

# CLEAN INDIA VENTURES

## • Background

Clean India Ventures Private Limited (CIVL) is an effort to bring a radical shift in treating our surroundings and wastes. The company is up in arms against the severe problem of garbage. Its revolutionary and much appreciated product **Green Waste Reprocessor (GWR)** has been duly designed to recycle and minimize the organic waste. Its breakthrough technology upcycles most of the organic waste like Garden Waste, Temple Waste, Kitchen Waste and Mandi i.e. market Waste into Organic fertilizer i.e. Compost and also into Liquid Fuel. The by-product of the treatment which is very aptly named as Earth Life, is very popular with people who are really environment conscious.

Out of the total waste that is generated, almost 60% is organic. Most of this is transported to landfill sites which contaminate underground water, or burnt which produces greenhouse gases like methane. Reducing the necessity for heaps of organic waste to be transported and eliminated in such a way, the **Green Waste Reprocessor Machine (GWRM)** manufactured by Clean India Ventures reprocesses all types of organic matter into compost at the source of waste generation. This not only solves the problem of waste treatment but also produces useful fertilizer.

Clean India Ventures is a subsidiary of MAPPS group, which envisions of diversifying and consolidating as a conglomerate of multiple businesses with the mission of bringing different expertise under one identity.

## • Location, Date

New Delhi, 2015

## • Areas

New Delhi, Haryana, Rajasthan, Himachal Pradesh & Rajasthan

## • Stage/Scale

Urban/Rural

## • Objective of the assignment

The objective of the projects is to provide a better solution in the field of waste management along with creating value for the users.

- **Vision:** "To be regarded globally as innovative and highly sustainable organization, creating a greener today and tomorrow."
- **Mission:** "Create innovative solution towards a better tomorrow for everyone."

## • What was done

In 2015, the founder envisioned the project and started developing the models in Delhi. "While everyone keeps emphasising the fact that India needs good technology to accelerate its waste management process, there are many home-grown entrepreneurs who need ecosystem support to do wonders." he says. With this as an aim, Clean India Ventures is attempting to create an ecosystem where all organic waste is reprocessed at the same site,

eliminating the need of transportation and landfilling. While there are many such organic waste treatment ways, Clean India Ventures' solution stands out. This one of a kind machine is installed at the root of waste generation with zero need to transport as transportation adds even more pressure on earth. Dumping the already stretched landfills can be put to an end. Moreover, the added advantage of a repurposed end product i.e. the fertilizer is like an icing on the cake. Initially available in different capacities, to meet various requirements, this machine is successfully operating at various locations in Delhi-NCR. As time elapsed they are planning to operate across the nation.

Below are other products developed by CIV:

- **Organic mixed waste reprocessor:** Treats mixed waste that is produced by daily activities.
- **Tempe waste reprocessor:** Produces liquid fertilizer; treats Havan samagri made from flowers.
- **Garden waste reprocessor:** The machine consumes dry leaves & tree branches from parks on the roadside & forests to produce fuel sticks which provide smokeless energy. Organic Manure can also be produced.
- **Cow dung reprocessor:** Processes cow dung to make fertilizer, reduces methane
- **Green waste reprocessor:** Treats green waste like vegetable waste, wet garbage etc.
- **Vegetable waste reprocessor:** The machine produces solid animal feed, liquid fertilizer and organic Manure/Compost.

CVI has named their product as '*Earth Life*', which is packed compost prepared by reprocessing green waste through GWR. Besides marketing GWR, Clean India Ventures also markets Earth Life. Earth Life, a boon for kitchen gardens, lawns, etc. is rightly available on all e-commerce websites for the convenience of the buyers.



## • **Impact**

CIVL has successfully installed 8 projects across Delhi, Haryana, Punjab, Rajasthan. While most of them are on paid basis, some are done as trial projects. This is done for the satisfaction of authorities, foreseeing that sooner or later they will switch to the paid model. The impact is huge- societal, economic, and environmental.

- Proper waste management makes the environment and prevents spread of diseases.
- There is a considerable saving in the cost of waste treatment.
- The reprocessor creates compost which can be used as fertilizer.
- It reduces emission of harmful gases such as methane; the environmental contribution of this project is appreciable.

## • **Challenges and Issues**

Whenever the team has presented the idea, it has been appreciated warmly. But there is a resistance among corporations and private owners to spend on waste management as everyone thinks it is not their responsibility. With importance given to the cost factor, many government bodies shy away to participate in the initiative. This has resulted in a slow growth rate of the project.

But, CIVL team is working hard to bring change in this mindset of people. The team is targeting the fact that people fail to see their current expenses on transportation. CIVL has identified organizations willing to adopt their systems, but are unable to do so because of bureaucratic rules in the organizations.

## • **Innovation**

GWR is fully capable of changing this dismal scenario. The low cost and easy-to-operate GWR reprocesses the waste effectively, employing 4 – 5 semi-skilled workmen which can be hired locally, giving employment opportunities. If a city or a village replaces its waste-carrying truck fleet with GWRs, it would have a revolutionary effect on environment and expenditure without affecting the employment.

Below mentioned are the innovations that CVI brought and implemented:

- Horticulture Waste Model
- Agro-Mandi Waste Model
- Organic Mixed Waste Model
- Temple Waste Model

## • **Lessons learnt**

Awareness about the situation is a key in such kind of projects because segregation and treatment of waste at source is the future. This is a critical problem as people are not yet aware why should waste be segregated at home. Once India starts waste segregation at home, it shall go a long way in helping the country reprocess its waste well.

## • **Financials**

Not available

## • **Economic sustainability/Revenue Model**

The low cost and easy-to-operate GWR reprocesses the waste effectively employing a maximum of 4 – 5 semi-skilled persons. Generally speaking, if a city replaces its waste-

carrying truck fleet with GWRs, it would have a revolutionary effect on environment and expenditure without affecting the employment.

- **Implementer Contact Persons**

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- **Sources and References**

- Company Website
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