



# A Journey to Resilience through Sustainability



**Annual Report  
2022-23**

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# Annual Report

2022-23

A hand is shown at the bottom left, holding the string of a kite. The kite is diamond-shaped and has the letters 'i P C A' printed on it. The 'i' is lowercase and has a solid dot. The 'P', 'C', and 'A' are uppercase. The 'A' is stylized with a recycling symbol (three chasing arrows) inside its right vertical stroke. The kite is set against a light blue background.

i P C A

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**Mountains of trash, endless piles,  
The world is drowning in waste for miles.  
Plastic bags, bottles, and straws,  
A sight that leaves one filled with awe.**

**The waste crisis has hit us hard,  
Leaving our planet deeply scarred.  
We've ignored the signs for far too long,  
Now the consequences are showing strong.**

**The world needs change, a shift in our ways,  
We must reduce, reuse, and recycle today.  
We must be mindful of every single thing we do,  
And make a conscious effort to see it through.**

**Let's come together and take a stand,  
To preserve this planet, this beautiful land.  
We can make a difference, one step at a time,  
To ensure our future is bright and sublime.**

**So let's act now, before it's too late,  
And work towards a world that's free from waste.**



# From the Director's Desk

For more than two decades, we have been working for social transformation to improve the current environmental conditions. Prolonged handholding support to the target communities through awareness, up skilling and capacity building has resulted in strengthening people, in terms of information, perception, knowledge, and leadership. People's participation, acceptance and diligence in the processes conceived and implemented by IPCA is an inevitable factor in the present accomplishments of IPCA.



**Ashish Jain**  
Director, IPCA

Waste and Air Quality Management are two major issues being handled by IPCA and over the years, we have observed that these two issues can be effectively managed by bringing ownership among citizens about their environment. IPCA has set up a mark in mobilizing people in different parts of the country, who have adopted sustainable waste management practices and became or becoming responsible citizens. IPCA has also set up Material Recovery Facilities (MRF) for efficient segregation of waste, set up a recycling facility for plastic waste, and developed a sustainable supply chain for MLP waste, which was not even getting collected before 2018. IPCA is also partnering with educational institutes to promote and support R&D in the waste management sector. In such an initiative, IPCA has set up a Centre for Waste Management and Research in collaboration with TERI School of Advanced Studies (Deemed to be University) to create more entrepreneurs with in-depth knowledge of the subject so that they would manage waste with more technical, skilful and professional approach.

Decades of activities & initiatives by IPCA in fields as diverse as community outreach programs, training & capacity building, development and management of the supply chain for different waste commodities, providing technical solutions, establishing and operating MRF & Recycling Unit, monitoring of air quality, and contributing as an expert member in the Advisory Bodies and the Committees constituted by Central and State/UT Governments, has built confidence among IPCA fraternity as well as stakeholders like ULBs, Corporates, RWAs, State Governments, Industries, Waste Workers' community and people. Because of the faith, support, encouragement and confidence of these stakeholders, IPCA could scale its operation from one city to pan India and build MRF from 2 TPD to 50 TPD capacity, install community composters in more than 500 residential colonies, including educational institutions, create a network of more than 30,000 waste workers and connect directly with more than 1 million residents to manage their plastic and organic waste.

This progress has never been a dream, it has always been a distant reality and once one milestone is achieved, there is always another one waiting to be crossed. It is with this belief that we keep adding more verticals into IPCA. No journey is completed without challenges and we feel fortunate to overcome these challenges with more energy and enthusiasm with the support of our brilliant team. IPCA's work culture is built upon a commitment to dedication. Our diverse & talented teams are our greatest asset. We hold steadfast to our beliefs, values, and code of ethics and nurture these very highly in the organization.

With the unwavering support from our team, members, donors, clients, volunteers, and well-wishers, we are confident that IPCA will continue to achieve milestones of excellence for many years.

# A Year in a Review

## April



- IPCA signed an MOU with Jamia Hamdard University to collaborate on academia & to manage solid waste generated in university by instituting a MRF in the campus along with installation of Composters.
- To eliminate Single Use Plastic , IPCA collaborated with Municipal Corporation Faridabad.
- IPCA received 1st position at Plastic Recycling Facility Conference Asia (PRCA) Awards 2022 under category innovations in waste management.
- IPCA & Environment Department, Govt. of NCT, Delhi released “A Handbook for Enforcement Personnel of Plastic Waste Management”, Jointly prepared by DPCC.

## May



- IPCA won CSR Health Impact Award 2022 under category environment Impact Initiative organized by Integrated Health & Wellbeing Council.
- IPCA has won 1st Position in the online slogan contest organized by ICMR - NIREH in collaboration with Ujjain Municipal Corporation & RD Gardi Medical College, Ujjain.
- IPCA signed an MOU with Sri Guru Gobind Singh College Chandigarh on Academic and research front

## June



- IPCA signed an MOU with Amity University to support students of Children Science Foundation.
- IPCA & SBI Cards and Payment Services Ltd. have entered into second phase of Innovative Mechanism for Management of Plastic Waste.
- IPCA & Jamia Hamdard University celebrated World Environment Day by making commitment to manage plastic waste

## July



- IPCA hosted a panel discussion on “Economics of Alternatives to Single Use Plastic” at Plastic Vikalp Mela
- IPCA conducted a training programme for sensitization of staff members & enforcement person of MCD, DPCC & Revenue Department.

## August

- An exposure visit was organized for the Mayor, Jammu and Chairman of Swachh Bharat Standing Committee along with senior officials of Jammu Municipal Corporation to the waste management sites in Delhi.
- Replicate learning of Project SORT in Mumbai, a new and additional project location.

## September



- IPCA has been recognised as Swachhta Champion by MCD in the MCD Green Awards 2022.

- Inauguration of “Gazab Street” India's first street wall made up of Recycled Plastic Waste board at Kaushambi, Ghaziabad.
- Organized a Mega Health Camp for Waste Workers in Marol, Mumbai

## October



- IPCA, in association with Brihanmumbai Municipal Corporation organized a Beach Cleaning Drive at Aksa Beach, Malad where 450 Kg of litter was segregated and collected.

## November



- Government of Jammu and Kashmir & IPCA organized a plogging drive and awareness session to sensitize residents about importance of cleanliness under "Back to village' programme in Udhampur, J&K.
- IPCA received CII3R Award 2022 for "Excellence in Best Practices : Managing Plastic waste under EPR" at the international conference on Waste to Worth.

## December



- IPCA & TERI SAS has set-up IPCA Centre for Waste Management & Research

## January



- Established 10 TPD facility at Sector Xu-1, Greater Noida to manage solid cluster waste
- Launched E-commerce website on Plastic Recycled Products
- IPCA bagged the golden awards for most distinguished Environment Action at the Integrated Health & Wellbeing Council Awards

## February



- Project DROPP was Conceived to beat the challenge of source segregation and recycling of post consumer plastic.

- Mr. Ashish Jain, Founder and Director, IPCA appointed as Brand Ambassador for Shahdara South Zone for his outstanding contribution towards waste management.



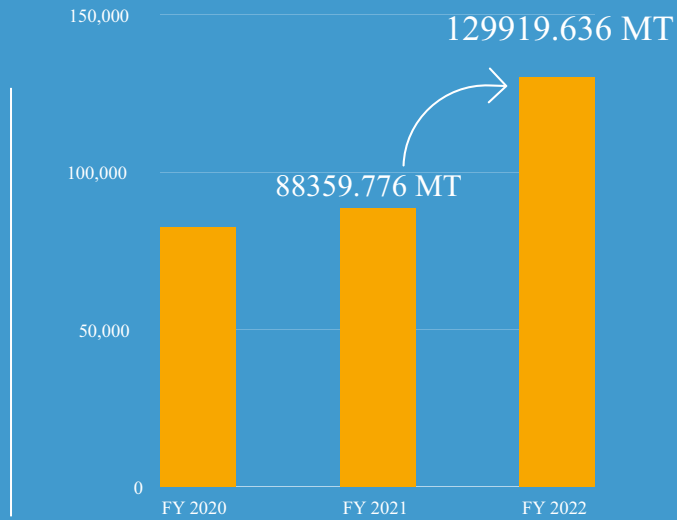
## March

- Exhibited Plastic Recycled Products at “Waste to Wealth in Holi Mohalla” with the support of PPWMS





# 2022-23 A Snapshot



## Infrastructure

Developed infrastructure for 2 MRFs in East Delhi each having 2 TPD capacity and 1 MRF in Greater Noida with capacity of handle

**10 TPD**  
of solid waste

**45**

Developed Vegetable Gardens to close the loop of waste generation

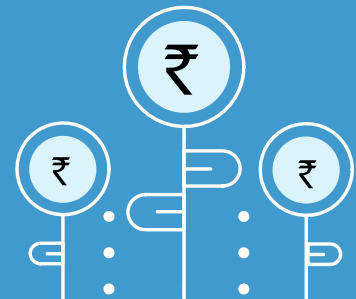
Decrease in **PM<sub>10</sub>** Concentration by

**20.57 % - 73.94 %**

**289+**

Composters

Installed in more than 72 Residential



Sustainable Income to

**30,000+**

# About IPCA

Embarking on a transformative journey, IPCA emerged as a prominent non-governmental organization which has conceived and executed sustainable solutions to address waste management and poor air quality issues in India. From its inception, IPCA has tirelessly ventured into various domains of the sustainable environment, offering innovative solutions and services while fostering the creation of a thriving ecosystem that embraces circularity.

Our expedition holds a profound purpose, to revolutionize society's perception of waste and deliver unparalleled end-to-end waste and recycling solutions to countless stakeholders every day. Our unwavering dedication lies in closing the loop for each waste stream we encounter, cultivating a holistic ecosystem through networking facilitation and the exchange of services.

As pioneers, we are fully committed to promoting environmental sustainability and combating pollution across India. Our quest entails uniting industry experts, researchers, and policymakers, pooling their expertise to develop and implement effective solutions aimed at nurturing environmental well-being and curtailing pollution within the nation.

We firmly believe that every individual bears the responsibility to take proactive measures in reducing their environmental footprint. Hence, we stand resolute in our commitment to provide the necessary resources and unwavering support to empower individuals to translate this responsibility into action. Together, we forge ahead on a transformative odyssey, paving the way for a greener, cleaner India.



“What was planted as a seed in 2001, grew as a plant which got nurtured by sound leadership, efficient team, and well-wishers developed the stronger roots- spread its branches over the years and now, stands tall rendering support and fruits to others. Being the Founder Member of IPCA, I take utmost pride to see where it has reached today and I wish more glory and success in the years to come.”

**Aarti Kaushik, Co-Founder, IPCA**



“I am thrilled to witness IPCA's incredible journey unfold over the past 22 years, from a visionary concept to a transformative reality. Our approach to waste management has not only transformed the waste crisis of yesteryears but has also paved the way for innovative solutions, exemplified by the implementation of unique EPR project. IPCA has undeniably played a pivotal role in spreading the message of 'Samasya se Samadhan,' inspiring and enabling communities to embrace waste segregation at source and also, putting in place the right technology and upgrading it time to time to provide a holistic solution to the problem.”

**Ajay Garg, Secretary, IPCA**

# What We Do?

All of our services hinge around our promise of Sustainability by bringing diverse communities, stakeholders & institutions together. At IPCA, our commitment to sustainability is the driving force behind everything we do. We firmly believe that by uniting diverse communities, stakeholders, and institutions, we can create a better and greener future for all. With a keen focus on waste management, air pollution and environmental education in India, our thoughtfully designed solutions cater to the evolving needs of the industry, paving the way for a more sustainable tomorrow.

Our innovative approach is the cornerstone of our services, ensuring maximum resource recovery and minimizing the environmental impact. With a comprehensive range of offerings, we address the pressing challenges faced in waste management and provide effective solutions.



At IPCA, we specialize in developing comprehensive strategies to handle solid waste effectively. From collection and sorting to treatment and disposal, we employ advanced methodologies to ensure that waste is managed responsibly.

IPCA is at the forefront of championing Extended Producer Responsibility (EPR) in the waste management landscape. We collaborate closely with producers, brand owners, and importers to design and implement effective EPR action plans that ensure responsible management of their products throughout their lifecycle.

Recognizing the vital importance of clean air, we offer advanced air quality monitoring and management services. Our cutting-edge technology allows for accurate measurement, analysis, and mitigation of air pollutants. By providing actionable insights and implementing targeted interventions, we strive to improve air quality and create healthier living environments for communities.

In conclusion, at IPCA, sustainability is not just a buzzword but a guiding principle. We are committed to transforming the waste management sector by establishing ourselves as a prominent think tank and academic institution. Our focus is on imparting comprehensive knowledge on waste management and fostering research and development in this critical field. Through our academic initiatives, we strive to create a pool of skilled professionals and thought leaders who can drive positive change in waste management practices. We conduct workshops, training sessions, and seminars to disseminate knowledge on waste management to a broader audience. These programs are not only aimed at students and professionals but also open to the community at large. By promoting awareness and understanding of waste management issues, we encourage individuals and businesses to adopt responsible waste practices in their daily operations.



“Congratulations to IPCA on creating that much needed ripple effecting and nurturing the waste warriors to strengthen the entrepreneurs of Solid waste Management through the Certificate Course ¼ IPCA has walked miles and I am sure that with dedication it will accomplish many more milieus.”

**Dr Shyamli Singh,  
Joint Secretary, IPCA**



“Alone we can do so little; together we can do so much. A quote by Helen Keller fits perfectly to describe the wonderful journey of 22 years. I feel proud to be associated with IPCA, an organization whose essence is serving the nature by providing sustainable solutions to environmental problems through realistic approach with honesty at heart. We are who we are today because of the encouragement, blessings & belief of our well-wishers that helped us transporting our vision into reality and we hope that we keep receiving this support in the years to come.”

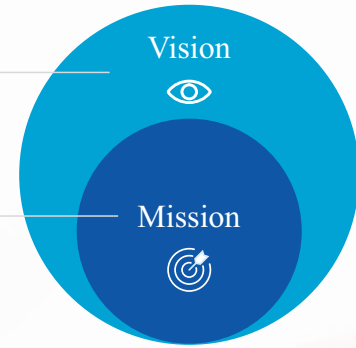
**Amit Jain, Treasurer, IPCA**

01 Sustainable economic development of India in a way that ensures environmental protection.

02 To improve livelihood through responsible use of natural resources for the welfare of present and future generations.

To ensure proper recycling of different kinds of waste to produce other useful products.

To provide solutions to environment and climate related problems.



## Our Values

Our Values serve as a compass for our actions & describe how we behave in the environmental world.

**Accountability**

**Passion**

**Innovation**

**Integrity**

**Leadership**

# Board Members



**Prof Padma Vasudevan**  
(Patron)



**Prof. P K Sen**  
(Patron)



**Dr. S.K. Nigam**  
(Patron)



**Mr. Ashish Jain**  
(President cum Director)



**Ajay Garg**  
(Secretary)



**Amit Jain**  
(Treasurer)



**Dr. Shyamli Singh**  
(Jt. Secretary)



**Pragya Kaushik**  
(Executive Member)



**Aarti Kaushik**  
(Executive Member)



**Dr. Radha Goyal**  
(Executive Member)



**Neha**  
(Executive Member)



**Raj Kishore**  
(Executive Member)



**Madhuri Nanda**  
(Executive Member)

# Meet Our Team



**Ashish Jain**



**Ajay Garg**



**Radha Goyal**



**Shyam Lal Shukla**



**Pratyush Shukla**



**Reena Chadha**



**Garima Kaushik**



**Mohd. Zeeshan Khan**



**Madhu Jaswal**



**Akansha Gupta**



**Kriti Jain**



**Deepanshi Gandherva**



**Ranvir Singh**



**Nitin Sharma**



**Rakhi Ghosh**



**Rahul Saini**



**Raj Kumar Gupta**



**Karuna Shankar Shukla**



**Abhishek Shrivastava**



**Sachin Jaiswal**



**Kaushika Saravanan**



**Denzil Basil**



**Supriyo Das**



**Megha Dhuri**



**Nitika Chandel**



**Sachin Prasad**



**Lokesh Kumar**



**Amandeep**



**Dashmeet Singh**



**Amit Kumar**



**Pankaj Semwal**



**Ramji Saxena**



**Subodh Kumar**



**Ansh Rastogi**



**Deepak Kumar**



**Praveen Jha**



**Devinder Singh**



**Prateek Saxena**



**Shrinivas Vanneldas**



**Radheshyam Tiwari**



**Pradeep**



**Ashish Kumbhalkar**



**Mukesh Kumar**



**Asadullah Khan**



**Navaneet Kumar**



**Sompal**



**Roshan Kumar**



# Alignment to UN SDGs

Sustainable income  
to more than 30,000  
waste workers



50,000+ PPE kits  
distributed among  
waste workers



Females make up 67% of  
our workforce



Environment Education  
Programmes with schools  
& colleges



Development of Material  
recovery Facilities, Plastic  
Recycling Facilities



Operating plastic  
recycling plant on  
cleaner fuel i.e PNG



Conducted Clean -up  
Drives in the vicinity  
of water bodies



Provide direct employment  
and healthy work environment  
to more than 100 people with  
prospective growth  
opportunities

# Sustainability is our Goal

Built capacities of waste workers on best practices for waste handling



Produced more than 35000 kg of compost from organic waste



Prevented significant amount of plastic waste from reaching the water bodies



Mitigated more than 40,00,000 kg of GHG emissions through several waste management initiatives



Partnered with organizations sharing similar goal of sustainable development



Provided equal opportunity of work to all cast and creeds



Reduction in Plastic Waste Littering





**Projects Under  
Corporate Social  
Responsibility**

**01**

**Develop Responsible  
Outlook for Plastic**

**02**

**Mantra for Advance Sustainable  
Solution**

**03**

**Segregation of Organic Waste for  
Recycling and Treatment**

**04**

**Project Air Care**

**05**

**Solution to Air Pollution**

**06**

**My 10 kg Plastic**

**07**

**Bottles for Change**

**08**

**E-Waste Management**

# DROP

Develop Responsible Outlook for Plastic

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**DROP**  
Develop Responsible Outlook for Plastic  
A CSR initiative by Kia India  
IPCA KIA

# DROP

Develop Responsible Outlook for Plastic  
A CSR initiative by Kia India

**IPCA KIA**  
SUSTAINABILITY IS OUR GOAL

**DROP**  
Develop Responsible Outlook for Plastic  
A CSR initiative by Kia India  
IPCA KIA

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**IPCA**  
SUSTAINABILITY IS OUR GOAL

# Develop Responsible Outlook for Plastic



A CSR initiative of KIA India Private Ltd.

## About DROP

Indian Pollution Control Association and KIA India Private Limited conceived Project DROP in January 2023 with an aim to develop a responsible outlook among consumers towards plastic usage and disposal. It is being implemented in five aforementioned cities of India – Gurugram, Visakhapatnam, Vijayawada, Bengaluru and Mumbai. The idea behind its conception is making the community or consumers of plastic responsible by bringing ownership in them about their plastic consumption & disposal.

This could be done by changing their outlook towards it and Project DROP envisions that if proper awareness is imparted among the consumers/waste generators, waste workers while also putting in the right collection mechanism, the issue of plastic waste could be dealt with.

## Objectives

The key objectives behind implementation of Project DROP are:



## Project Partners



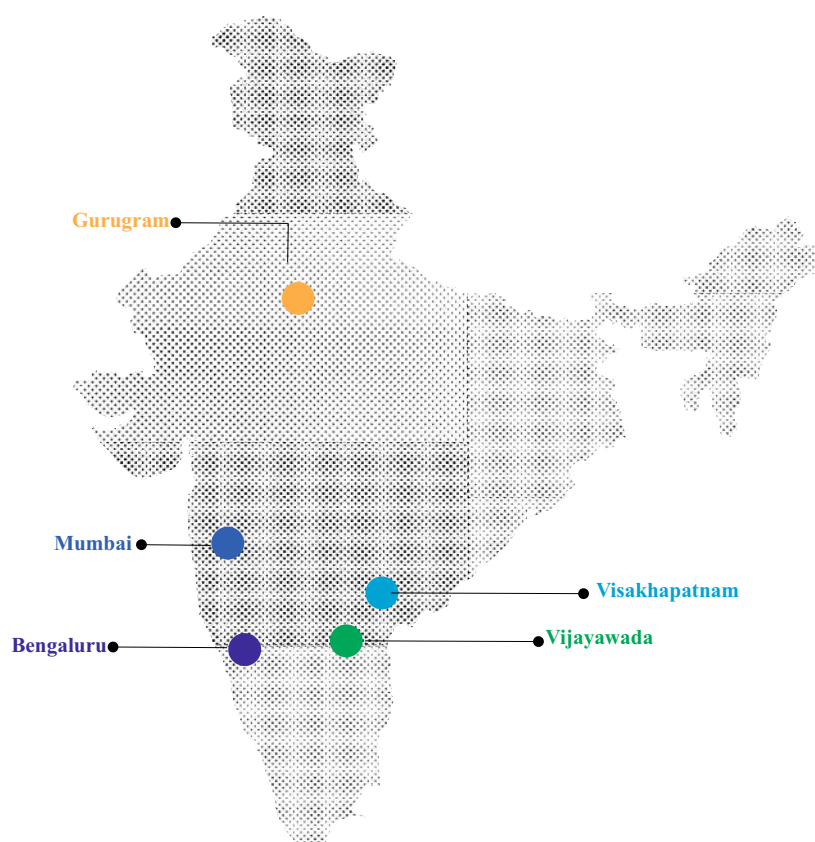
## Project Activities



### Outreach Program

Over the past few years, there has been a rapid shift in the strategic direction of waste management in the country. Source segregation is a fundamental and non-negotiable condition for a sustainable waste management ecosystem. IPCA recognized that it needed the active participation of citizens. Thus, it undertook massive awareness drives explaining how the practice of Zero littering and

segregation of waste at source can help in mitigating the environmental challenges. Through different Information, Education, and Communication (IEC) methods adopted to reach different strata of society, the importance of scientific waste disposal strategies reached everyone.



## Awareness Workshops

Awareness campaigns to promote source-level segregation led to remarkable changes in the attitude of citizens. Various strategies were adopted to strengthen and reinforce the awareness campaign. IPCA firmly believes that a comprehensive waste management plan remains deficient without the active involvement of the community. As such, we have been dedicatedly engaged in conducting awareness sessions to bring about behavioral change across all strata of our society. Through meticulously organized awareness workshops, we have successfully reached out to residents, corporate institutions, schools, and colleges, urging them to adopt waste

Segregation into three distinct categories while also advocating for the vital practice of maintaining a litter-free environment. The primary aim of these workshops was to cultivate a profound sense of social responsibility among the participants and to reshape their outlook on plastic waste. This transformation, in turn, was directed towards augmenting the rate of waste segregation, thereby culminating in a more streamlined process of material recovery and recycling.



## Capacity Building Programs

As societies strive for sustainable development, the role of waste collectors has gained paramount importance. To effectively address the challenges posed by growing waste generation, it is imperative to invest in the capacity building of waste collectors. These unsung heroes stand on the front lines of our battle against waste, their hands shaping a cleaner world. IPCA has conducted capacity-building programs for waste workers to enhance their technical know-how, enabling them to understand various waste types, their appropriate handling methods, and the significance of proper waste segregation.

These capacity-building programs envisions a future where waste workers are not just waste collectors but informed contributors to sustainable communities. This metamorphosis not only elevates their expertise but also kindles a sense of pride within them. As they grow into waste management maestros, their impact ripples outward — inspiring communities, fostering greener habits, and reducing landfill-bound refuse. Capacity building transforms mere collectors into change agents, ensuring our planet's harmony while they script a tale of refuse turned into revival.



“ My six-year journey with the Indian Pollution Control Association (IPCA) has been deeply fulfilling. Working in air quality management and waste management, I've found purpose and passion in contributing to a cleaner, more sustainable world. IPCA's commitment to environmental preservation resonates with me personally, and I'm proud to be part of this vital mission. Looking forward to continued growth and impact with IPCA. ”

**Akansha Gupta, Deputy General Manager, CSR, IPCA**

## Street Play

A series of impactful street plays were organized on the theme of 'Segregation of Waste at Source' to educate and raise awareness among residents, students, waste workers, and cleaning staff. It effectively conveyed the message of effective waste management and source segregation, demonstrated through the utilization of three bins: red, blue, and green. Through these engaging performances, participants were inspired to adopt sustainable practices, fostering a collective commitment to an environmentally sustainable future.



## Clean-Up Drive

IPCA has meticulously organized clean-up drives with the support of municipalities and state pollution board committees to mitigate environmental challenges by removing litter and waste from public spaces and water bodies. These elongated efforts helped in mobilizing individuals or communities by making them more conscious about the detrimental effects of plastic waste on the environment. The participants were also briefed about Project DROPP -its objectives and methodologies. IPCA, along with the volunteers, collected littered plastic waste, which was later channelized for recycling/co-processing by the recycling partners. The activity was a great opportunity to reach out and spread the message of reducing and managing plastic waste.





## Social Media Campaigns

We leverage social media platforms to their maximum potential in order to effectively engage with the community. Our campaigns were designed to provide educational content and raise awareness on plastic waste management. By sharing information about Project DROP, we aimed to inspire and motivate others to actively participate in environmental conservation efforts.



## Installation of Community Bins

In an effort to manage the burgeoning plastic menace, plastic waste collection bins were installed at the identified waste generation points to facilitate the separation of recyclable plastics from non-recyclables. These bins have been crafted using recycled plastic waste. The purpose of installing these bins is to provide designated and easily accessible receptacles for the proper disposal and segregation of plastic waste generated by the community. These bins serve as designated points and a visual reminder for residents and visitors to deposit plastic waste, promoting responsible waste management practices. By centralizing plastic waste collection through these bins, the community became more invested in a cleaner environment, Zero littering, minimizing the impact of plastic pollution, and facilitating the recycling and proper disposal of plastic materials.



## Collection of Plastic Waste

IPCA is actively engaged in providing logistic support for plastic waste collection, focused on inclusion of the informal sector into the system of collection of plastic waste. In each project location, we have deployed dedicated Special Purpose Vehicles exclusively for the collection of plastic waste. Once collected, the plastic waste is channelized to an authorized recycling/co-processing facility, ensuring that it remains free from the risk of ending up in landfills and causing environmental contamination.



## Data Collection

IPCA has developed the Do-it-Zero (DIZ) application, allowing stakeholders to record and track their daily contributions, making the Project DROP journey more engaging and impactful on the ground. Do It Zero (DIZ) is an Eco-Action Platform for citizens to engage and earn reward for environmentally friendly actions. The aim is to drive Zero Pollution, Zero Wastage, and Net-Zero Emissions. DIZ app will enable you to know about your carbon footprint, invite you to act on eco-initiatives, and earn points, which you can redeem to plant a tree and receive offers on eco-friendly products & services.



“

ತಯಾರಾದ ಬಗ್ಗೆ ನನಗೆ ಹೆಚ್ಚಿನ ಜ್ಞಾನವಿರಲಿಲ್ಲ ಮತ್ತು ಅದರ ನಿರ್ವಹಣೆ, ಮೂಲಕ IPCA ನಡೆಸಿದ ತರಬೇತಿ ಅವಧಿಗಳಲ್ಲಿ, ನಾನು ಪರಿಸರವನ್ನು ಸಂರಕ್ಷಿಸಲು ನನ್ನ ಕೊಡುಗೆಯಾಗಿ ಸಾಕಷ್ಟು ತೃಪ್ತಿ ತಂದಿರುವ ತ್ಯಾಜ್ಯ ವಿಂಗಡಣೆಯ ಪ್ರಯೋಜನಗಳನ್ನು ನಾನು ತಿಳಿದುಕೊಂಡೆ. ತರಬೇತಿ ಮತ್ತು ಪ್ರಾಜೆಕ್ಟ್ DROF ಯ ಭಾಗವಾಗಲು ನನಗೆ ಸಂತೋಷವಾಗುತ್ತಿದೆ.”

I didn't have much knowledge about waste and its management. Through the training sessions conducted by IPCA, I came to know benefits of waste segregation which has brought a lot of satisfaction as my contribution to conserve environment. I am feeling happy to be part of training and project DROF.

**Shanthi, Maid, Yamuna block - NGV  
Games village, Bangalore**





“Thank you KIA & IPCA for conducting awareness sessions for kids. They used to litter all the plastic waste everywhere, but now everyone is dropping it in the DROP bin. The collection system is seamlessly integrated and we don't have to rely on BBMP irregular collection.”

**Girish, PET, Balayesu Vidyalaya High School, Bangalore**



“This project and its emphasis on plastic waste segregation, plastic waste collection and plastic waste recycling is very important. Implementation of such projects is essential as BMC can not provide us adequate facilities for wet and dry waste management. As well, though segregation of waste is carried out while transportation in the BMC vehicles it gets mixed which is inappropriate.”

**Bagchoure, Society Chairman, Tilak Nagar Prabhat CHS Ltd.**

**DROP Case Study**

*Saying No to Plastic: DPSG Public School's Campaign for a Greener Tomorrow*

In a world besieged by plastic pollution affecting ecosystems and human lives, DPSG Public School in Palam Vihar, Gurgaon, embarked on a transformative journey with their 'Say No to Plastic' campaign. Recognizing the urgent need for change, the school aimed to enlighten and motivate individuals to embrace a plastic-free lifestyle for a cleaner world.

DPSG students took to the streets, armed with posters and placards, passionately chanting slogans, and raising awareness about the perils of plastic. The initiative empowered students from classes VI to XII to pledge towards protecting the environment by eliminating plastic materials from their homes and advocating for the cause among peers, family, and the wider community.

As part of their holistic approach, DPSG students organized door-to-door plastic awareness campaigns, educating residents about the detrimental consequences of plastic and inspiring a shift in individual behaviors, business practices, and societal norms. Supported by Kia India Pvt. Ltd., CSR Project DROP (Develop responsible Outlook for plastic) played a crucial role in educating students about the long-term impacts of plastic, reinforcing the school's commitment to a plastic-free future. Through their dedication, creativity, and unwavering commitment to environmental preservation, DPSG Public School stands as a beacon of hope and change in the battle against plastic pollution, paving the way for a cleaner, healthier planet.



# Mantra for Advance Sustainable Solution



*A CSR initiative of  
SBI Cards and Payment Services Limited*

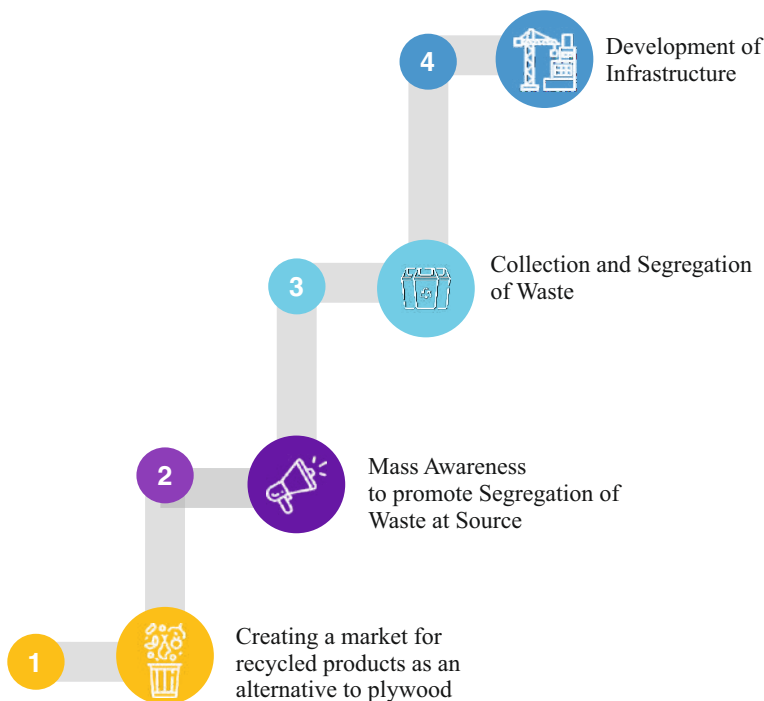
IPCA and SBI Cards and Payment Services Ltd. conceived the project “Mantra for Advance Sustainable Solution (MASS)” in the year 2021 with the primary goal of enhancing the value of non-commercial low-grade plastic waste. The project focused on establishing infrastructure that will support a circular supply chain and sustainably solve the plastic waste management in the country. Additionally, it aimed to educate and train waste workers to efficiently collect and segregate plastic waste. From the inception of a 2-tons-per-day (TPD) material recovery facility during Phase I, to the subsequent expansion into a 50-TPD material recovery facility in Phase III, MASS has undergone exponential growth during its transitional progression from Phase I to Phase III.

Having accomplished that, IPCA has set up a plastic recycling plant in Greater Noida. At the recycling facility, low grade plastic waste along with other plastic waste is utilized for the production of chip boards which are known by the brand name Ecare. At the recycling unit, baled and compacted plastic waste, received from MRF, is shredded into smaller pieces. The shredded particles are processed through Hot and Cold Press to make plastic chip boards of various thickness but uniform width and length (i.e. 8 feet x 4 feet) depending upon the requirement.

The plastic chip boards are now being utilized in multiple applications like construction, automobile, furniture, playing equipment and as pallets in the FMCG segment.

## Objectives

The key objectives behind implementation of Project MASS are:



## Project Activities



### Outreach Program

Plastic waste has become a glaring concern in modern society, casting a shadow over our environmental well being. The proliferation of plastic products, known for their durability and versatility, has led to an alarming accumulation of plastic waste in landfills, oceans, and natural habitats.

The responsible management of plastic waste is not just an environmental imperative, but a moral obligation to safeguard our planet for present and future generations.

Waste should become a resource, to be reworked, reused and up cycled. This will minimise the use of materials in our world, as well as mitigate environmental damage. For bringing this into action, segregation of waste at source is an imperative task. Hence, there exist stakeholders such as residents, students in schools and colleges, housekeeping personnel, as well as waste collectors, all of whom require awareness and training in order to foster responsible behavior in waste management practices.

### Awareness Workshops

IPCA has organised various awareness workshops to educate participants about the benefits and methodologies of managing waste at a decentralized level, wherein waste is treated closer to its point of generation by the process of composting.

**During the workshops, participants gained insights into the environmental and social advantages of decentralized waste management.**

They learned how this approach reduces the strain on traditional centralized waste disposal systems, curbing the need for long-distance transportation and minimizing carbon emissions. Additionally, the workshop elucidates the concept of waste segregation at source, highlighting the importance of categorizing waste into recyclables, organic matter, and non-recyclables.

### Capacity Building Programs

**Waste management constitutes a holistic process, demanding active participation from waste generators, waste collectors, and policymakers alike.**

This collaborative approach is pivotal, as the absence of any stakeholder can impede the entire waste management framework. Picture a puzzle, with each stakeholder a crucial piece; an absent note disrupts the rhythm.

Therefore, it was imperative to conduct capacity building programs for waste collectors. As waste collectors play a crucial role in monitoring waste disposal, ensuring accurate segregation, and determining whether waste is properly segregated or not.



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### Street Play

A dynamic and engaging approach was adopted to disseminate knowledge about waste segregation through the organization of a street play. This innovative initiative aimed to convey the importance of responsible waste management in a creative and enjoyable manner.

**The street play served as an interactive platform to captivate the audience's attention while effectively delivering key messages about proper waste sorting.**

By blending education with entertainment, this initiative not only heightened awareness but also ensured that the significance of waste segregation was imprinted in the minds of the participants, fostering a more sustainable and eco-conscious community.



## Transforming Seized Single-Use Plastic into Benches: A Sustainable Solution for Municipal Corporation of Delhi (MCD)

### Problem Statement

The Plastic Waste Management (Amendment) Rules, 2021, has prohibited the manufacturing, import, stocking, distribution, sale and use of the nineteen (19) identified single use plastic items which have low utility and high littering potential with effect from the 1st July, 2022. After the rule came into effect, the Municipal Corporation of Delhi and other concerned Urban Local Bodies (ULBs) started taking necessary action which included seizing of the prohibited Single Use Plastic items. There was no clear guideline about management of seized items. To provide a solution to this problem, Indian Pollution Control Association (IPCA) approached the Municipal Corporation of Delhi, Shahdara (South) Zone with a proposal. This proposal suggested recycling of seized SUP items at the Plastic Recycling Facility (PRF) in Greater Noida and in return of that seized material, IPCA provided recycled benches to the municipality, equivalent to the amount of seized material. These benches had appropriate branding and are placed in the public parks and societies.

### How the activities undertaken as part of the project assisted in solving the problem/ issue?

The Plastic Recycling Facility, set-up under Project Innovative Mechanism for Management of Plastic Waste, which is a CSR initiative of SBI Cards and Payment Services Limited, has helped the municipality in managing the seized prohibited SUP items by recycling it to a long-lasting consumer product with appropriate social and behavioral change messages.

### Impact created as a result of the project

As a result of this project, the MCD – Shahdara (South) Zone could implement the Plastic Waste Management Rule, 2016, as amended time to time, in a better way. Post implementation of the rule, the MCD Bye-Laws on management of seized prohibited plastic were not drafted and there was a lot of confusion about what to do with the seized SUP items? This project gave a suitable way-out to the municipality and instead of sending the seized material for co-processing, it was recycled into benches to be installed at the public places. Now, people witness the result of recycling of plastic waste through benches which are manufactured under this project.



## Infrastructure Development

During F.Y. 2022-23, IPCA and SBI Cards and Payment Services Limited entered into the second phase of Project MASS (erstwhile Innovative Mechanism for Management of Plastic Waste) to set up 2 Material Recovery Facilities in Patparganj & New Seemapuri with capacity to segregate 2 TPD of dry waste and 1 Material Recovery Facility in Greater Noida with capacity to segregate 10 TPD of solid waste. This facility is also equipped with mechanical composters and a curing system for the on-site treatment of organic waste. Institution of these two facilities helped in scaling up of operations by addition of 3 more Material Recovery Facilities in Delhi NCR. The main function of MRF is to segregate waste into different categories and then compact the segregated waste into bale to reduce the volume of waste. Dry waste is collected by waste collectors from its source of generation and is sent to the MRF for segregation, baling and transportation to the PRF. Material Recovery Facility in Sector Xu-2, cluster-4 of Greater Noida was inaugurated on 26th February 2023 by Shri Tejpal Singh Nagar, Hon'ble MLA of District Dadri, Uttar Pradesh and Smt. Ritu Maheshwari, IAS, CEO, Greater Noida Industrial Development Authority.





As our journey progressed, we proudly exhibited our recycled products at various esteemed venues and exhibitions to demonstrate the recyclability of MLP waste. Through these exhibitions, we were able to highlight the transformation of MLP Waste into valuable products, emphasizing their potential for reusability. This exposure allowed us to engage with a diverse audience, including industry experts, enthusiasts, and the general public, fostering discussions and encouraging more conscious choices.



“SBI Card is delighted to be partnered with IPCA under a CSR initiative. As waste disposal has become such a big issue in several parts of Delhi NCR, I am glad to see how IPCA is putting their efforts and working on waste management. I appreciate the efforts of IPCA for recycling of plastic waste and development of useful recycled products which has several applications.”

**Ram Mohan Amara, Managing Director and CEO, SBI Card**



“Plastic waste management is one of the major issues in the country and such CSR initiative helps to mitigate the problem of plastic waste on the ground. I would like to encourage everyone to use more plastic-recycled products that have developed from low-grade plastic waste to walk on the path of sustainability.”

**Ashish Jain, Founder & Director, IPCA**



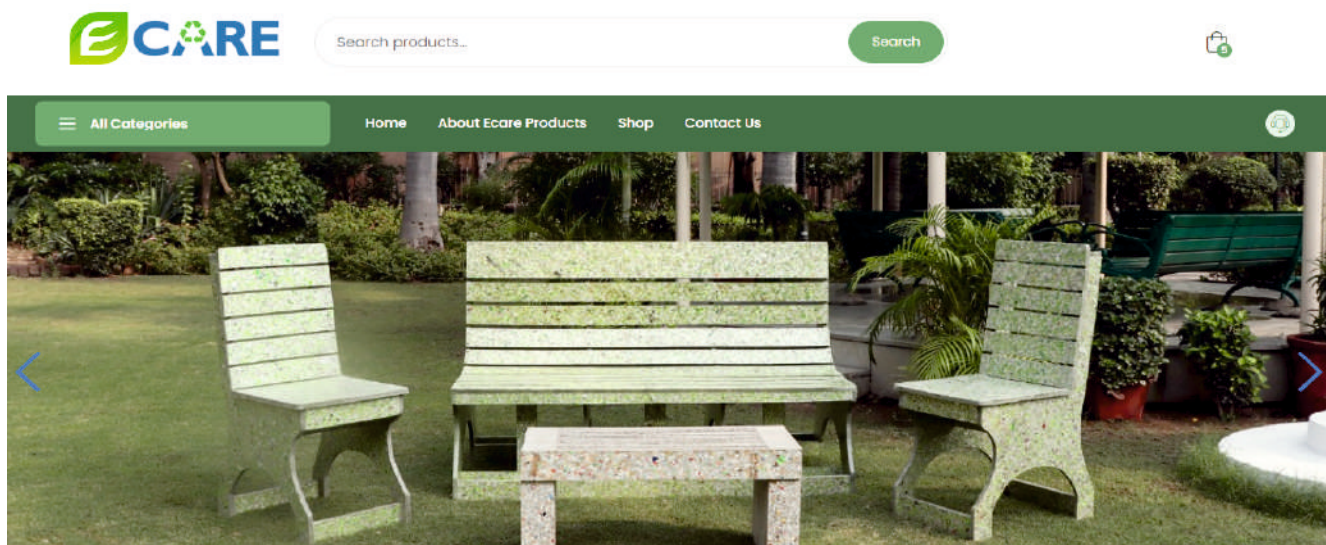
## Gazab Street

IPCA and Sh. Mahender Singh Tawar, IAS, then Commissioner, Ghaziabad Nagar Nigam has conceived the concept of “Gazab Street” to beautify the most filthy streets of Ghaziabad with the recycled products. With the support of SBI Card, Haldiram, Parle Agro, Radisson Blu, and Bisleri, we constructed the world's first 250 meter long wall made up of Plastic Waste at Kaushambi, Ghaziabad. The street underwent a transformation with the installation of panels crafted from plastic waste. These panels were ingeniously adorned with vertical gardens, by repurposing plastic bottles. Moreover, Gazab Street is furnished with seating benches crafted from reclaimed plastic waste. The panels, benches and slabs used in the development of the street are fabricated in the Plastic Recycling Facility.



## E-commerce Website

Taking into account the prevailing marketing trends and aiming to effectively engage a nationwide audience in the promotion of recycled products, IPCA has successfully established an E-commerce platform. The inauguration of this platform took place on February 15, 2023, at the recycling plant, with the esteemed presence of Shri Rama Mohan Rao Amara, the Managing Director & CEO of SBI Card. This strategic move signifies a significant step towards expanding the reach of recycled products across the entirety of India. This milestone marked an important step towards creating a sustainable marketplace. The project satisfied elements of Circular economy through reduction of raw material usage and waste, sustainable urbanization and development.





## 50 TPD MRF

IPCA has initiated the process to establish 50 TPD MRF in the City Zone of Ghaziabad. Ghaziabad Nagar Nigam has allotted space to their existing Garbage Factory located at Ret Mandi, Ghaziabad for setting up the MRF.

This facility would be the biggest MRF facility under project MASS and implement a holistic and integrated solid waste management system. The facility will be ready to operate by the end of September 2023 and will handle 50 MT of solid waste collected by the GNN from the city zone every day. The facility will have capacity to treat 20 MT of organic waste everyday and recover RDF from the inert waste. The facility will have a trommel, set of conveyors, balers, shredder, composters kind of machines and equipment for the easy handling of solid waste.



## Decentralized Solid Waste Management

Getting segregated waste at source and on site treatment of organic waste is the ideal solution for city waste management. IPCA has implemented a decentralized solid waste management system in 25 residential colonies of Ghaziabad, where we have installed 100 community composters in 25 residential colonies for the treatment of segregated organic waste. These societies are now adopting a zero waste model as they are segregating their waste at source, treating their organic waste on site and handing over dry waste to the waste management agency for further recycling.



# Impact at a Glance



## Social Impacts

1

Change in behavior of consumers on source segregation (% increase in source segregation after implementation of the project activities)

2

Inclusion of informal sector into the plastic & other waste management supply chain. Enhanced knowledge and skill of waste workers employed & included in the project components

3

The workers have an increased sense of livelihood security as they are receiving a regular flow of income.



## Environmental Impacts

1

Accumulated plastic waste makes huge piles on the landfill as the plastic takes ages to decompose which causes the release of toxic air and pollution leading to several diseases. This project is reducing the huge quantum of mix waste reaching to landfills.

2

Every month approximately 480 MT of waste is segregated at four MRF, out of which ~ 150 MT is processed into compost. The remaining dry waste is sent to respective recyclers/co-processors.

3

Every month around 480 MT of waste is not getting burned, littered, and dumped in landfill and water bodies. Through this project we are mitigating 5,76,000 kg CO<sub>2</sub>e and equivalent gases emission, water pollution and soil pollution and providing a healthy environment to living beings.



## Economic Impacts

1

Provides sustainable income source to the waste workers. Enhanced income of waste collectors as they can sell their collected waste to the project team.

2

Sourcing of plastic waste locally and reduction in the logistic cost. Substitution of natural raw material for plastic with recycled plastic for production of consumer products

3

Transition of informal sector to formal sector and trading of plastic waste or recycled product through tax invoices



## Segregation of Organic Waste for Recycling and Treatment



Swarn Lata Motherson Trust

*A CSR initiative of  
Swarn Lata Motherson Trust*

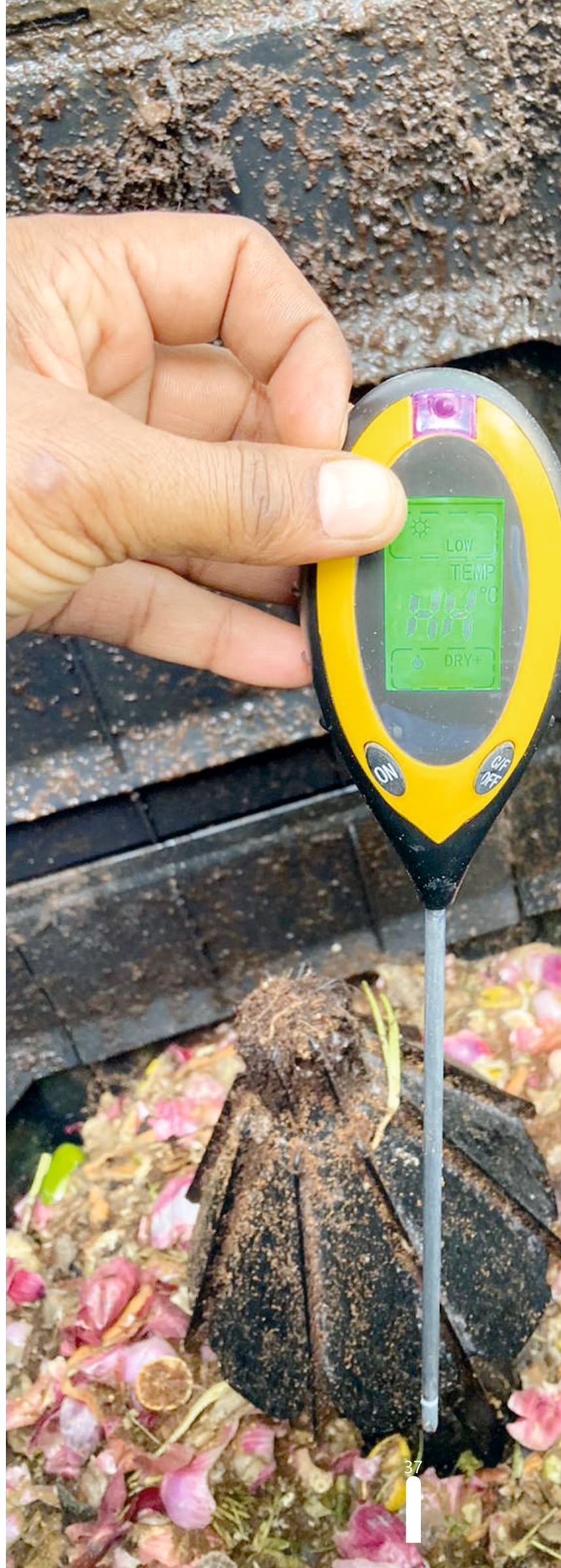
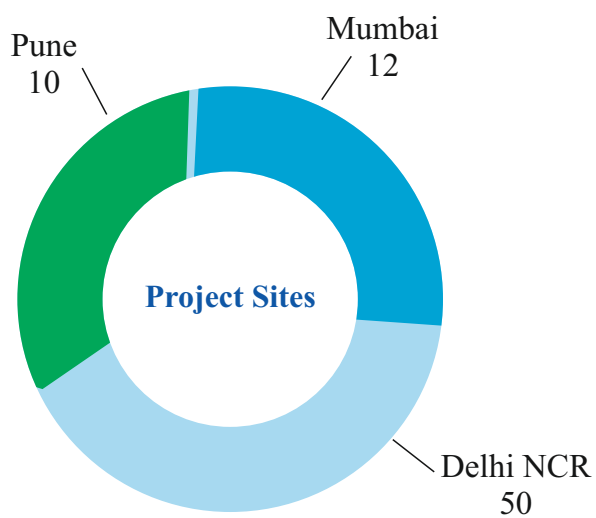
IPCA and Motherson Group, under its CSR initiative in Swarn Lata Motherson Trust (SLMTT), conceived the project "Segregation of Organic Waste for Recycling and Treatment" in the year 2018. The inception of the project came about with a visionary goal to implement a decentralized solid waste management system. To achieve this, a multi-faceted approach was adopted, encompassing vital aspects such as raising awareness, conducting comprehensive training sessions, and installation of uniquely designed aerobin composters for the on-site treatment of organic waste. These collective efforts have yielded remarkable outcomes, with a notable transformation observed in the behaviour of consumers. Their newfound understanding and commitment to responsible waste disposal have translated into a tangible reduction in waste reaching landfill.

The overwhelming response received from the stakeholders served as a driving force to scale up the project in other cities, such as Mumbai and Pune. In F.Y. 2022-23, the project was implemented in 50 project locations of Delhi NCR, 12 project locations of Mumbai and 10 project locations of Pune. This expansion reflects the project's commitment to making a widespread impact in promoting waste segregation and recycling practices.

## Key Objectives

In order to implement the aforementioned objectives on-ground in the identified project locations, following action points are being taken into implementation:

-  1 Education and awareness of all stakeholders on efficient waste management.
-  2 Collection and Segregation of Waste
-  3 Close the loop from generating the waste from vegetables and fruits to growing the vegetables & fruits from the same waste
-  4 Enable composter operators to compost kitchen and garden organics, producing healthy organic Compost





Case Study

### *Transforming Waste into Wealth: The S.O.R.T. Success Story at V.V.D.A.V. School, Delhi*

The V.V.D.A.V. School in Delhi implemented a project called S.O.R.T. to manage their organic waste. The project aimed to educate students about the benefits of waste segregation and encourage them to participate in the program. When the wet waste generation was not sufficient in the school to run the composters then the school partnered with local vegetable markets and juice corners to collect their organic waste, such as fruit peels, and process it in composters. The compost and liquid manure (leachate) produced by the composters were then sold in packets and bottles to the public at various events to generate the revenue.

The students of the school played an active role in the project, utilizing the compost and liquid manure for gardening and selling them to the public. In their free time, they also conducted door-to-door campaigns in the societies to educate the public about solid waste management and waste segregation. The success of the S.O.R.T. project in the V.V.D.A.V. School demonstrates the effectiveness of community-based waste management initiatives. By partnering with local businesses and involving students in the process, the school was able to effectively manage their organic waste while also generating a revenue stream.

The project partners and local administration were overwhelmed by the participation of the school students and their enthusiasm for waste management. The project serves as an excellent example of how waste management can be turned into a profitable and sustainable enterprise. Through education and community participation, waste management can become a positive force for change in the environment and society as a whole.



## Project Activities Outreach Program

### Awareness Workshops

Spreading awareness among all the residents, corporates, schools and students is very critical as source segregation starts with them. Throughout the year, we conducted hands-on training sessions aimed at enlightening the individuals about the fundamental practice of waste segregation at its source. In addition, street plays were organised to make the workshop more engaging.

In these training sessions residents & students were told about the current scenario of waste management in India, impact of unsustainable waste management on health and environment, need and importance of source segregation, right way of source segregation, detailed description of composter and games on waste segregation were also played. By engaging students in decentralised solid waste management efforts, awareness campaigns created a ripple effect beyond the school community, as students bring their knowledge and habits home and share them with their families and friends.



## Capacity Building for Waste Workers

The establishment of a sustainable waste management framework hinges upon the seamless integration of waste generators, waste collectors, and waste processors/recyclers.

With this imperative in mind, comprehensive workshops were meticulously organized across all project locations, targeting waste collectors. These workshops served as enlightening platforms, equipping participants with a comprehensive understanding of wet and dry waste, intricate nuances of waste segregation, pertinent health considerations, and stringent safety protocols. In these training sessions, they were told about the three-bin segregation, importance of source segregation, health & environment related issues and safety measures during segregation of waste. In addition, they were also trained about the functioning of Aerobin and the O&M activities related to composting.



## Training and Capacity Building of Maids and Housekeeping staff

As housekeeping staff and maids handle domestic waste in the households, schools & colleges. They were fully trained on 'how to segregate', 'what goes in which bin'. They were also empowered with the knowledge as to why segregation is being initiated and why it should be done. Careful tracking was done to ensure each housekeeping staff was trained in each project location.

Empowering housekeeping staff with knowledge is not limited to the "how" but also delves into the "why." It is essential that they comprehend why waste segregation is being initiated and why it should be done. This understanding fosters a sense of responsibility and ownership in waste management, making them active participants in the process.





## Installation of Aerobin Composters

Aerobin composters were installed at all project locations for treating biodegradable organic waste at source. Aerobin composters, harnessing the power of oxygen-rich environments, initiate a controlled decomposition process that converts organic matter into nutrient-rich compost.

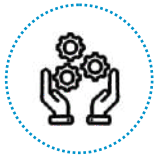
By strategically placing these composters in identified locations, communities unlock the potential to divert a significant portion of their organic waste from landfills. This not only reduces the environmental strain caused by methane emissions from landfills but also creates a circular loop, where compost generated can enrich soils, thereby supporting local agriculture and green spaces.

A demonstration on operation and maintenance of composters were organized for the residents at the time of installation.



**One of the major component of the project is the installation of Aerobins. The composters are easy to use and is based on thermal insulation which conserves the internal heat for rapid breakdown of biomass.**





## Operation and Maintenance Aerobin Composters

Composting is commonly recognized as a controlled procedure, and utilizing a Composter can significantly alleviate the burden on consumers when it comes to managing their composting activities, particularly in comparison to alternative composting methods. For instance, the Composter eliminates the need for frequent manual turning and blending of the organic materials. To optimize the effectiveness of the Composter, users are urged to invest a modest amount of effort by adding appropriately sized (preferably small) quantities of both nitrogen and carbon materials. This minor input translates to a remarkably simplified, convenient, and fulfilling composting experience for consumers.



## Harvesting of Compost

Once the compost was prepared, the operator conducted the harvesting process using a range of tools such as tarpaulin, a large Panji, and a small Panji. The operator carefully extracted the compost, placing it onto the tarpaulin. During this procedure, the operator took precautions by wearing appropriate gloves and a mask. After the harvesting was completed, the compost underwent sun drying before being moved. This step facilitated the transformation of the compost into a powdered state, ensuring its uniform distribution could be achieved.





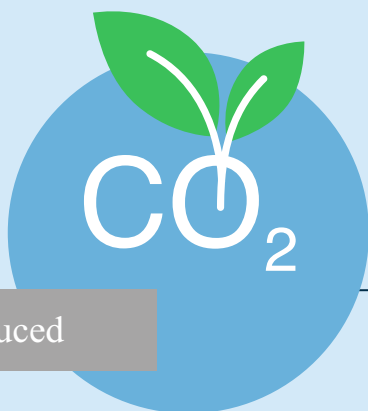
Spread across

**82** Residential societies and educational institutions in Delhi NCR, Mumbai and Pune



Developed

**45** Vegetable Gardens to close the loop of waste generation



Reduced

Dumping in landfill and has cut down emission by  
**209624 Kg** of CO<sub>2</sub> equivalent per year

Conducted

**174** Training Sessions for Residents, Waste Collectors and House Keeping Staff



Composters

**289 Aerobin** Composters Installed in more than 400 Residential Societies



Compost

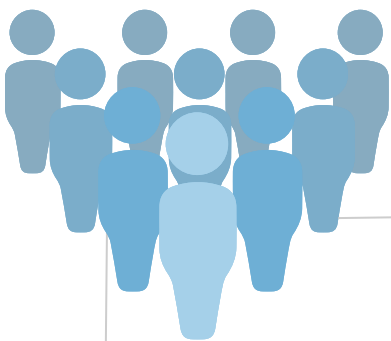
A total of

**229800 kg**

of wet waste got  
processed and

**35940 kg**

of organic compost  
generated



**82707**

Direct Beneficiaries

**241098**

Indirect Beneficiaries



When we embarked on this project, we knew that addressing waste management challenges in our community was a complex endeavour that required dedication, expertise, and strong collaboration. IPCA not only met but exceeded our expectations throughout the project's duration till now. The commitment to environmental sustainability and waste reduction was evident from the outset. Comprehensive research and analysis to identify the specific waste management issues in our locality was undertaken and this groundwork has paved the way for a well-thought-out project strategy that addressed the root causes of waste accumulation and inefficiencies in our community.

One of the most remarkable aspects of working with IPCA has been the ability to engage and mobilize the local community with the support of Urban Local Bodies. From organizing awareness campaigns, workshops, and training sessions, empowering residents and businesses to actively participate in waste segregation and recycling efforts ; this grassroots approach has fostered a sense of ownership and responsibility within the community, resulting in a significant reduction in waste generation through the S.O.R.T Project.

**Aditya Joshi, Head, SLMTT**

### *Transforming Waste Management: A Case Study of Summer Palms Society, Faridabad*

Summer Palms Society, located in Faridabad, is a vibrant residential community known for its commitment to sustainable living and responsible waste management practices. Before the initiation of the S.O.R.T project, Summer Palms Society was actively engaged in waste segregation, distinguishing between dry and wet waste. Their conventional composting method involved placing wet waste in large blue drums, combined with dry leaves to maintain the carbon-to-nitrogen (C:N) ratio. However, this approach was labor-intensive and yielded slow composting results.

The S.O.R.T project was a watershed moment for Summer Palms Society's waste management journey. The project provided the society with capacity building training/workshops sessions to the society residents, maids & servants working there and housekeeping staff of the society along with necessary equipment, such as composting bins, O&M tools and sieves, which made the composting process faster and more effective. The society's wet waste was converted into high-quality compost within a short period. The project also had a positive impact on the environment. The society was able to reduce the amount of waste sent to the landfill, which helped in reducing greenhouse gas emissions.

### *Transforming Waste Management: A Case Study of Delhi Rajdhani CGHS*

Delhi Rajdhani Cooperative Group Housing Society (CGHS) Ltd. in Delhi, India, undertook the S.O.R.T (Segregation of Organic Waste for Recycling & Treatment) project to address waste management challenges and create a sustainable revenue model. The objectives of the project were to implement environmentally sustainable waste management and generate revenue. Through awareness campaigns and training, residents were educated about waste segregation. Infrastructure such as segregation bins and composting units were set up, enabling the proper processing of organic waste. The society packaged the resulting compost and liquid manure into sellable packets and bottles, marketing them as eco-friendly fertilizers.

The project yielded positive results, including reduced waste, revenue generation, environmental benefits, and increased community engagement. The society successfully diverted organic waste from landfills, created a sustainable revenue stream, and contributed to environmental sustainability. The S.O.R.T project showcased the society's commitment to waste management and their ability to create a sustainable model for revenue generation through recycling and treatment initiatives.



# Project Air Care



*A CSR initiative of GlaxoSmithKline (GSK) Consumer Healthcare*

## About Project Air Care (PAC)

IPCA and GSK Consumer Healthcare conceived Project Air Care in the year 2020 to reduce the concentration of Particulate Matter (PM10 and PM2.5) from the ambient air of major traffic junctions and air pollution hot spots in Gurugram city.

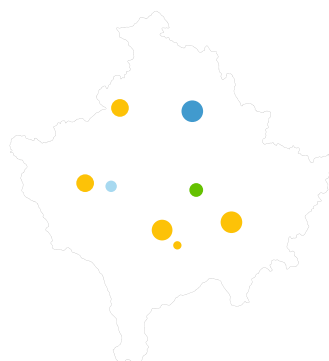
IPCA Operated and Maintained 85 WAYU air purifiers installed at nine selected locations in Gurugram during FY 2021-22. In addition to the WAYU units, IPCA also took a step further by installing Low-Cost Sensors at eight key locations in Gurugram.

Air quality monitoring sensors (AQMS) is a recent new technology for measuring specific air pollutants mainly particulate matter and other gaseous pollutants in ambient air. It is comparatively cheaper than other air quality monitoring instruments. They are increasingly popular among scientists, academicians and students in tracking ambient air quality conditions in the concerned zone. Though they can't replace traditional air monitors, they can play a significant role in tracing the air quality.

**The impact on the ground has been remarkable, with visible improvements in air quality. Notably, PM10 levels have reduced by 22%-39%, and PM2.5 levels by 17%- 43% at the traffic junctions where the installations took place.**

## Project Locations

1. IFFCO Chowk
2. GMDA Sector 44
3. Medanta Hospital
4. Max Hospital
5. AIT Chowk/Sec-54 Metro station
6. Panchayat Bhawan
7. Sikanderpur Metro Station
8. Rezangla Chowk



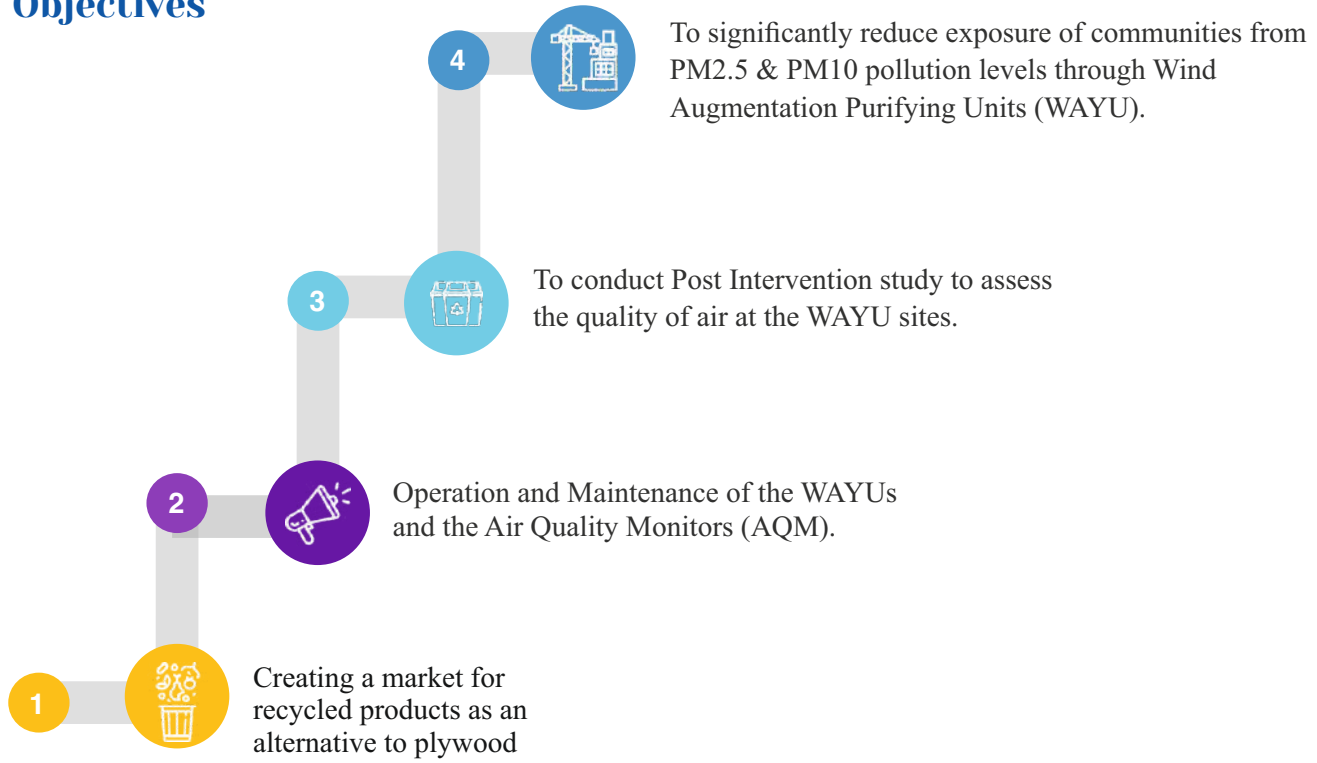
**Gurugram**



**“The spirit of serving the communities and the environment has always been at the forefront of IPCA, which could be witnessed through the remarkable outcomes across various sectors, from education to awareness, providing technological solutions to plastic waste recycling and air quality control. I wish all the best to IPCA as they continue their path towards a brighter future.”**

**Dr Radha Goyal, Deputy Director, IPCA**

## Objectives



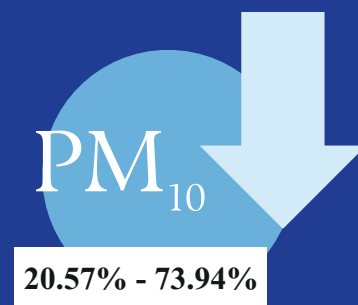
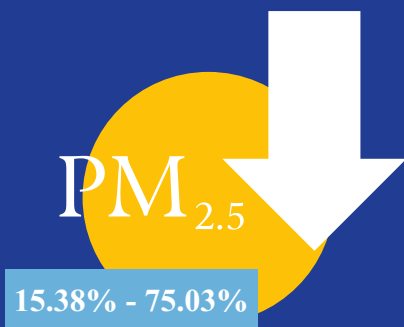
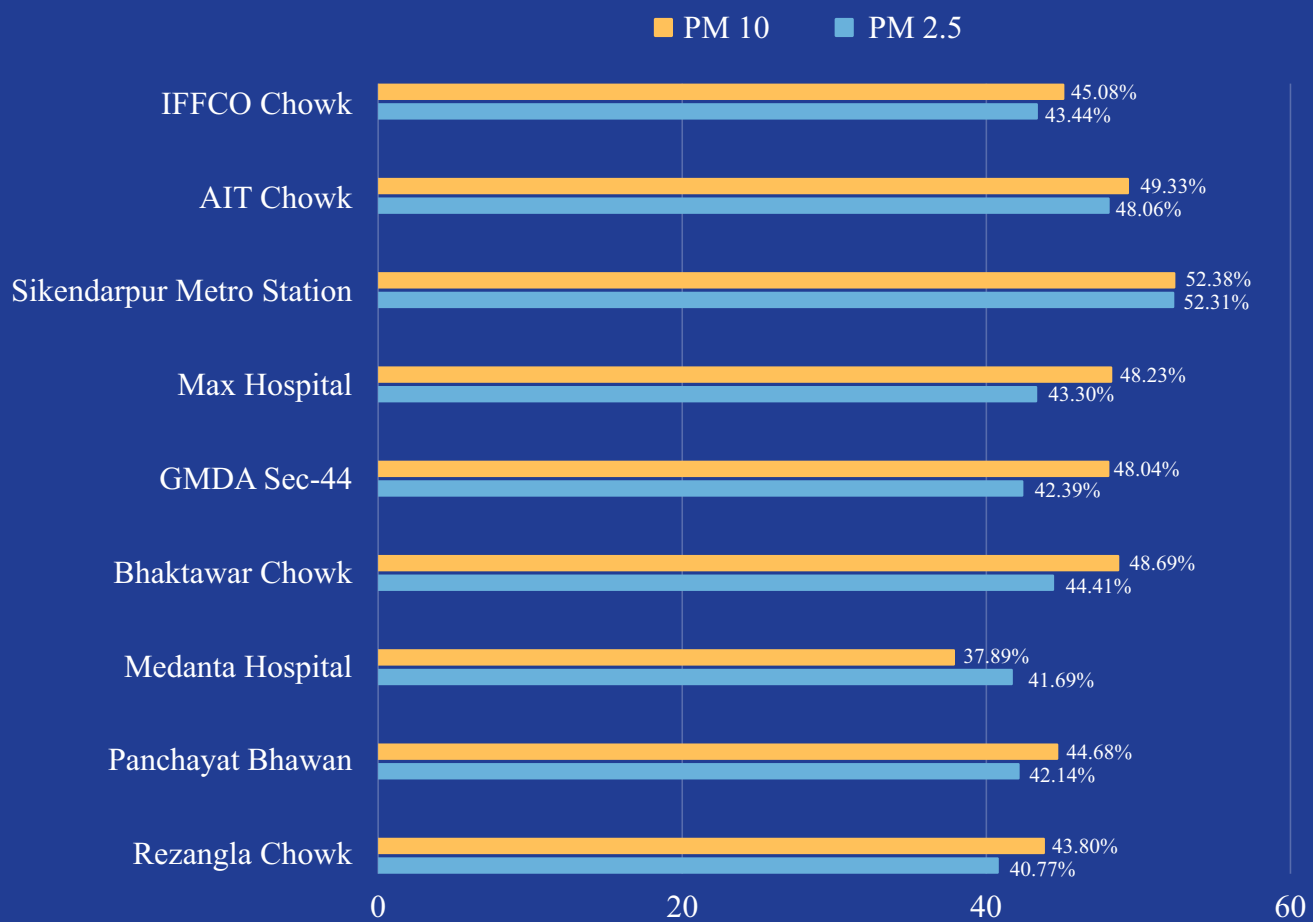
# Impact at a Glance

## Air Quality Monitoring of PM2.5 and PM10

Through a network of monitoring stations equipped with specialized low cost sensors, levels of PM2.5 and PM10 are regularly measured and analyzed. This data provides insights into air quality trends, pollution hotspots, and potential sources of contamination, enabling policymakers and public health officials to make informed decisions to mitigate air pollution's adverse effects.

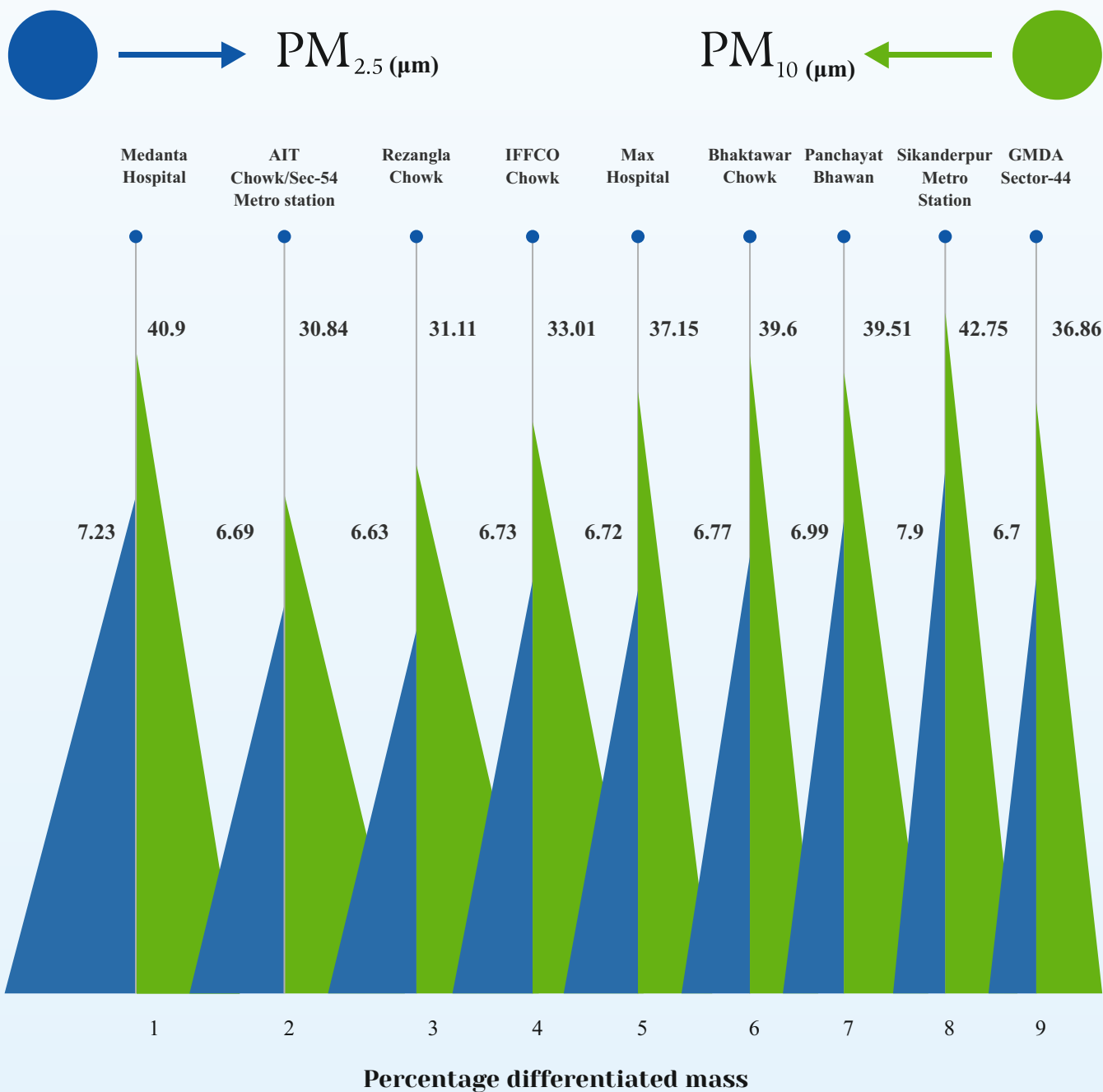
## Reduction in PM10 Concentration

The reduction in PM10 levels varied from 20.57% to 73.94% across the nine sites. The graph below illustrates the average reduction in PM10 at each location, with the highest reduction observed at Sikanderpur Metro Station (52.38%) and the lowest reduction at Medanta hospital (37.89%)



The reduction in PM<sub>2.5</sub> levels varied from 15.38% to 75.03% across the nine sites. The graph below illustrates the average reduction in PM<sub>2.5</sub> concentration at each location, with the highest reduction observed at Sikanderpur Metro Station Hospital (52.31%) and the lowest reduction at Rezang La Chowk (40.77%).

Characterization of dust collected by the air purifying devices was undertaken to assess the physical and chemical properties of the particulate matter collected:



In terms of physical characteristic, the particle size was evaluated as it influences the purifying device's efficiency. During evaluation in terms of PM<sub>10</sub> and PM<sub>2.5</sub> it was found that the proportion of particulate matter of size up to 2.5  $\mu\text{m}$  was around 6.6 % to 7.9% and that of 10  $\mu\text{m}$  was 30.84 % to 42.75 % and the rest were coarser particle of size >10micron. It was also found that the efficiency of the air purifier/WAYU increased as the pollution load was increased.



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# Solution of Air Pollution

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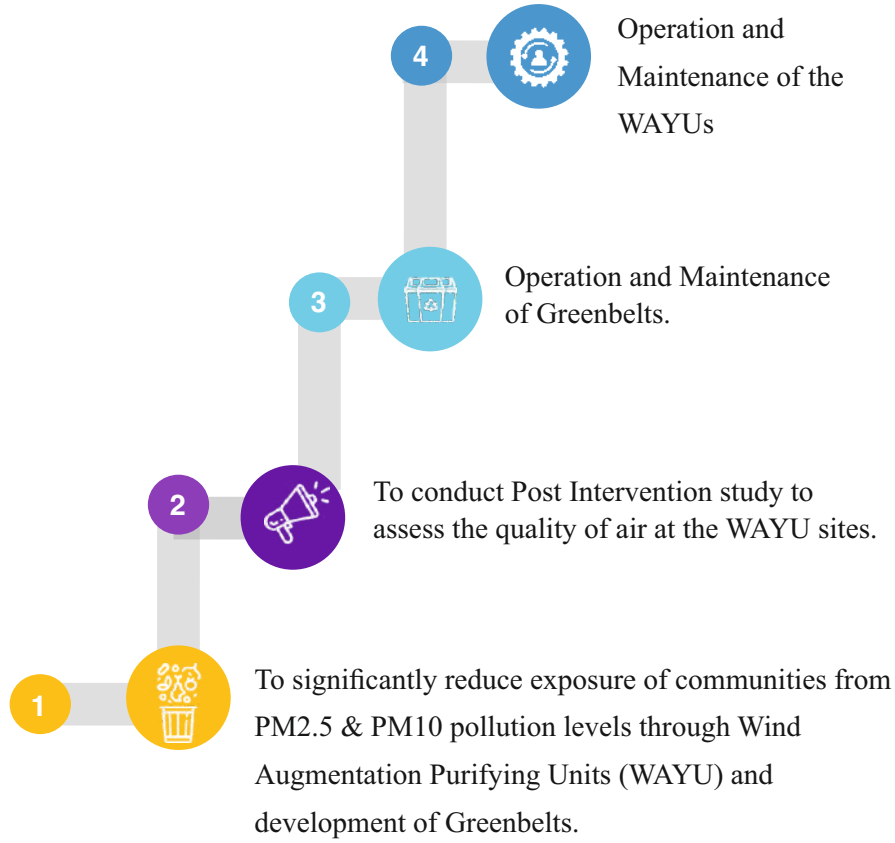
**GOODYEAR**

*A CSR initiative of Goodyear  
India Ltd*

## About SAP

IPCA and Goodyear India Ltd conceived Project Solution of Air Pollution (SAP) in the year 2021 to install WAYU air purification units at various traffic intersections in Ballabgarh city and to develop a green belt stretching 3.2 km along the National Highway of India, from Escort Mujesar Metro Station to the Good Year India factory. During F.Y.2022-23, the implementation of this ambitious endeavour involved the operation and maintenance of 22 WAYU air purification units, the establishment and care of a new 500-meter greenbelt alongside the footpath outside the Goodyear factory, and the maintenance of an existing divider stretch greenbelt on the National Highway, covering a total distance of 2.5 km.

## Objectives

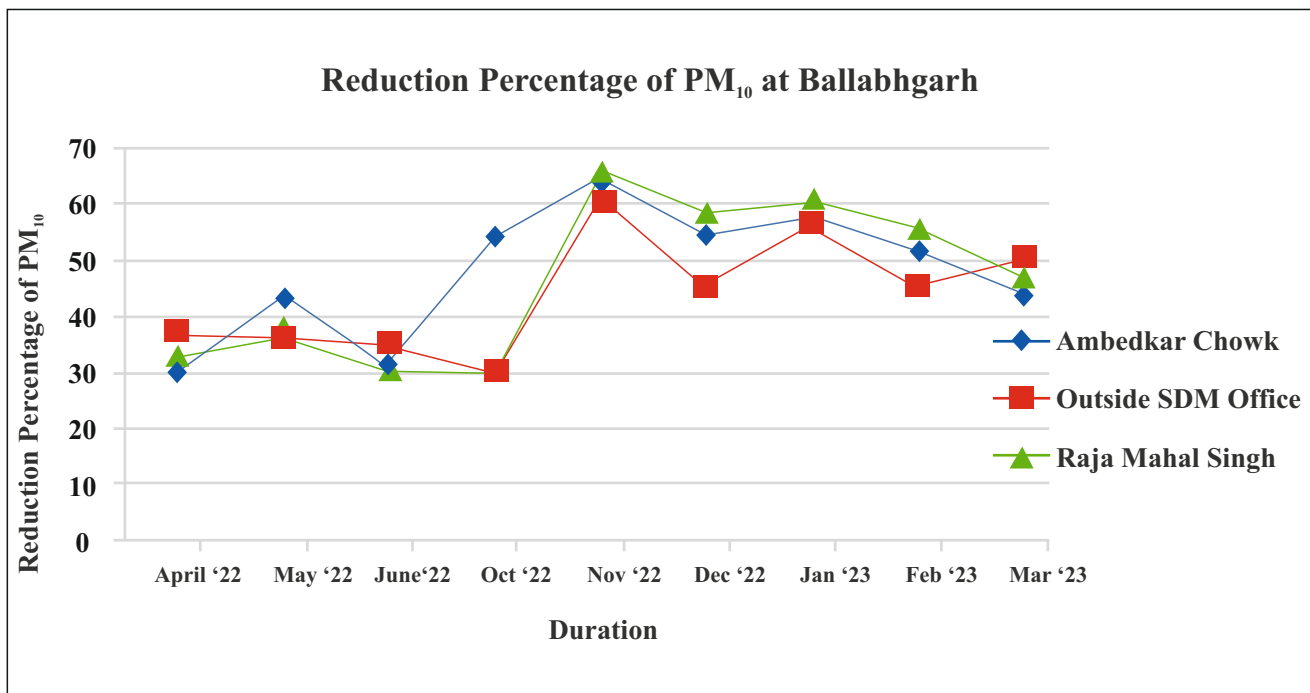
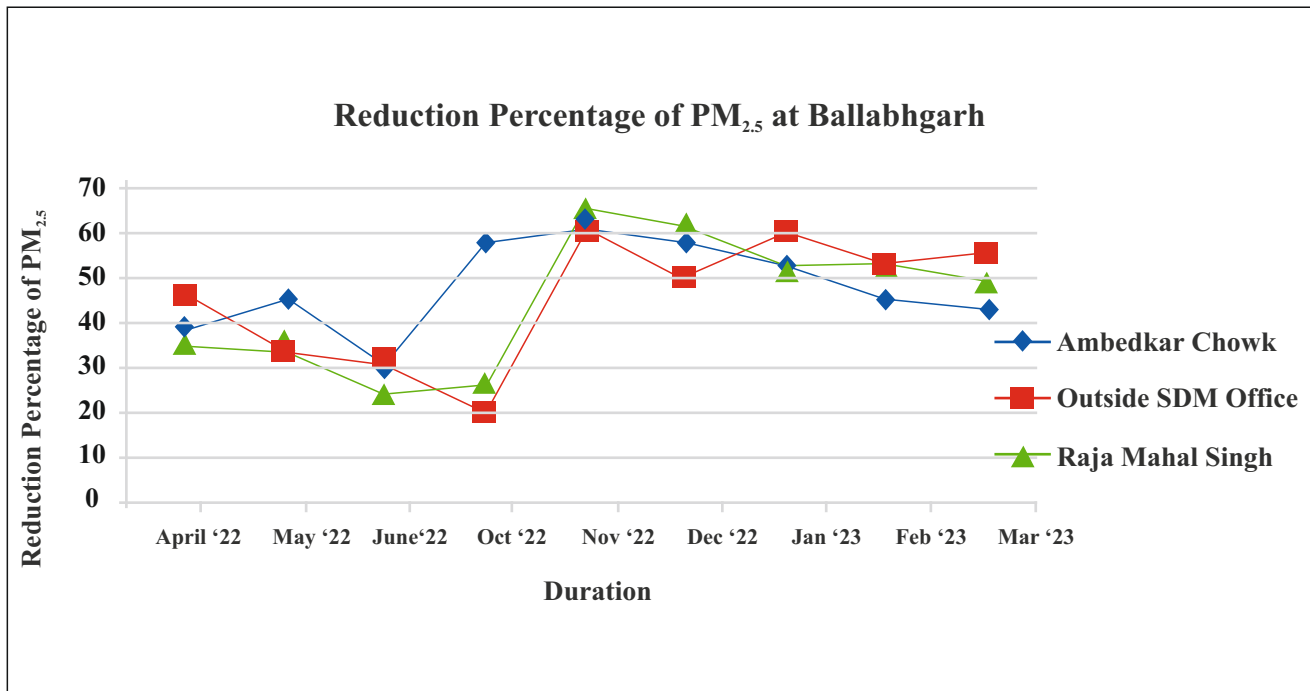




## Development of Green Belt

IPCA undertook a greening project, transforming a 580-meter stretch with an area of 2088 sq. meters outside the Goodyear Factory into a lush green space, extending from Goodyear Factory Gate No.1 to Gate No.2 along the service lane. The Greenbelt was adorned with specially chosen plants that thrived in the specific agro-climate zone and soil conditions of the location. This initiative aimed to enhance the area's environmental quality by providing cooler surroundings, reducing air pollution, preventing soil erosion, and ultimately improving soil fertility. This initiative resulted in the development and maintenance of two greenbelts, namely the Goodyear Factory Greenbelt and the Old Greenbelt (Divider Greenbelt), extending from Escort Mujesar metro station to GIL Gate No.2. Numerous activities have been diligently carried out on both greenbelts, including regular watering, removal of wild grass and plant trimming, thorough garbage cleaning, planting new vegetation, and ploughing or tilling the soil. To address the issue and enhance the visual landscape outside the Goodyear Factory, a total of 5847 plants were planted on the greenbelt.

# Impact at a Glance



During the air quality monitoring period of 1st April 2022 to 31st March 2023, at Ambedkar Chowk, the maximum reduction percentage of PM<sub>10</sub> and PM<sub>2.5</sub> is found to be 64.09 % month and 61.45 % in November month respectively. At Raja Nahar Singh Marg, the maximum reduction percentage of PM<sub>10</sub> and PM<sub>2.5</sub> is found to be 65.8 % and 65.73 % respectively in the month of November. At SDM Office, the maximum reduction percentage of PM<sub>10</sub> and PM<sub>2.5</sub> is found to be 60.56 % and 60.82 % respectively in the month of November. All these results show that WAYU purifiers are working efficiently and improving the ambient air quality of Faridabad (Ballabgarh) throughout the year 2022-23.



# My 10kg Plastic Campaign



*A CSR initiative of Dabur India Ltd*

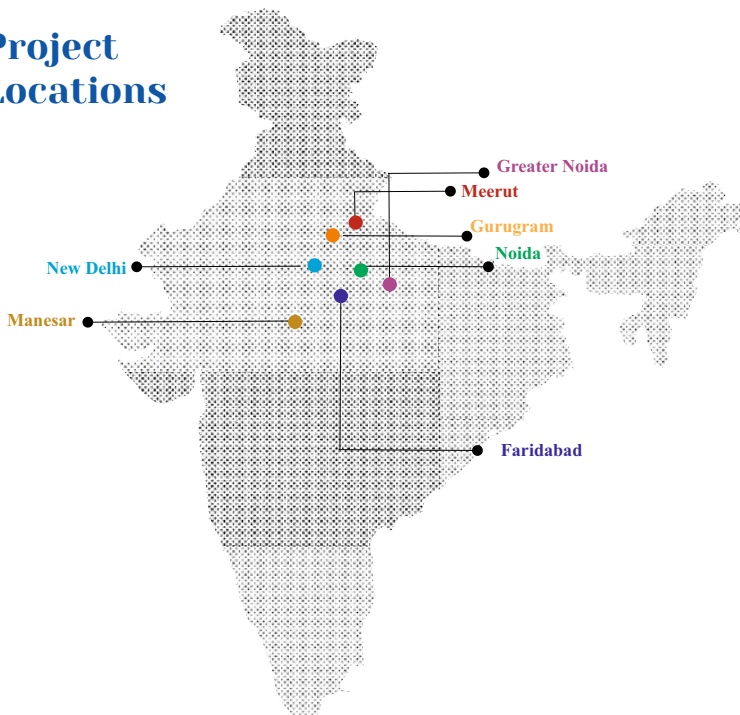
IPCA conceived the concept of “My 10 kg Plastic” campaign in the year 2019, which was adopted by Dabur India Ltd. with an aim to implement source segregation practices and reduce littering of waste. The incorporation of the term 'My' in the campaign title instills a sense of ownership within the community, fostering a mindset where individuals take responsibility for managing their waste. This personal connection encourages people to view waste management as a shared obligation. The campaign's activities include collection of segregated plastic waste from the source and its recycling. The inspiration for this campaign originated from the empirical data indicating an annual per capita plastic waste generation of 10 kg in India. My 10 kg plastic campaign provides a sustainable solution to India’s problem with plastic waste and is driven by the community itself.

Plastic waste is a major contributor to greenhouse gas emissions due to its production, transportation, and improper disposal. By promoting plastic waste collection, segregation and disposal, the campaign actively mitigates carbon emissions associated with it. The efforts have resulted in a reduction of approximately 49,000 kg of CO<sub>2</sub> equivalent emissions. This reduction indicates the positive impact of the campaign on mitigating greenhouse gas emissions, which is a significant contribution towards addressing climate change and promoting environmental sustainability.

## Objectives



## Project Locations



Thank you, Indian Pollution Control Association (IPCA) for effective implementation of Dabur's CSR Project 'My 10 kg Plastic'. The talented team of IPCA has ensured long-term community engagement and volunteering with this project along. The high-end organization capacity and optimum management has ensured timely collection of plastic waste from households, RWA societies and institutions. The effectiveness in recycling of plastic waste has encouraged communities and volunteers to expand the project. Considering the success of "My 10 kg Plastic Campaign" in Delhi-NCR, we have now expanded this project to Jammu (J&K) as well.

**Sanjay Kumar Sah,**  
Asst. Manager CSR  
Dabur India Ltd.



## Project Activities



### Outreach Program

In the current scenario, many adverse effects of plastics can be addressed by recycling as it represents one of the most promising areas in the plastics industry today. Recycling provides options to reduce carbon dioxide emissions, oil usage, and the quantities of waste requiring disposal. IPCA made a clarion call to eliminate plastic waste by organizing awareness and capacity building workshops for different stakeholders such as residents, corporate institutions, schools and colleges.

### Awareness Workshops

IPCA has organized a series of awareness workshops to educate residents, corporates, schools and colleges about plastic waste collection, segregation and right disposal.

These workshops have been strategically designed to educate a diverse audience, including local residents, corporate entities, as well as educational institutions ranging from schools to colleges.

The primary focus of these workshops is to impart knowledge on the critical aspects of plastic waste management, encompassing the essential practices of collection, effective segregation, and responsible disposal. By engaging with various sectors of society, IPCA's workshops serve as a catalyst for bringing behavioral change among consumers about plastic waste disposal.



## Installation of Bins

IPCA has facilitated Resident Welfare Associations (RWAs) that have been diligently segregating and managing plastic waste with Plastic Recycled Community Bins. The primary objective is to effectively store waste, and these specialized bins serve as tangible cues, prompting individuals to dispose of their waste in the centralized receptacle. One of the major hurdles is the lack of infrastructure for waste collection and recycling. Many cities lack proper segregation systems, recycling facilities, and waste management policies to handle the sheer volume of plastic waste generated. To tackle this issue, plastic recycled waste collection bins were installed in the designated locations.



## Collection of Plastic Waste

The major challenge in managing plastic waste is the effective logistic mechanism. People are aware and they do segregation but they expect waste workers to collect and transport it separately. Therefore, IPCA has designed a special purpose vehicle for the collection of segregated plastic waste from the source. This logistic service works as a motivational factor for the waste generator to segregate their waste at source. The vehicle is plying in delhi ncr 365 days of the year and serving more than 75000 families for collection of plastic waste.



## Felicitation of the top performing Societies

IPCA organized monthly brainstorming sessions cum felicitation ceremonies with the top performers to gather their feedback to further improve the campaign and to acknowledge their efforts in bringing change in the society. Additionally, We have organized visits for various stakeholders to plastic recycling facilities to boost their morale and equip them with the technical know-how of plastic recycling methodologies. The individuals were felicitated with the appreciation certificates and recycled products made from segregated plastic waste.

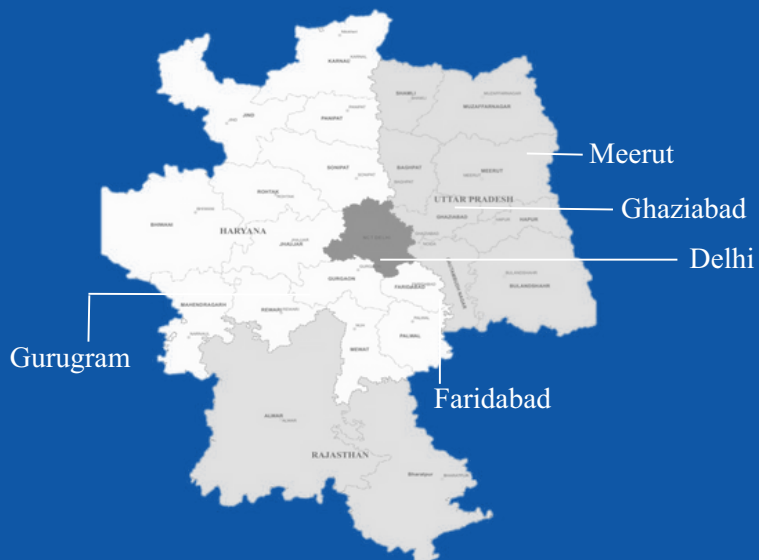
The campaign has achieved remarkable milestones, garnering the participation of over 300 societies (approx. 75,000 households) across Delhi NCR in a period of 3 years. The campaign's impact on plastic waste management is evident through the successful collection and channelization of an impressive 100,000 kg (100 MT) of plastic waste. In the pursuit of sustainability, this endeavor has made a positive impact on over 3 lakh beneficiaries, emphasizing the tangible difference the campaign has made in promoting responsible plastic waste management and fostering a culture of environmental consciousness.



# Impact at a Glance



More than 250 societies are associated with this campaign in Delhi NCR.



Hoardings installed in

## 92+

societies where waste collection is being carried out.

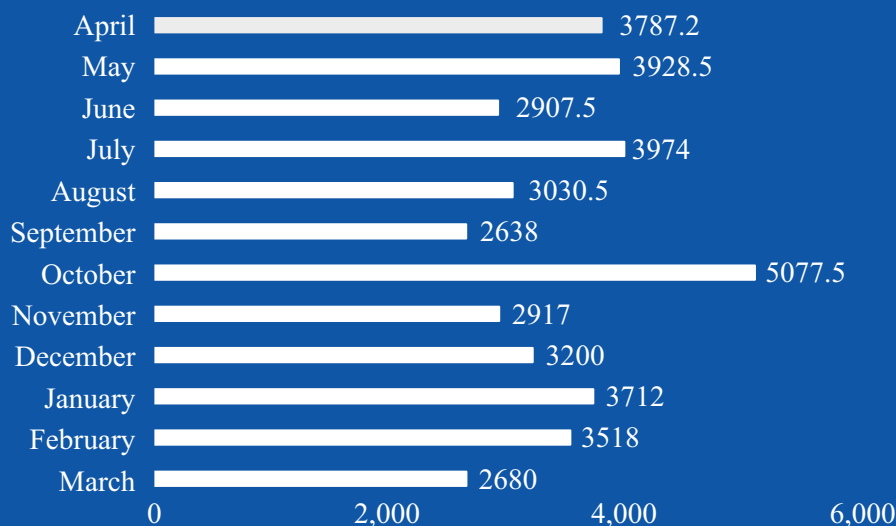
**Collection and Channelization of Plastic Waste**

Installed

## 43+

bins in societies, out of which 41 were made out of recycled plastic

# 100,000 kg



## >3 Lacs

beneficiaries



“In August 2020 I attended one Online Zoom Session “Garbage to Gold” then embarked on environmental crusade. I quickly immersed myself into the world of Waste Management. Thereafter, I started talking with my relatives and friends, who also liked the idea started working together for creating awareness motivating others to Segregate Plastic Waste at home get this recycled through IPCA. IPCA's initiatives have ignited a positive change, and I'm grateful for their impactful work.”

**Tanu Agarwal, Shipra Sun City**



“In August 2020, I got to know about IPCA from my friends and since then I have been associated with the 'My 10 kg Plastic' Campaign of IPCA and Dabur. They are continuously putting efforts to add more people, housing societies & villages to this campaign by not only creating more awareness but also helping in Saving the Mother Earth from plastic menace.”

**Dr Bharti Garg**



“We need an environment which doesn't need protection, where every stakeholder takes its responsibility and creates a better world, IPCA strives to create that environment for all through its various efforts and activities.”

**Dr Reena Chadha, General Manager, IPCA**



“As our goal is to make a sustainable environment and make everyone responsible about plastic waste management, I align with this and will keep working on our mission to make surroundings clean and green.”

**Anika Jain, Brand Ambassador, IPCA**



# Bisleri Bottles for Change

**CHANGE YOUR HABIT  
SAVE YOUR ENVIRONMENT**

**WHAT IS BOTTLES FOR CHANGE?**  
Bottles for Change aims to create awareness among citizens about the importance of plastic recycling and create an effective channel through which all kinds of used clean plastic can be sent directly to recycling.

**USED PLASTIC is not waste.  
It is RECYCLABLE.**

**WHAT YOU NEED TO DO?**  
Don't let your plastic go into waste. Just follow the below simple steps for recycling.



**PLEDGE TO SEND 100%  
PLASTIC FOR RECYCLING**

For more information  
**1800 121 1007**  
[WWW.BOTTLESFORCHANGE.IN](http://WWW.BOTTLESFORCHANGE.IN)



# Bottles for Change

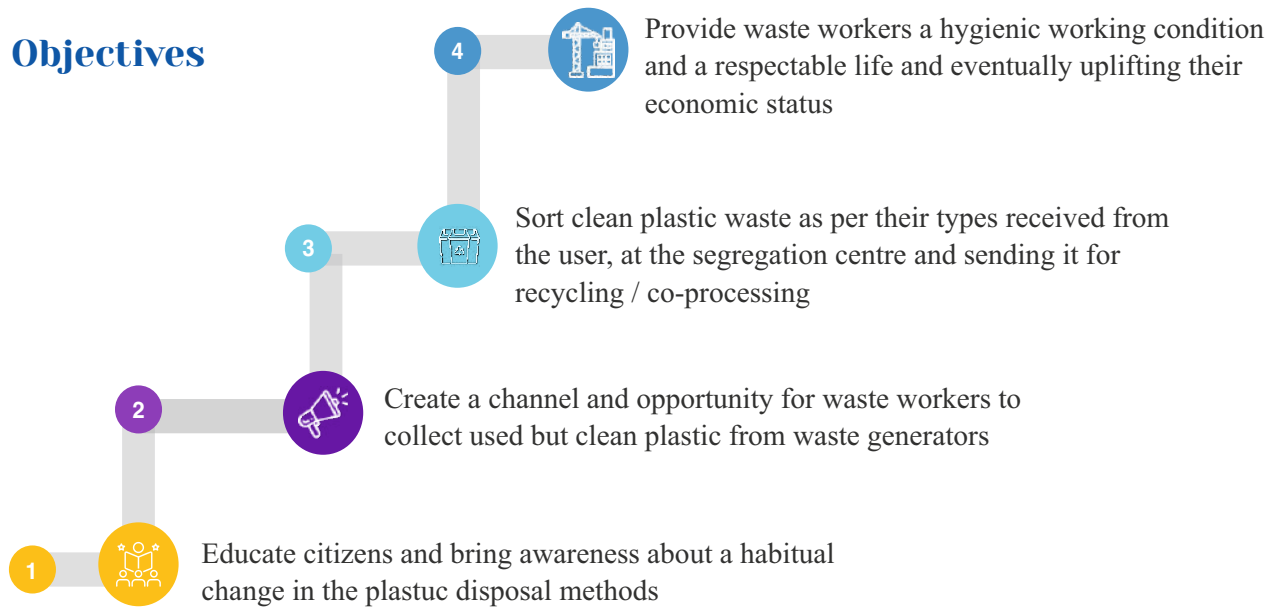
A CSR initiative of Bisleri

## Bisleri

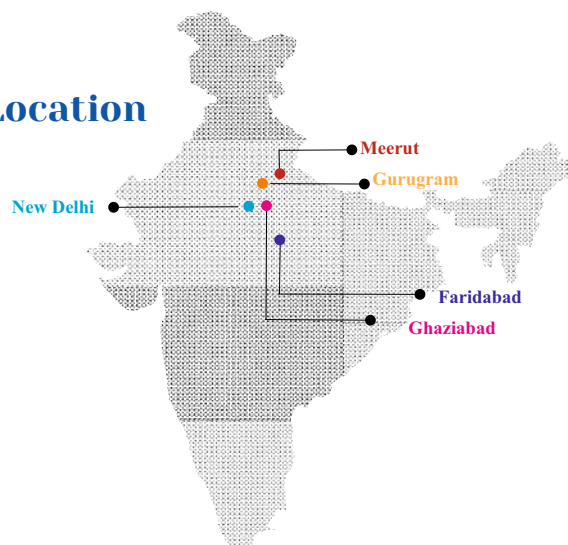
### About Bottles for Change

Bottles for change is an initiative by Bisleri International Pvt. Ltd. that aims to create awareness among citizens about importance of waste segregation and plastic recycling. IPCA is executing this program in Delhi NCR and ensuring the channelization of all post consumer clean plastic for recycling and hence safeguarding the environment. This programme aims to bring behavioural change through indoctrinating the habit of recycling plastic waste and adopting best practices to reduce plastic consumption. The programme identifies the value of right disposal methods and efficient recycling so as to add value to the plastic waste. The recycled plastic is utilised to make recycled products like furniture, handbags, wind blinds and even fabric.

### Objectives



### Project Location



## Project Activities

### Collection of Plastic Waste

IPCA plays a pivotal role in furnishing logistic assistance to diverse stakeholders for efficient plastic waste collection. This comprehensive support system encompasses the provision of specialized vehicles. By facilitating streamlined waste retrieval processes, IPCA ensures the seamless transportation of plastic waste from its source to designated recycling facilities. This collaborative approach not only enhances the effectiveness of waste management but also promotes sustainable practices among stakeholders.



### Bottles for Change Application

Bisleri has innovated an application to enhance the efficiency of monitoring and evaluating the daily collection of consumer-segregated plastic waste. Accessible for download on Android-based mobile devices, this application empowers consumers to effortlessly raise pickup requests through its interface. The app proves instrumental in upholding the traceability of plastic waste collection processes.

### Impact at a glance

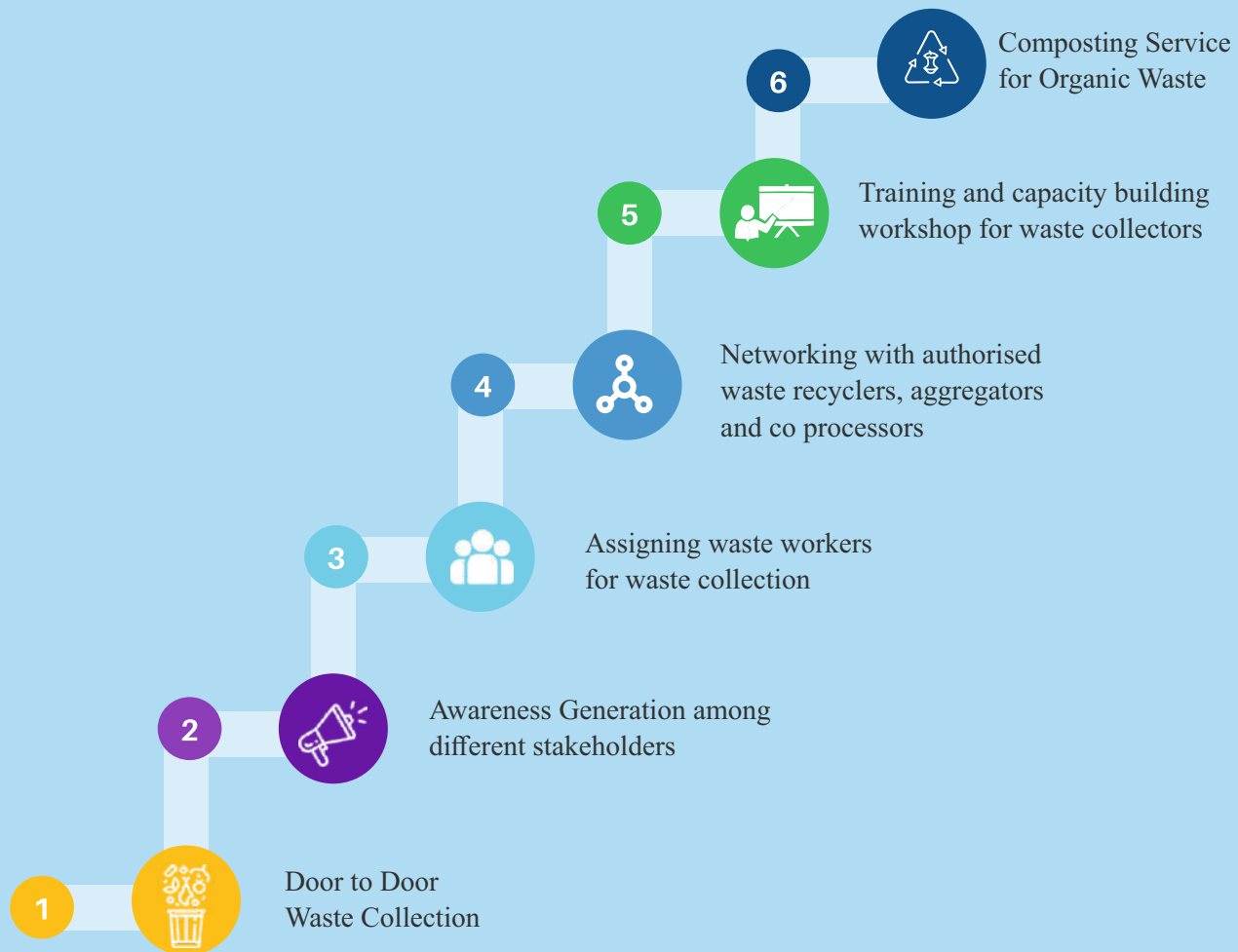
Collection and channelization of 200 MT of plastic waste

Monthly collection of over 16MT of plastic waste.

Observed changes in the behaviour of citizens undertaking the campaign

# Garbage Recycling Program

In the year 2003, IPCA embarked on its endeavor in the domain of solid waste management, marking a significant milestone in the organization's history. This project, which continues to be operational to this day, holds the distinction of being the oldest initiative undertaken by IPCA. It serves as a tangible manifestation of IPCA's unwavering commitment to sustainability. The primary focus of this project revolves around the provision of door-to-door waste collection services to a diverse range of entities, including residential societies, corporate offices, educational institutions, hotels and industries. The overarching objective of this initiative is to maximize the recovery of waste resources while simultaneously uplifting the livelihoods of waste workers. At its core, the garbage recycling program epitomizes a community-centric approach, aiming to effect transformative change within society. By fostering a sense of collective responsibility and engagement, the program strives to engender a paradigm shift in waste management practices. It seeks to cultivate a society that is conscious of the importance of waste reduction, recycling, and resource recovery, thereby fostering a more sustainable and environmentally friendly future.



# Impact at a Glance



Garbage collected from

**70+**

Locations



**300+**

Waste Collectors  
engaged



**4000+** Households,  
Corporates, Educational  
Institutions associated



Waste Collected  
and treated

**15350 kg/month**



“ IPCA is performing admirable work to strengthen the next generation's waste reduction abilities and influence local measures for a sustainable transition. ”

**Dr Neha, Executive Member, IPCA**



“ In the pages of progress, we proudly stand, A year's triumph, achieved by several hands. With strength & dignity, we will reach new heights, Sustaining environmental goals, will be the guiding light. ”

**Kriti Jain, Senior HR Manager, IPCA**



# E-Waste Management

**ams** **OSRAM**

*A CSR initiative of ams OSRAM*

In today's fast-paced digital world, electronic devices have become an integral part of our lives. However, with the rapid advancement of technology and the ever-increasing demand for new gadgets, the issue of electronic waste, or e-waste, has become a pressing concern. Improper disposal of e-waste poses significant risks to the environment and human health. Therefore, effective e-waste management practices are essential to address this growing problem.

According to a Central Pollution Control Board report, in the financial year 2019-2020, India generated 1,014,961.2 tonnes of e-waste for 21 types of EWM. The proper management of e-waste is essential for safeguarding the environment and protecting human health.

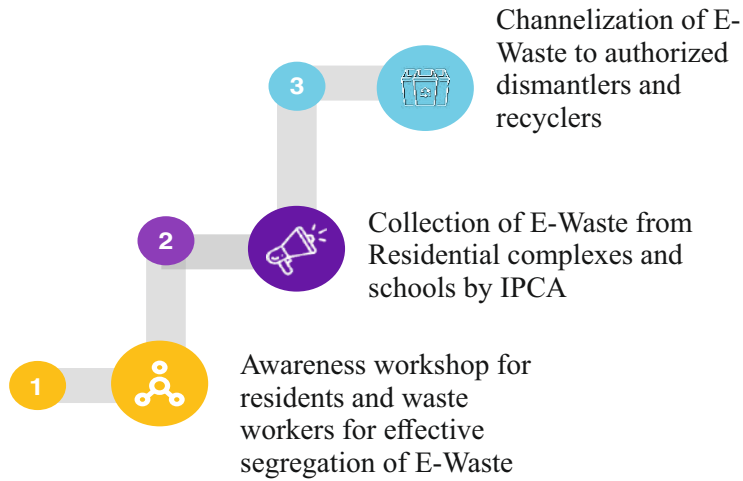
IPCA and ams OSRAM conceived a project on e-waste management in the year 2021 with the aim to implement effective collection, recycling, and disposal of electronic waste. In response, this project has prioritized the generation of awareness on the importance of source segregation and safe handling practices of E-waste among various stakeholders.

A key aspect of the project involves conducting awareness workshops and education workshops aimed at educating individuals about the significance of segregating E-Waste at its source and the proper methods for handling it safely. By fostering a deep understanding of the potential risks associated with improper disposal, the workshops aim to instill responsible behaviors and practices.

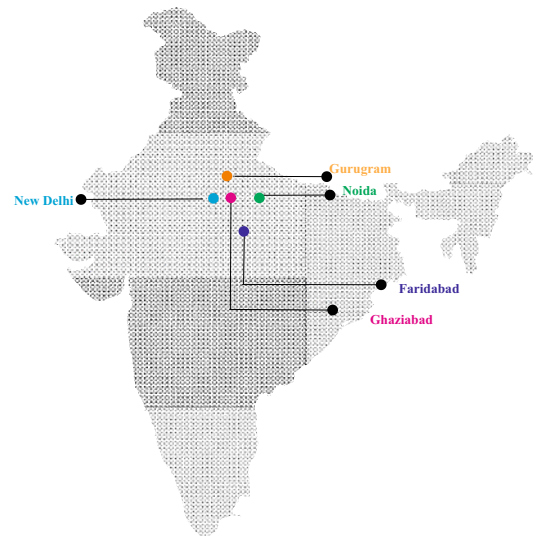
The project aimed to create awareness among residents for separate storage of e-waste and safe handling of electronic waste through authorized e-waste dismantlers or recyclers.

Furthermore, the project entails the development of a dedicated collection mechanism for E-waste from various locations. This system ensures that E-Waste is collected separately, avoiding its intermingling with other waste streams. Additionally, standard operating procedures (SOPs) have been formulated to guide waste workers in the safe handling and management of E-Waste minimizing their exposure to hazardous materials.

## Objectives



The project was executed at various locations of Delhi NCR such as



## Project Activities

### Awareness Workshops

IPCA has organized awareness workshops for residents, Corporate Institutions, Schools and colleges on e-waste management. The focus of these workshops revolves around instilling comprehensive knowledge about the correct methods for handling, disposing of, and recycling electronic waste (e-waste). Through these engaging sessions, participants are equipped with valuable insights into the potential environmental hazards posed by improper e-waste management.



## Collection of E-waste

IPCA has deputed a special purpose vehicle for collection of electronic waste from the identified locations. This vehicle is strategically allocated for the precise collection of e-waste and this proactive approach ensures the streamlined and efficient retrieval of electronic waste materials, mitigating the potential environmental impact associated with improper disposal. The collected e-waste is channelized for dismantling through our sister organization “Avasa Technologies Pvt. Ltd. Avasa is a sister concern of Indian Pollution Control Association. At the facility, e-waste is disposed of scientifically and hence it has lesser impacts on the environment.



## Impact at a glance

IPCA conducted 6 workshops/training programs for waste workers and Residents

Nearly 1086.7 kg of E-Waste collected during the project period

Observed changes in the behaviour of citizens undertaking the campaign



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# Extended Producer Responsibility

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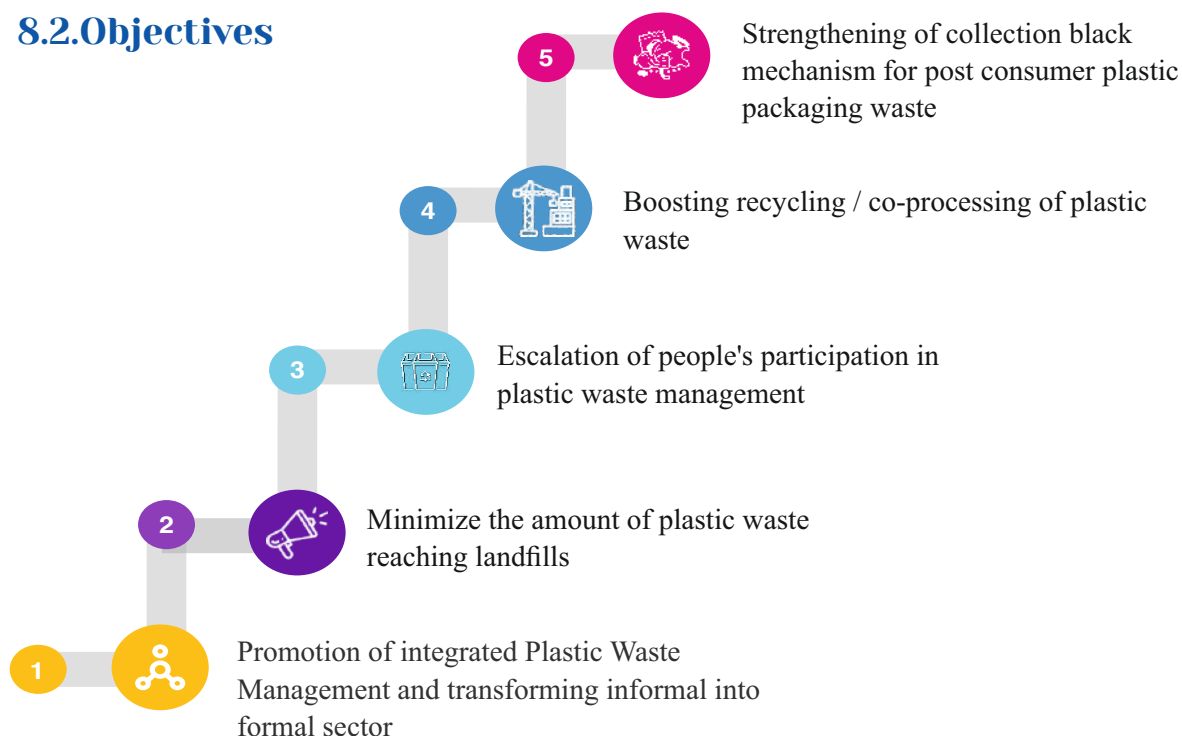
## About EPR

To minimize the damaging impacts of plastic pollution on the environment, the Ministry of Environment, Forest and Climate Change notified the Plastic Waste Management (PWM) Rules, 2016. The rule introduced the mandate for the Producers, Brand Owners & Importers (PIBOs) to bear a certain responsibility for the negative environmental impacts of their products due to plastic packaging. The rule clarifies the accountability of the PIBOs for post-consumer stages of the products life and instructs them to develop a collect back mechanism for equivalent quantity of plastic packaging consumed by them, and this whole system is referred as Extended Producer Responsibility (EPR).

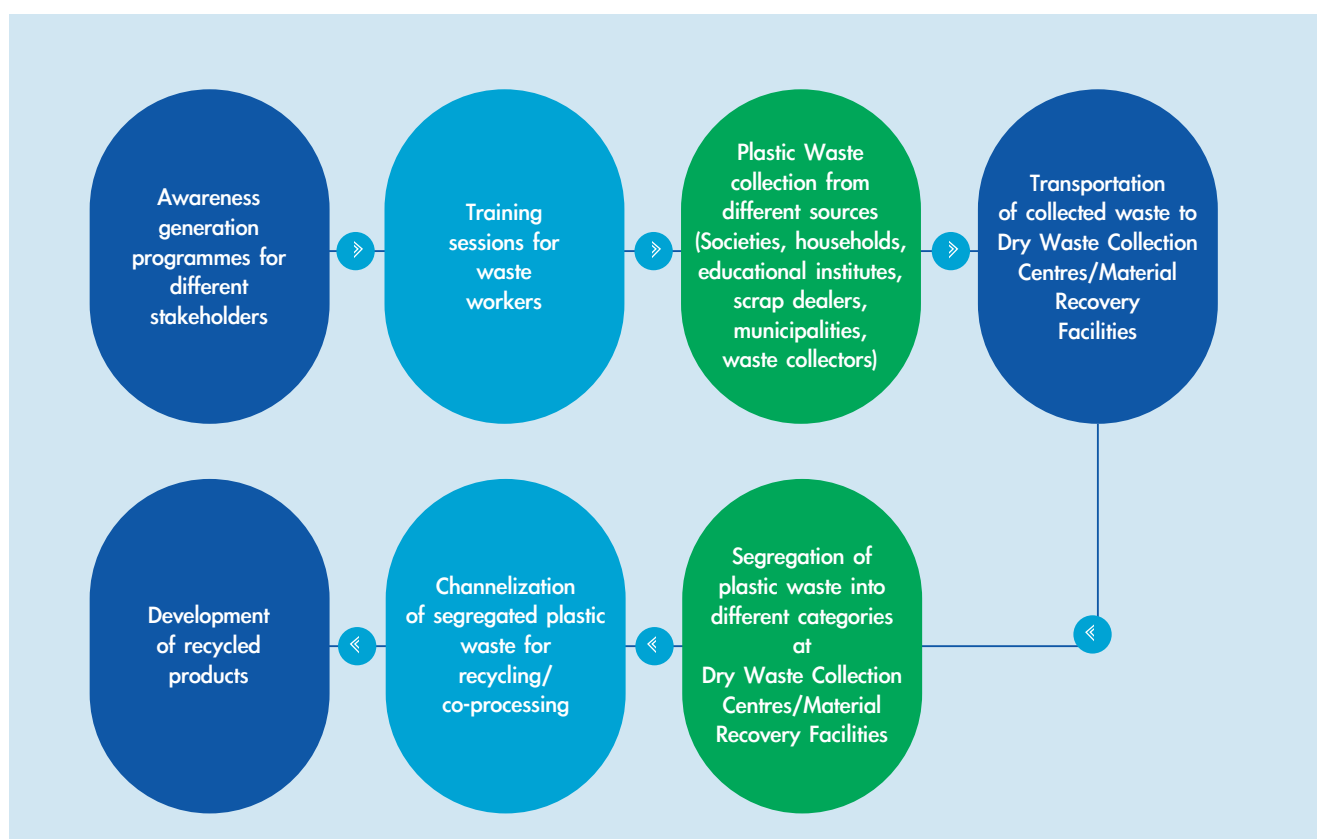
The rule on EPR aims to make industries more mindful towards the environment and guide them in internalizing the element of pollution prevention and sustainable management of natural resources in their processes.

The PIBOs were entrusted with the task of developing a revolutionary mechanism - a collect-back system that would reclaim an equivalent quantity of plastic packaging consumed by their products. EPR became the cornerstone of this grand endeavor, embodying the profound shift towards accountability and sustainability.

## 8.2.Objectives



## EPR Approach



## Project Activities

### 1. Association with ULBs, Recyclers & Co-processors

As a mandate of PWM Rules and CPCB guidelines for the execution of EPR action plan for plastic waste, IPCA got associated with around 94 ULBs, 25 Recycling Partners, and Co-processors to address this issue of plastic waste in their region. IPCA worked with associated ULBs to strengthen the collection, segregation and disposal of plastic waste. IPCA has also conducted IEC activities with these partners to create awareness on plastic waste management.

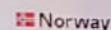
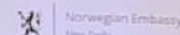
### 2. Setting up Dry Waste Collection Centre:

IPCA with the support of its regional collection partner has set up at least one dry waste collection center in each state /UT of the country and in some states/UT, IPCA has set up multiple dry waste collection centres to do the secondary segregation of plastic waste followed by baling. These centres are connected with multiple authorized recyclers for the recycling and co-processing of respective plastic waste categories.

### 3. Awareness/Workshop/Capacity Building Program:

A sequence of informative workshops and comprehensive capacity-building programs were organised, targeting different stakeholders. The primary objective was to enhance their understanding of the proper methodologies surrounding plastic waste management, encompassing its collection, segregation, and disposal. These initiatives not only facilitated knowledge dissemination but also effectively communicated about the banned single-use plastic items.





# International Conference on Waste to Worth

30 November 2022

New Delhi



## 4. Panel Discussion:

A sequence of panel discussions was organized with the aim of addressing and devising effective solutions for the emerging plastic waste crisis. In line with this objective, IPCA hosted a panel discussion on the theme “Economics alternatives to Single Use Plastic” with expert stakeholders to understand the impact of alternatives of single use plastic on supply chain of various businesses at Plastic Vikalp Mela organized by the Department of Environment, GNCTD at Thyagraj Stadium, New Delhi.

In addition, a panel discussion centered around the overarching theme of "International Conference on Waste to Worth" was meticulously organized by the Confederation of Indian Industry (CII). Notably, Mr. Ashish Jain, distinguished as the Founder and Director of IPCA, was invited as a prominent panelist in this impactful discussion. These discussions transcended the realm of mere dialogue, constituting a strategic platform to deliberate upon viable solutions.

Furthermore, IFAT in association with IPCA and Dabur India Ltd. organized a panel discussion on the theme “Plastic Neutrality Through Circular Economy” at Jaypee Siddharth, Delhi. The discussion brought together a dynamic panel that engaged in a profound dialogue, with each stakeholder articulating their perspectives on attaining plastic neutrality via circular economy principles. Moreover, the discussion encompassed deliberations on the hurdles and challenges pertaining to policy implementation in this context.



“Our takeout into environmental sustainability has skyrocketed over the past 22 years! We started by implementing EPR for 5 PIBOs, and now we seamlessly handle over 150 PIBOs. By investing in such projects, we are contributing to low-carbon emissions and fueling sustainable economic development. Proud to be a part of this transformation.”

**Madhu Jaswal, Deputy General Manager, EPR, IPCA**



## 5. Clean Up Drive:

Numerous initiatives were undertaken to address the escalating issue of plastic waste pollution, with a series of impactful clean-up campaigns leading the way. For instance, a “Plastic Free J&K” Clean up drive was organized in Patnitop, Jammu with active support from state pollution control board to restore the beauty of the place and to raise awareness among citizens about the critical challenges posed by the plastic waste menace. Local communities, volunteers, and environmental organizations joined hands to actively participate in the removal of Patnitop plastic waste from various landscapes of Patnitop, including parks, beaches, streets, and water bodies.



## 6. Training Program on SUP:

The Plastic Waste Management Rules, 2021, put an umbrella ban on 19 identified Single Use Plastic items w.e.f. 1st July 2022. Following this, IPCA started disseminating the awareness about the banned items and conducted several workshops and training programs for key stakeholders including personnel of Delhi Pollution Control Committee, Department of Environment, GNCTD; Enforcement officials of MCD, Revenue Department and DPCC; Industrial Associations and Market Traders Associations Officials and Central Warehousing Corporation. Mr Ashish Jain, Director, IPCA, put forward the action plan for the implementation of the ban in front of Shri Gopal Rai, Environment Minister of Delhi.



### 7. Mass Campaign on Single Use Plastic:

IPCA utilised a comprehensive action plan to generate mass awareness about the banned SUP items. To make the rule easily understandable by everyone, IPCA categorised the 19 items into 5 categories. A combination of mediums like social media, training programmes, exhibitions, workshops, street plays, distribution of informative pamphlets were utilised to spread the awareness. IPCA participated in the ‘Plastic Vikalp Mela’, organized by the Department of Environment, GNCTD, from July 1st, 2022 to July 3rd, 2022, where we exhibited the alternatives to SUP items along with plastic recycled products. We distributed more than 5,000 pamphlets about the alternatives to SUP items during this Mela.

### 9. FM Campaign:

In the month of January, IPCA ran a FM campaign “**Sadda Punjab, Swachh Punjab**” in Punjab, in association with Punjab Pollution Control Board (PPCB), Punjab Plastic Waste Management Society (PPWMS) and Punjab Municipal Infrastructure Development Company (PMIDC) in order to spread awareness about plastic waste management. The interviews of key stakeholders including Chairman, PPCB; Assistant Director, PMIDC were broadcasted.

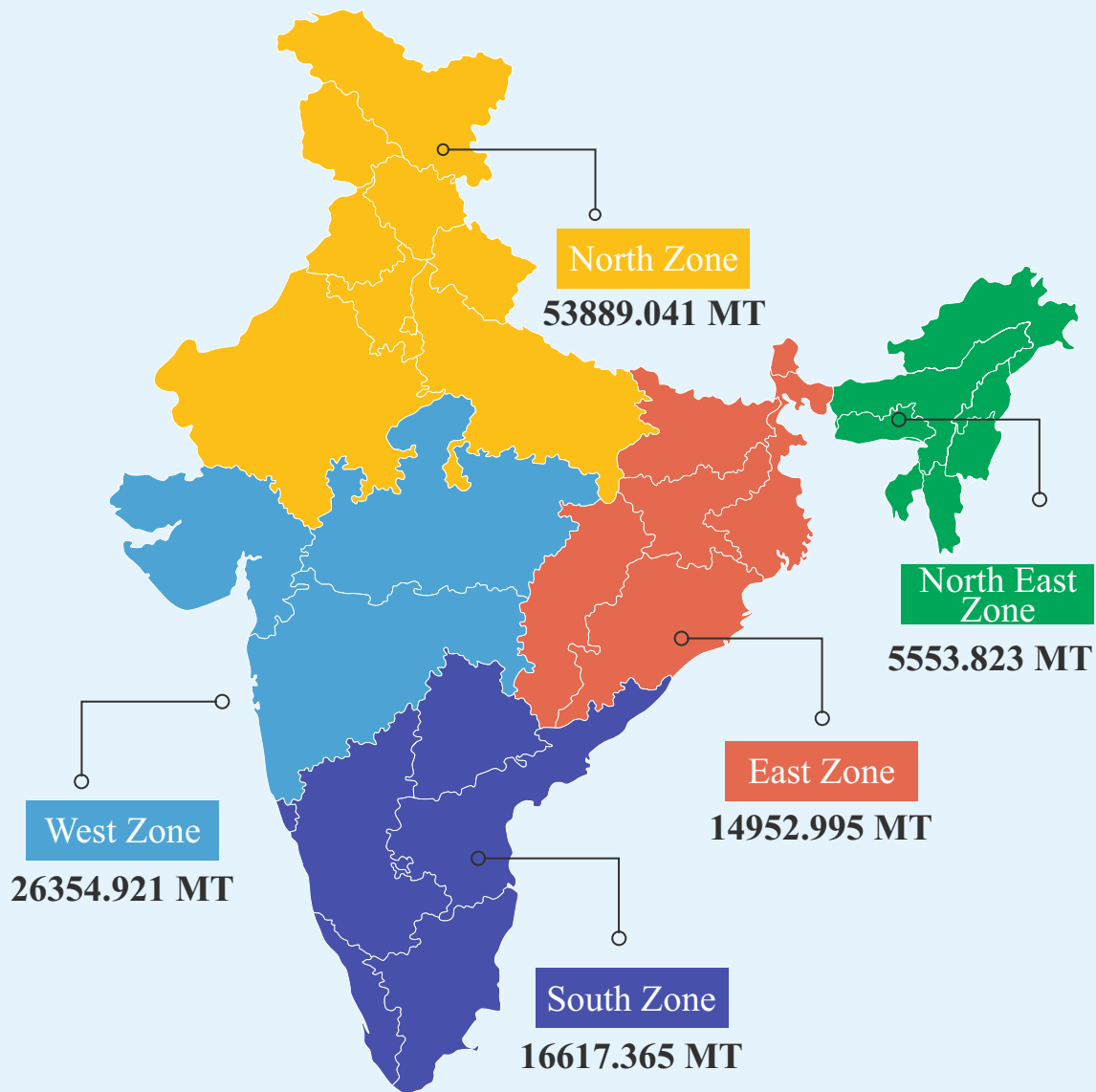
### 8. Plastic exchange campaign:

Plastic Lao, Thaila Pao campaign in association with PPWMS and MCD were organised to encourage citizens and plastic supply chain stakeholders towards responsible behaviour through collection, segregation and recycling of all dry waste. The aim of the campaign is to motivate the local citizens & shopkeepers to bring their plastic waste & exchange it with a cloth/ jute bag.

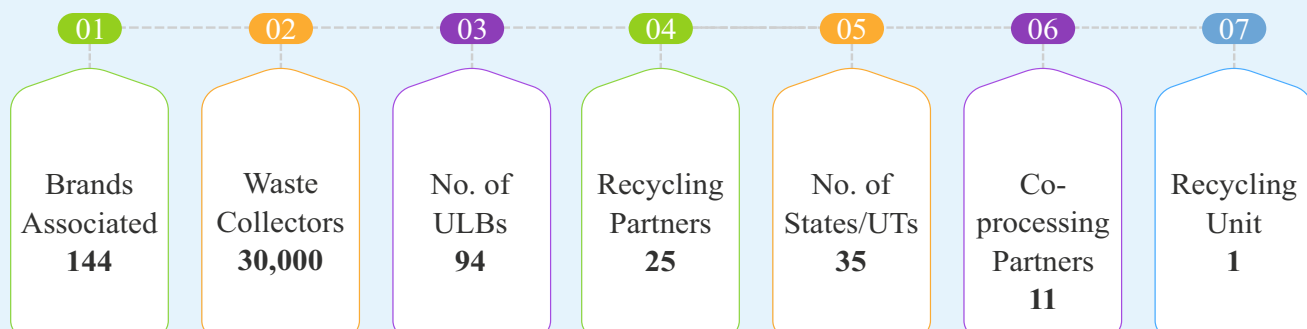


# Impact at a glance

Plastic Waste Collection from different zones of India



In the year 2022-23 IPCA partnered with more than 500 organizations including PIBOs, Municipal Corporations, Collection Partners, Co-processors and Recyclers.



The growth in our operations has not only had a substantial impact on our processes but has also resulted in profound effects, such as improved environmental conditions, enhanced livelihood opportunities for waste workers, and a shift in consumer behavior towards plastic waste. As our presence expanded nationwide, we witnessed a significant increase in the amount of dry waste collected, consequently alleviating the burden of landfills.



**Rigid Plastic Waste**

**55786.257 MT**



**Flexible Plastic Waste**

**54428.992 MT**



**MLP Waste**

**19704.387 MT**



**“We stumbled, but we didn't stay down; we rose, and we persevered. This has been IPCA's unwavering & unstoppable journey for over 22 years, and it continues to be the driving force behind the changes we're making. It's not just a vision; it's a reality in motion.”**

**Rakhi Ghosh, Assistant Manager,  
EPR, IPCA**

# Miscellaneous Activities for Awareness



# Academia

IPCA recognizes the intrinsic link between environment sustainability and academic pursuits, emphasizing the symbiotic relationship between the two. As a result, IPCA has made deliberate efforts to cultivate its academic arm and has emerged as an educational institution that fosters entrepreneurship in solid waste management, development of skill training modules to create green jobs, and work with the policy makers and industries to improve the current scenario of waste management in India .

Additionally, IPCA has forged Memorandums of Understanding (MoUs) with numerous institutions including Amity University, Gargi College, IMS Noida, TERI SAS and others to further stimulate entrepreneurship in the field of solid waste management.

These partnerships aim to provide job opportunities to Self-Help Groups(SHGs), support research and development endeavors in related disciplines, and catalyze advancements in the field.

By actively fostering academic initiatives that promote entrepreneurship, equal employment opportunities, and research and development, IPCA demonstrates its unwavering commitment to not only environmental sustainability but also the cultivation of a robust knowledge system. Through these concerted efforts, IPCA strives to empower individuals, enhance sustainable practices in waste management, and contribute to the overall betterment of society.



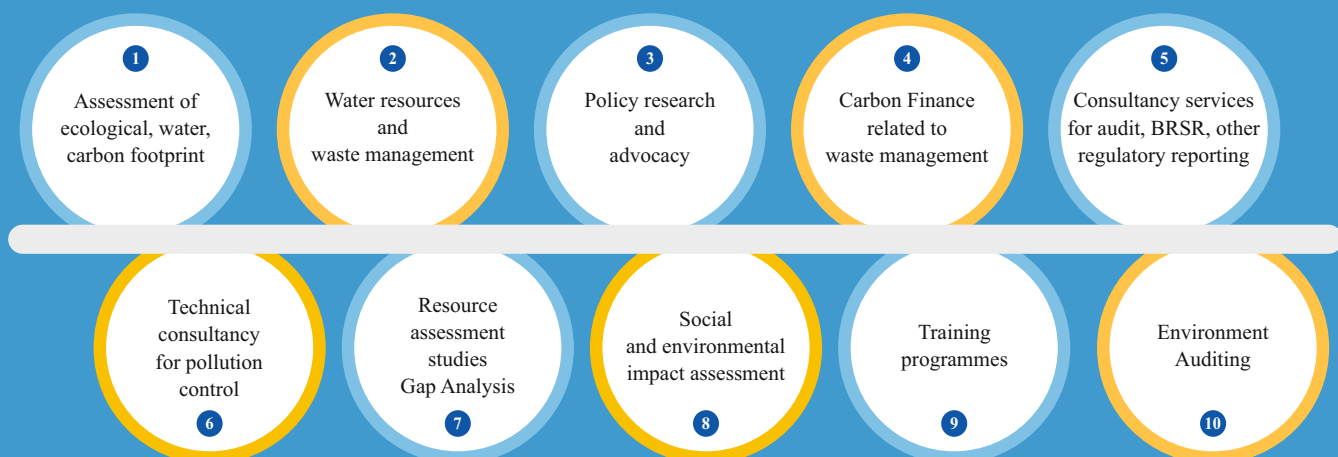
# IPCA Centre for Waste Management and Research

The IPCA Centre for Waste Management and Research (ICWMR) is a collaborative initiative established jointly by Indian Pollution Control Association and TERI School of Advanced Studies (TERI SAS). The centre was inaugurated by Dr Prashant Gargava, Member Secretary, Central Pollution Control Board, Govt. of India on 20th December 2022 at TERI SAS, Delhi. This Centre is devised to be instrumental in undertaking evidence-based research, developing technology, bringing innovations, conducting capacity building programmes, and developing sustainable supply chain of waste. Through diverse activities, the centre aims to contribute immensely to generate data on environment and waste management which can contribute to responsible decision-making and inform policy level interventions.

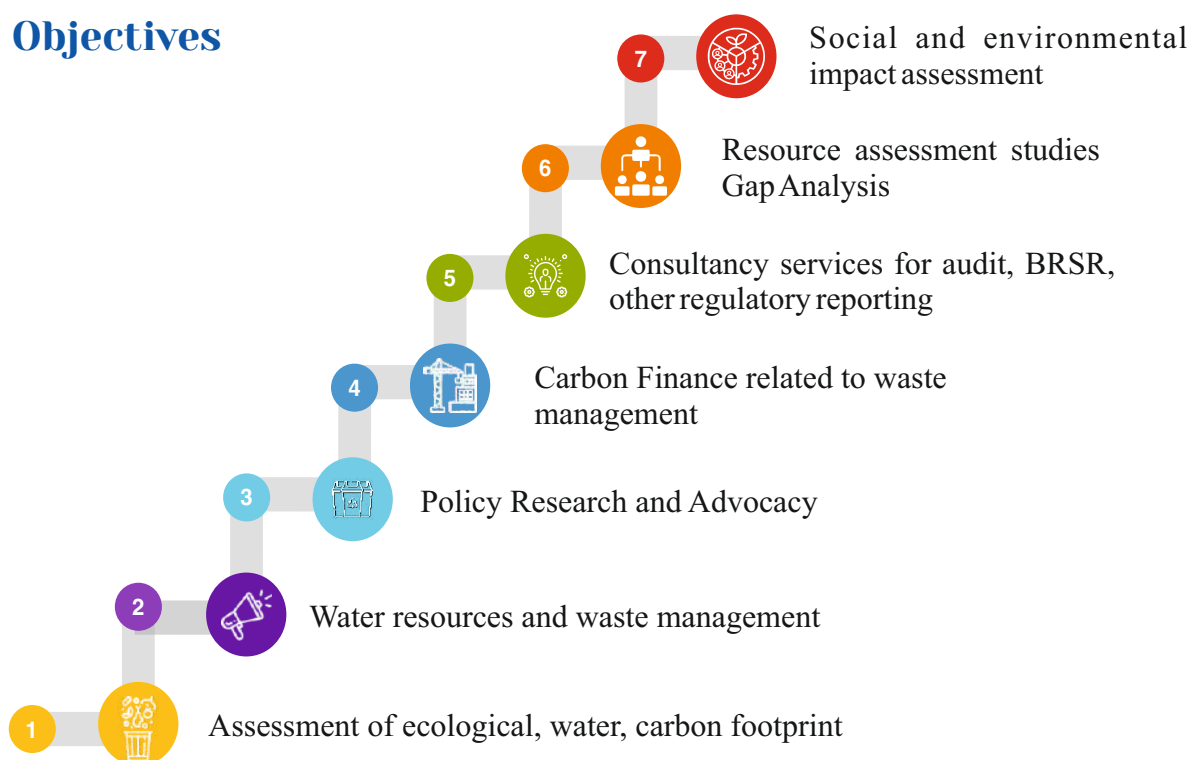
This centre is expected to augment the goals and objectives of Swachh Bharat Abhiyan of Govt. of India. ICWMR operates with the primary objective of conducting evidence -based research, developing innovative technologies, implementing capacity building programs, and establishing sustainable waste supply chains. The focus extends to generating valuable insights, which are disseminated through working group sessions, conferences, and collaborations with esteemed national and international institutions. Through diverse range of activities, ICWMR strives to contribute significantly to the generation of comprehensive data on environmental and waste management practices. This data serves as a crucial foundation for responsible decision making and informs policy-level interventions. By addressing the pressing challenges in waste management, ICWMR aims to foster sustainable practices that are essential for the preservation of our environment and the well-being of society as a whole.

To ensure the successful achievement of objectives and goals, ICWMR leverages the extensive knowledge and experience of a talented pool of experts and faculty from TERI School of Advanced Studies. This multidisciplinary approach facilitates the integration of academic rigor, research expertise, and practical insights, enabling us to deliver impactful outcomes and contribute to the advancement of waste management practices.

## Focus Areas



## Objectives



“The extended arm of IPCA i.e. IPCA Centre for Waste Management and Research at TERI SAS is working effortlessly to bridge the existing gaps in the waste management sector through research, innovation, and capacity building. Our aim is to transform the sector as professional, ethical and reputable.”

**Garima Kaushik, Centre Head, ICWMR**



“Have the nature to care the nature  
Thy nature will care the future.”

**Shyam Shukla, Head Accounts, IPCA**



# Certificate Course on Entrepreneurship in Solid Waste Management

The 2nd batch of Certificate Course on Entrepreneurship in Solid Waste Management was conducted in October-November 2022. The 8-week certificate course took budding entrepreneurs to the journey of entrepreneurship where they acquired knowledge of the solid waste management sector with sessions on solid waste, solid waste management, and policy frameworks. The course helped them to explore opportunities in the sector, develop realistic projects/ business using business design, pitches and proposals, and execute them. Participants were taken for a field visit to a waste management facility to provide an exposure to the supply chain of waste. The course witnessed participation of individuals from 9 different states and UTs including Delhi, Uttar Pradesh, Karnataka, Tamil Nadu, Gujarat, Maharashtra, Ladakh, West Bengal and Chhattisgarh.



## Objectives



The course attracted individuals from diverse backgrounds hailing from 9 different States and UTs, including Delhi, Uttar Pradesh, Karnataka, Tamil Nadu, Gujarat, Maharashtra, Ladakh, West Bengal, and Chattisgarh. Following the course, notable success stories have emerged. Ms. Aparajita Gowswami and Ms. Nisha Shrama have reportedly expanded their enterprises, leveraging the knowledge and skills acquired during the program. Additionally, Mr. Gaurang Bhimani has initiated a venture in the field of e-waste management. These achievements serve as inspiring examples, showcasing the impact of the course in empowering participants to take tangible steps towards their entrepreneurial goals.



# Socio Economic Transformation Project- Shiksha Sahyog Scholarship Scheme (SSSS)

CA Parivaar initiated this scheme in collaboration with "Concentrix and IPCA under their CSR wing". The idea to initiate this scheme came after our Hon'ble Prime Minister announced free education for all students who lost their parents in COVID 19. It will also help our country to achieve sustainable development goal on education. The objective of this scheme is to support economically weaker section students who want to do CA but don't have sufficient means to support CA education. Till date, 202 students have been given scholarship under this project and currently 140 students are availing the scholarship. The students come from very diversified background. The diversity and inclusiveness is also kept in mind. The students are from all over India (Delhi, Punjab, Maharashtra, Madhya Pradesh, Rajasthan, Tamil Nadu, Jharkhand, Odisha etc.). Scholarship has been awarded to 40% female students and 60% male students. During FY 2022-23, IPCA made financial contribution of Rs. 54 Lac to help the underprivileged students.

शिक्षा सहयोग Scholarship Scheme

led by **CA PARIVAAR** In association with **CONCENTRIX**, **IPCA**, **VG Learning Destination**, **Bharat Commercial Law Publishers (India) Pvt. Ltd.**

CA Parivaar is "Proud to Serve the Society"  
Now giving full scholarship to more than **150** CA Students



# Awards and Recognitions





# Financial Summary

## FY-2022-23

### INFLOWS (₹ in Lakhs)



₹2529.96  
Income From  
EPR



₹551.95  
Income from Recycled  
Board, products & others



₹764.28  
Donation & CSR  
Projects



₹74.65  
Income From interest  
& others

Total 100% (₹ 3,920.85)

### OUTFLOWS



₹106.26  
Salaries



₹779.05  
CSR Project  
Expenses



₹1341.88  
Materials  
Consumed



₹58.78  
Rent



₹563.01  
Administration &  
other Expenses

Total 100% (₹ 2,848.91)

**INDIAN POLLUTION CONTROL ASSOCIATION**  
450/1/B-1, STREET NO. 14-A, VISHWAS NAGAR  
SHAHDARA DELHI - 110032  
(CONSOLIDATED)

**Balance Sheet**

PARTICULARS		As at 31 March, 2023
<b>A</b>	<b>EQUITY AND LIABILITIES</b>	
1	<b>Capital</b>	38,35,48,090
2	<b>Non-Current Liabilities</b>	
	(a) Long Term Borrowings	-
	(a) Long Term Provisions	11,13,500
		11,13,500
3	<b>Current Liabilities</b>	
	(a) Short Term Borrowings	2,84,164
	(b) Trade Payables	-
	Total outstanding dues of micro, small and medium enterprises	-
	Total outstanding dues of creditors other than micro, small and medium	7,67,90,404
	(c) Short Term Provisions	-
	(d) Other Current Liabilities	2,03,07,190
		9,73,81,758
	<b>TOTAL</b>	<b>48,20,43,347</b>
<b>B</b>	<b>ASSETS</b>	
1	<b>Non-Current Assets</b>	
	(a) Fixed Assets	2,05,98,851
	(b) Non-Current Investments	15,15,827
	(c) Long Term Loans & Advances	1,11,83,840
	(d) Deferred Tax Assets	-
		3,32,98,518
2	<b>Current Assets</b>	
	(a) Current Investments	19,13,05,000
	(b) Trade Receivables	20,66,69,570
	(c) Cash and Cash Equivalents	55,08,328
	(d) Short Term Loans & Advances	9,87,364
	(e) Other Current Assets	4,42,74,567
		44,87,44,829
	<b>TOTAL</b>	<b>48,20,43,347</b>
Accompanying Notes are an integral part of the Financial Statements		

In terms of our Audit Report attached

**FOR GOYAL PARUL AND CO.**

Chartered Accountants

FRNo:

For Indian Pollution Control Association

Sd/-

Partner

M. No. 097386

UDIN

Place DELHI

Date: 01-09-2023

Sd/-

President

Sd/-

Secretary

Sd/-

Treasurer

INDIAN POLLUTION CONTROL ASSOCIATION  
450/1/B-1, STREET NO. 14-A, VISHWAS NAGAR  
SHAHDARA DELHI - 110032  
(CONSOLIDATED)

Statement of Profit and Loss

Particulars		For the year ended 31 March, 2023 Amount
<b>A</b>	<b>CONTINUING OPERATIONS</b>	
1	Revenue from operations	32,66,89,453
2	Other income (Direct income)	5,79,30,431
3	Indirect Income	1,03,80,252
	<b>Total Income (1+2)</b>	<b>39,50,00,136</b>
4	<b>Expenses</b>	
	(a) Cost of materials consumed	13,41,87,972
	(b) Employee benefits expense	1,22,19,283
	(c) Finance costs	-
	(d) Depreciation and amortisation expense	31,31,190
	(e) Other expenses	13,65,72,635
5	<b>Total expenses</b>	<b>28,61,11,080</b>
6	<b>Profit / Loss before exceptional and extraordinary items and tax (3</b>	<b>10,88,89,055</b>
	Exceptional items	-
7	<b>Profit/ (Loss) before extraordinary items and tax (5 -6)</b>	<b>10,88,89,055</b>
	Extraordinary items	-
8	<b>Profit/ (Loss) before tax (7- 8)</b>	<b>10,88,89,055</b>
9	<b>Tax expense:</b>	
	(a) Current tax expense for current year	-
	(b) (Less): MAT credit (where applicable)	-
	(c) Current tax expense relating to prior years	-
	(d) Net current tax expense	-
	(e) Deferred tax	-
10	<b>Profit / (Loss) for the year (9-10)</b>	<b>10,88,89,055</b>
Accompanying Notes are an integral part of the Financial Statements		

In terms of our Audit Report attached  
FOR GOYAL PARUL AND CO.  
Chartered Accountants

For Indian Pollution Control Association

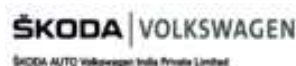
*Seema Sharma*  
Seema Sharma  
Partner  
M. No. 097386  
UDIN  
Place DELHI  
Date: 01-09-2023

Sd/-  
President

*Shankar*  
Sd/-  
Secretary

Sd/-  
Treasurer

# Our Partners



नायाब हूँ मैं  
बेवजह नहीं हूँ  
मत खो देना मुझे  
बस एक बार हूँ मैं



## Indian Pollution Control Association

3-5, DDA Shopping Complex, Hargobind Enclave, Vikas Marg Extn., Delhi-110092  
Tel.: 011 - 42207478, 011 - 47186213, 011 - 44709426 | E-mail: info@ipcaworld.co.in  
Web: www.ipcaworld.co.in

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