



Waste management & recycling Initiative by

ITC Limited PSPD & RAMKY

Resources could be utilised
for more productive purposes.



An unhealthy livelihood!!

Scenario in Urban Local Bodies

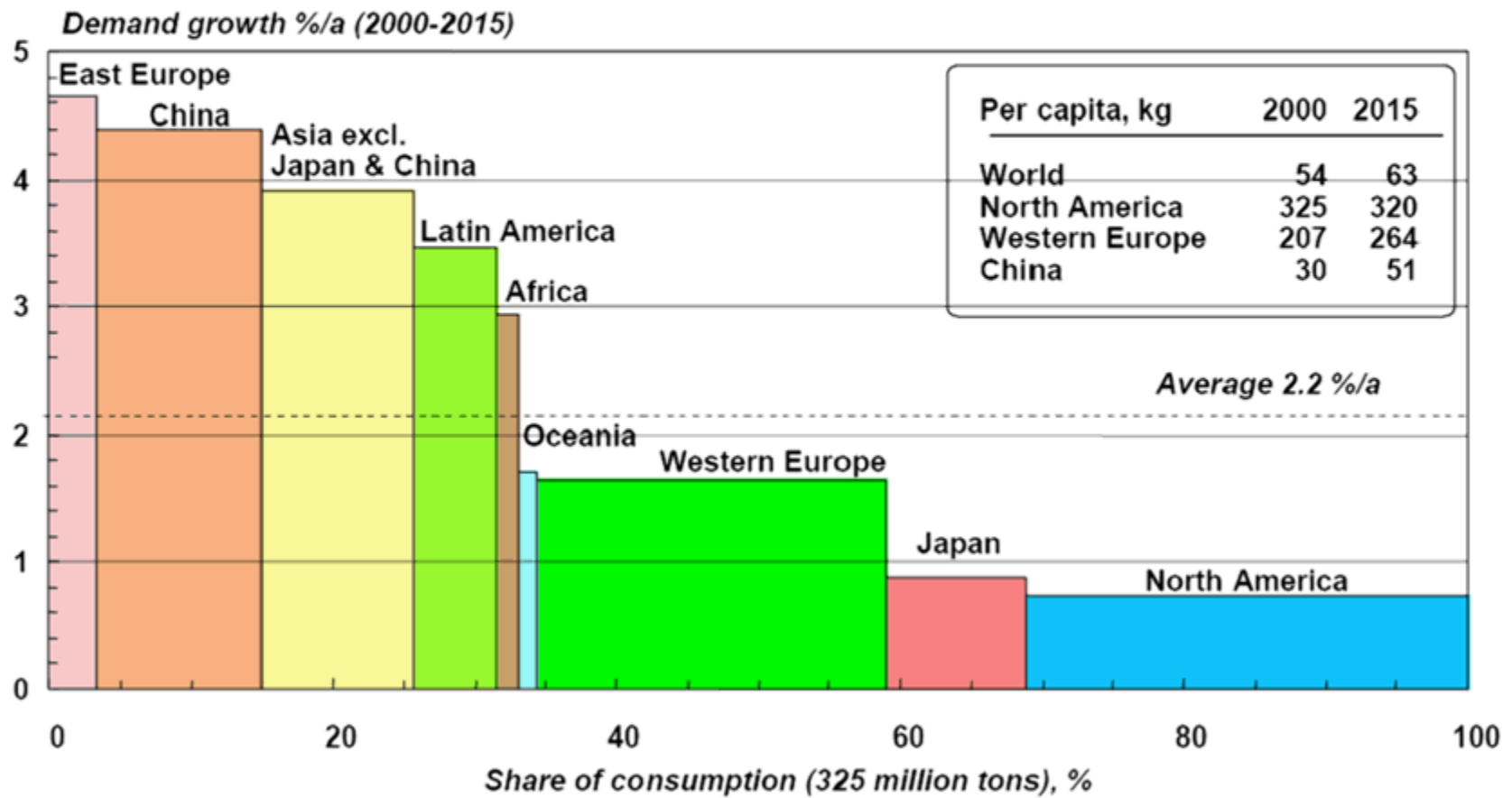


**Closure of water bodies with
garbage dumping**

- In any developed country the dry waste generated is recovered to an extent of 70%, while in India it is just about 14%.
- On an average a human being in India generates 0.5 kgs of garbage per day, **(in USA it is 2.74 kgs/day).**
- Out of which 30% is recyclable = 0.15 kg (paper, plastic, glass, tins etc). For a family of 4, the qty is 0.6 kgs/Day.

Garbage dumping in our major cities :

- Hyderabad generates 4000MT of Garbage /day – of this 1200MT can be recycled
- Kolkata – 5500 MT/Day – Recyclables 1600MT
- Mumbai – 6800 MT/Day – Recyclables 2000MT
- Chennai – 4500 MT/Day - Recyclables 1300MT
- Delhi – 6000MT/Day – Recyclables 1800MT
- Bangalore – 4000 MT/Day – Recyclables 1200MT.



Source: JP World Paper Demand 2015

- 1.1 billion Population and growing!!!.
- Literacy rate is moving up to touch 75% by 2010.
- 10 kgs Per capita consumption – expected to touch 15kgs by 2015.
- 10 Mil MT paper consumption.
- The total paper industry size will be around 28 million TPA by year 2025
- Paper Consumption is Growing at an avg of 10% across segments.
- Tissue usage expected to increase – current growth 20% PA.

Where is the raw material for the fast growing Paper Industry??.

- India Consumes 10 mil MT of paper and paperboards Per Annum.

- Unfortunately only 2 million MT of paper and paperboards is being recovered, therefore the potential is very huge - 7.5 Million MT PA.

- WE IMPORT 4.8 Million MT of waste paper PA at a cost of \$1.5 billion.**

- While we dump over 5 Million MT of our own paper in **GARBAGE!!!**.

- So, a lot of recyclables end up in landfill through the **GARBAGE** route !!!.



USA Recovery Rate - 60%
Europe Recovery Rate - 70%
UK recovery Rate - 35%
China - 25%
India - 14%

Country	Recovery Rate
USA	60%
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India	14%

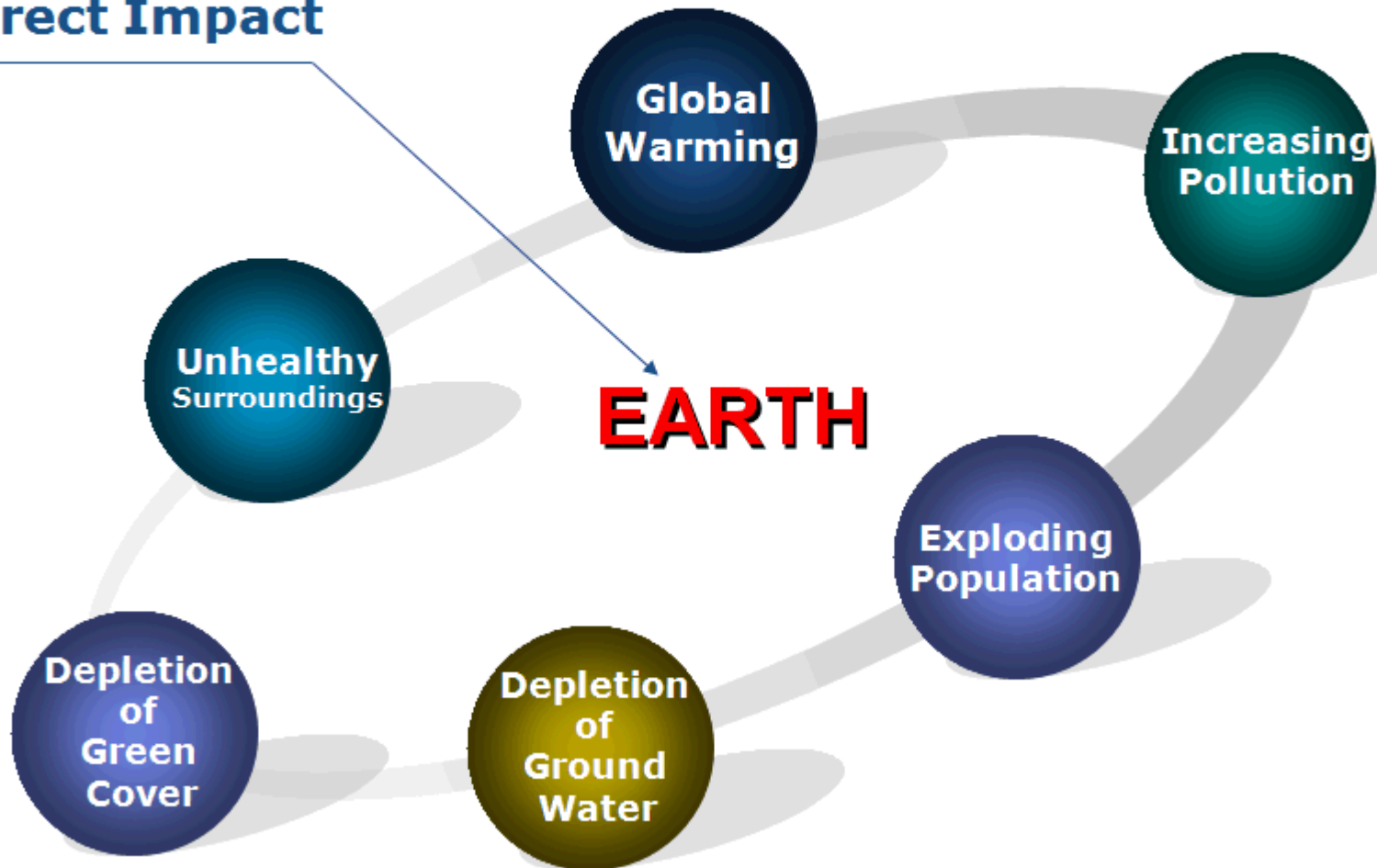
Melting Glaciers



**Can our future
Generations
see these?**

**As Responsible citizens we must
ensure to pass on a safe and clean
environment to the next generation !!!!**

Direct Impact



Global warming could wipe out decades of progress

“The Earth Provides enough to Satisfy every Man’s needs and not for every Man’s greed”

– Mahatma Gandhi.

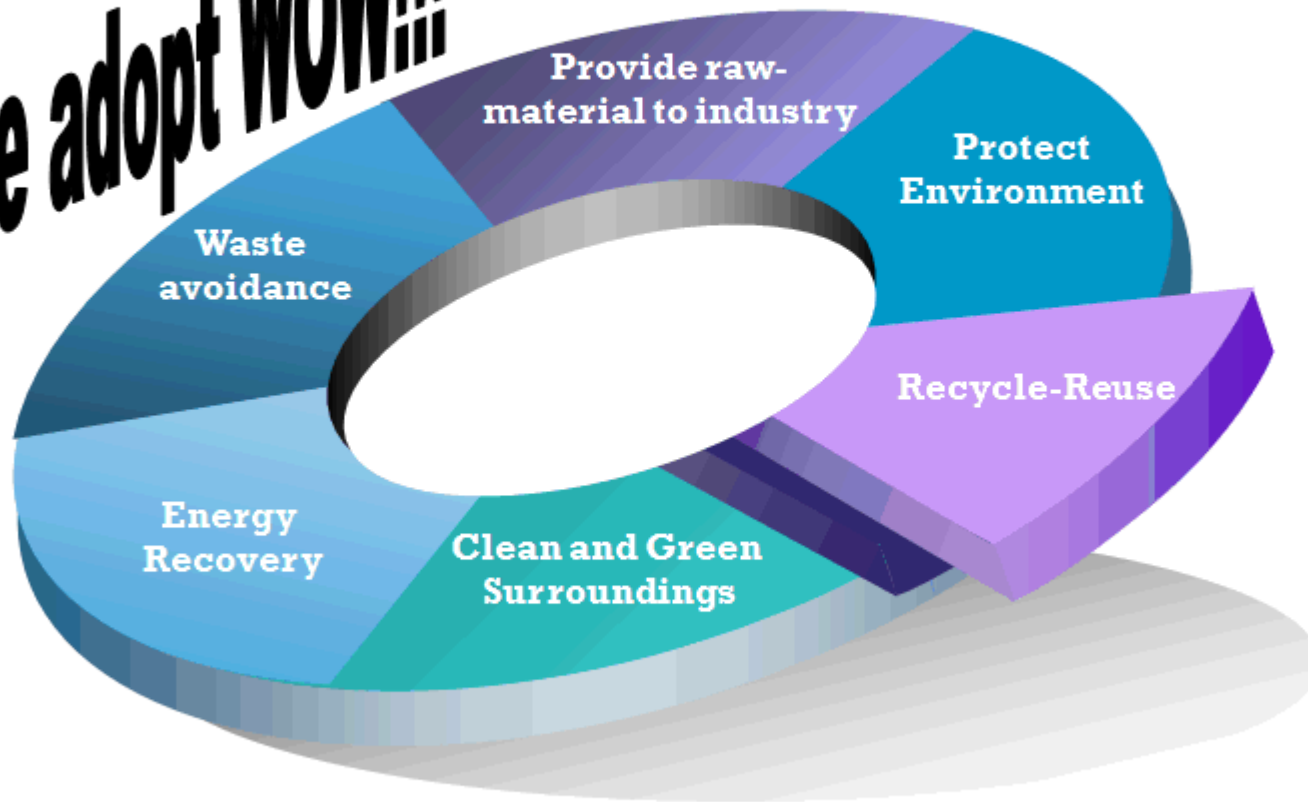
**IN HIS GREED TO
SATISFY HIS
NEEDS MAN
DESTROYS
NATURE?!!**

Every tree saved on earth can help reducing CO2 emission by 62gms/day or 90kgs in 4 years!!
(plantation tree of 4 years age)

**Natural Resources Disturbed
For Extracting :**

1 Ton of Paper – 4 MT
1 Ton of Steel – 7 MT
1 Ton of Aluminum – 85 MT
1 Ton of Copper – 500 MT
1 Ton of Gold – 50000 MT
1MT of Waste paper recycled = 1MT of fresh paper.
1MT of Waste paper recycled saves 4MT of wood or 22 trees.

YES if we adopt WOW!!!



Improved Health and Hygiene!!!!



Wealth Out of Waste

DEFINITION

A National Recycling Initiative of ITC Limited PSPD in association with RAMKy

VISION

To make entire country adopt "WOW" and reach a recovery level of 70%, at par with developed countries

- Average House Hold of 4 people generate 600 gms of recyclable waste a day.
- Currently these recyclables are ending up in landfill thru garbage route.
- A city like Hyderabad, generates 4200MT of garbage per day.
- Of this 35% is valuable recyclable waste like paper, plastics, metal and glass - **which is a good 1000MT Per Day ending up in landfill- value loss Rs75 lacs (USD 150,000/day)**
- Colossal loss of value and huge dent to the environment.
- WOW aims at Source Segregation and recovery of maximum recyclables to provide low cost raw material to industry and in turn save nature.

- ITC attaches critical importance to its responsibility to contribute to the “**Triple Bottom Line**”.

- ITC’s Triple Bottom line augments of economic, ecological and social capital.

- This commitment finds expression in the company's sustainable development philosophy, which recognizes the need to not only preserve but also enrich precious environmental resources.



Why Recycle?

- Recycling Reduces Air and water pollution.
- Recycling saves energy.
- Recycling saves Natural resources.
- Recycling saves landfill space.
- Recycling creates jobs.



Source Segregation



Efficient Collection System



Sorting and Recycling





Recyclable Components In Daily garbage

✓ 60% Paper and board

✓ 20% Plastics

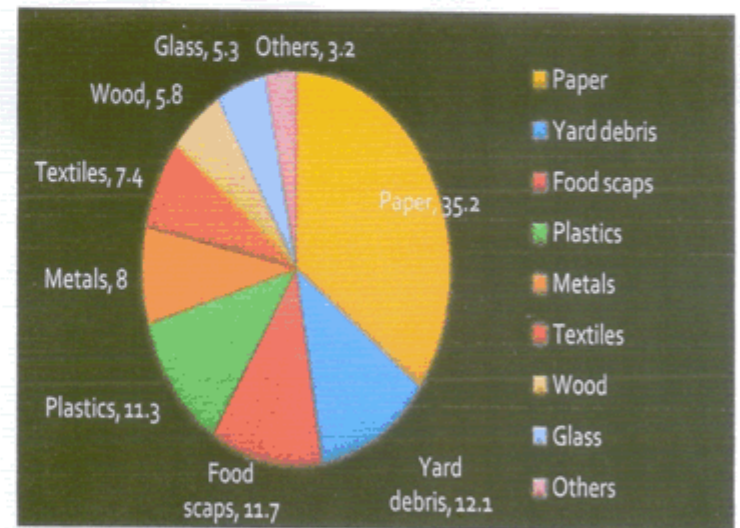
✓ 10% Glass

✓ 5% Metals


✓ 5% Others


OVERALL BREAKUP IN USA

Waste Type	Composition
Paper	35.2
Yard debris	12.1
Food scaps	11.7
Plastics	11.3
Metals	8
Textiles	7.4
Wood	5.8
Glass	5.3
Others	3.2





 **"WOW"**
(Wealth out of Waste)
ONLY
PAPER
SAVE THE NATURE

 **"WOW"**
(Wealth out of Waste)
ONLY
PLASTICS & METALS
SAVE THE NATURE





Progress Report !!!.

- Started in a small way in 2007 April, WOW collection of dry recyclables touching 4000MT a month .
- Plan for 2012-2013 : 6000MT/month.
- Cover all major towns in South India by 2015.

- ✓ **Reduce generation of non-recyclable waste**
- ✓ **Segregation of waste at source**
- ✓ **Recycle More and reduce Landfill.**

What “WOW” looks for ?

1. All Confidential documents / including shredded papers.
2. Old office records / papers.
3. Discarded Manuals/Magazines/Newspaper/
Packing wastes etc.
4. Dry Dust Bin Waste.
5. Dry Plastic Wastes like PET bottles etc

What we do not handle

- WET wastes of all kind.
- Food / Oil Contaminated papers.
- “Tissue Paper”.
- Tea Cups.
- Thermocole.
- PVC / Rubber Waste
- Plant/Tree/Vegetable/Fruit waste.

How we compensate for waste?

- **VALUE PAYMENTS:**

- Cash/Cheque payment (or)
- ITC Stationary for use (or)
- Stationary KIT for your CSR activity.

- **Destruction certificates as requested.**

- **Recycling Certificate / Green Certificate** – may help you in your ‘sustainability’ report.

- We welcome, “See for yourself” visit to mill.

HUMBLE CONTRIBUTION TO ENVIRONMENT

YOUR CONTRIBUTION TO ENVIRONMENT BY RECYCLING 1 MT OF WASTEPAPER

SAVINGS	UNIT OF MEASURE	SAVINGS FOR EVERY MT
No. OF TREES SAVED FROM PULPING	Trees	22 Trees
SAVINGS IN WATER CONSUMPTION	Kilo Liter	26 KL
CORBON-DI-OXIDE REDUCTION	MT	0.90 MT of Co2
ENERGY SAVINGS	Units	450 units
LAND FILL SPACE SAVING	Cubic Meter	1.10 cubic meter land space



JOIN “WOW” MOVEMENT TODAY!

Thank you