

Starting up from trash



The nation currently produces around 70 million tonne waste annually due to increasing population and overburdened municipal infrastructure. This figure could reach to 160.5 million tonne every year by 2041 if corrective measures are not adopted.

The Opportunity

Usually, the government has seemed clueless about dealing with the segregation and disposal of waste. A weak and ineffective waste management strategy becomes apparent with the abounding landfill sites wherein unsorted waste is added every hour. Ahmedabad-based Sandeep Patel had been doing his ground research from 2005 till 2011 when he started his own venture called Nepra Resources Management. His venture operates under the brand, Let's Recycle. The company collects dry waste and segregates the recyclable waste and send it to authorised recyclers.

Roadblocks

Along with the opportunity, the sector has some deterrents, such as non-transparent pricing policy for collection and recycling of dry waste, health hazards due to open dry waste and not enough empowerment of people working at BOP in unorganised sector.

Dr. Amiya Kumar Sahu, heading the National Solid Waste Association of India (NSWAI), believes that there is a huge gap and perforations in the system of waste management of municipal and urban local bodies. According to him, the challenges may be about low awareness and education, poor capacity building measures, lack of suitable technology options and lack of political will.

Reference: Entrepreneur India.com

Link: http://www.entrepreneurindia.com/magazine/2014/march/Starting-up-From-trash_17-1-2/