be accessed from this drive.](#)



# SI interventions for Silverline & Eco-Vaidya



Silverline has procured a forklift through the SI incentive support



Eco-Vaidya has supported its upstream vendor with a baler through SI incentive

Note: SI interventions of other vendors can be accessed in this [drive](#)

# Impact at a Glance

## Impact to date in Phase 2

**918 MT**

of plastics collected and delivered

**7**

social inclusion entrepreneurs engaged

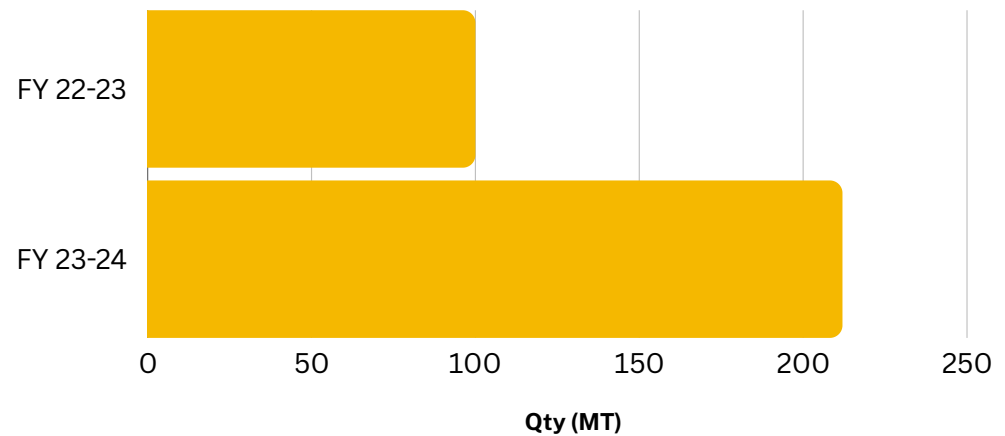
**64%**

of plastic diverted for recycling

**~57**

formal workers supported with salary gap fund

## Plastic recovered in FY22-23 and FY24-25



# Key Takeaways & Challenges

VVVS social inclusion support has provided the project beneficiary to upgrade the facility with required infrastructure interventions like procuring material handling equipment such as conveyor and baler, fire safety equipment, personal protective equipment (PPE), CCTV camera etc. With the funding support SZW was able to allocate one full-time human resource for capacity-building training and conduct capacity building trainings for project beneficiaries. Moreover, the fund was also used to provide viability gap funding for the project beneficiaries towards payment of government mandated minimum wages to the workers employed at the facility.

## Reverse logistic

- Implementation of plastic recovery plan was steady and seamless. However, less availability of authorized recyclers for post-consumer plastic in Tamil Nadu has made the operations slow down.
- The inward quantity of materials in RJ Garbage Bank was not sufficient enough to achieve the maximum capacity.

## Social Inclusion

- RJ Garbage Bank is one of our key SI partners who had a gradual transition towards formal operation since the project inception. However, RJ Garbage Bank's business is yet to turn positive. This can be achieved by increasing the scale of operations and partnering with more authorized recyclers.
- There was a delay in onboarding other SI entrepreneurs due to which we were unable to conduct enough capacity-building trainings.

## Traceability

- TRACER tool was instrumental in capturing material movement data. However, we have a challenge in onboarding stakeholders in the supply chain to use the tracer platform seamlessly.

# Going forward

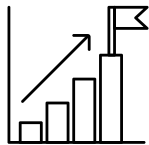
SZW will continue to engage with project beneficiaries and provide technical support toward responsible business practices. SZW seeks further partnership with VVVS to sustain the responsible sourcing plastic value chain in Tamil Nadu and safeguards the human rights of all workers in the value chain:



Extending the concept of social inclusion to the small scale recyclers. Onboard a small scale recycler in Tamil Nadu in line with our supply chain requirement and implement social inclusion program.



Strengthening the existing Monitoring & Evaluation strategies across the SI entrepreneur supply chain.



Exploring new business development activities such as Reuse, Refill and Recycling for RJ Garbage for further sustained operations.

# Voices of Impact



Saahas  
Zero  
Waste

## On financial stability and aspirations about her children

📍 Virudhunagar, Tamil Nadu

**SZW:** What are your aspirations for the future?

**Alagammai:** *I could not study much and losing my husband at a early stage has made my life very miserable. I realized that education is something can change one's life.*

*This job is more than a job for me to keep my family running, I want my 3 children to reach better position in their life through better education which I lacked.*

*Running a family as a single woman is not a easy job, but I do it for my children which brings me joy.*

*My only aspiration and wish is to get a good job to my son.*



# How do you feel about your work on waste management?

📍 Virudhunagar, Tamil Nadu

**SZW:** How do you feel about your work on waste management?

**Mariyappan:** *After working on the ground for more than 10 years for vendor mapping in Chennai and coming to a new role of waste management in Virudhunagar was exciting and also challenges.*

*Whichever the job I try to give my best. I found this job satisfying since I am able to give back to the society and the environment.*

*Moreover working in a company like Idhayam under a great management is something I always feel gratitude for.*

*I strive to make RJ Garbage Bank reach greater heights.*



# Meet the Team

## Design and Project Management



**Arun Murugesh**  
VP, Sales & Marketing



**Rittesh Koul**  
Lead-Plastics



**Sayujya Suresh**  
Sr. Manager-Impact

## Capacity Building



**Karthikeyan MV**  
Associate Manager



**Vivek C**  
Associate Manager



**Divya G Rao**  
Associate Manager



**Pravallika Manju**  
Project Coordinator

## Operations



**Sinchith B A**  
Associate Manager



**Lakshmi Narayanan**  
Associate Manager



**Sharath Kumar**  
Coordinator



**Mamatha J**  
Coordinator



**Sreevidya V H**  
Coordinator





To Create a Zero Waste World through Circular Economy