

SUSTAINABILITY IS OUR GOAL



ANNUAL REPORT 2024-2025

EDUCATION MEETS SUSTAINABILITY

A new era of learning with pride

In government schools nestled in the hills of Uttarakhand, students once sat on the floor, balancing notebooks on their laps, trying their best to focus. Their spirit was strong, but the lack of basic infrastructure made learning harder than it should be.

This is not just one school's story, it's the reality in hundreds of schools across India, where the absence of simple things like desks becomes a barrier to education.

Project MASS set out to change that.

We started with something that's often overlooked: low-commercial-value plastic waste. The kind that usually ends up in landfills and clogging drains. Through a sustainable supply chain built with local communities, we collected and recycled 350 MT of this plastic waste that once had no value or purpose.

Today, that same waste is transformed into 10,000 sturdy, recycled desks benefiting over 20,000 students in 452 government schools across Uttarakhand.

In each of those schools, the impact is visible. Classrooms feel more complete. Children sit upright, focus better, and take pride in their learning space. Teachers report improved attention and participation because when students are comfortable, they are more engaged.

Our journey did not stop there.

In the remote district of Doda, Jammu, where many students still lack basic infrastructure, we delivered 5,000 more desks, turning waste into opportunity for thousands more children.

This initiative is proof that when waste is treated as a resource, and when communities act together for segregation, we can create real, tangible change. Not just for the environment, but for the future of education.

Because sometimes, a desk is more than a desk it's a foundation for a better tomorrow.



Table of Contents

- 03** | Founder's Message
- 04** | Co-Founder's Message
- 04** | Secretary's Message
- 05** | Treasurer's Message
- 05** | Deputy Manager's Message



- 06** | The year in a review
- 07** | Achievements of the year (a snapshot)
- 08** | About the Organization
- 10** | Moving towards our goal, one step every year
- 11** | Board of Directors
- 12** | Our Team
- 17** | Our Stakeholders



- 19** | Extended Producer Responsibility
- 22** | Develop Responsible Outlook for Plastic (D.R.O.P.)
- 24** | Segregation Of waste for Recycling & Treatment (S.O.R.T.)
- 26** | Miyawaki Plantation

- 28** | Mantra for Advance Sustainable Solution (MASS)
- 30** | My 10 kg Plastic Campaign
- 31** | Bottles for Change
- 32** | Zero Waste Campaign
- 33** | Plastic Resource Management and Recycling, Sivasagar, Assam



35 | "Plastic Lao, Thaila Pao" and "Community Clean-Up Day"

36 | Augmenting Circular Economy through Plastic Waste Management

37 | Collection of Discarded Delivery Bags

37 | From Tech Trash to Treasure: Responsible E-Waste Disposal

37 | Rotary Plastic Warriors: Dispose Plastic the Right Way

38 | Plastic Waste Management Campaign

39 | E-Waste Management

39 | Shiksha Sahyog Scholarship Scheme

40 | IPCA Centre for Waste Management and Research

42 | Significant Impacts Made by IPCA in 2024-25

45 | Our Accolades

46 | Information, Education and Communication (IEC) & Conferences

48 | Digital Upgradation

49 | Media Presence

50 | New Collaborations

52 | Financial Summary FY 2024-25

53 | Our Partners

54 | Token of appreciation received from our valuable beneficiaries

56 | Voice of Gratitude

58 | Team Building Activities

60 | Our Recycled Products



Founder's Message

“ As I look back on the past year, I am filled with both pride and gratitude. At a time when the challenges of climate change, pollution, and unsustainable waste practices continue to grow, our collective resolve to protect our environment has never been stronger. Through the work we do at IPCA, we are reminded every day that meaningful change is possible, when communities come together with ownership, determination, purpose, innovation, responsibility, and hope! This year has been evidence to the power of collective effort, resilience, and unwavering commitment toward creating a meaningful impact in the communities we serve.



This year has once again proven the power of collective effort and resilience. Together, we have advanced waste management, promoted the circular economy, nurtured green spaces, and expanded environmental education. From enabling zero-waste practices in residential colonies, schools, and markets, to supporting waste workers and informal workers with dignified livelihoods, our initiatives are addressing not just the symptoms of environmental degradation but also building long-term, systemic solutions.

We are especially proud of diverting more than 1,58,827 MT of plastic waste and 1,992 MT of organic waste from landfills through community-led initiatives. We are proud to develop a community of more than 30 lakh environment conscious citizens of India, who are contributing everyday by adopting sustainable waste management practices. We are collaborating with local municipalities and policymakers to improve waste infrastructure and empowering waste workers with training, safety gear, & financial and social inclusion. Through our skill and training programmes at our research center (ICWMR) with TERI SAS, we are continuing to produce entrepreneurs so that waste can be managed more professionally and scientifically. Of course, this journey has not been without challenges. We faced obstacles that tested our commitment, but instead of slowing us down, they fueled our determination to innovate and push forward. Together, we turned adversity into opportunity and proved that transformation is possible when we stand united.

This annual report is not just a record of achievements, but a collection of stories of transformation and impact that we created together. Each success story is a testament to the trust you have placed in us and the shared vision we hold for a better, more equitable world. None of this would have been possible without our dedicated team, passionate volunteers, committed partners, and the communities we work with. Your trust and support have been our greatest strength. Through the tireless dedication of our team and the generous support of our donors, partners, and members, we have made significant strides in achieving our mission. As we look ahead, we remain guided by our vision: to build cleaner, greener, and more resilient communities. There is much more to be done, but with your continued support, I am confident that we are creating a future where sustainability is not just a choice, but a way of life.

From the bottom of my heart, thank you for standing with us and being part of this journey. ”

Ashish Jain

Founder, IPCA

Co-Founder's Message

“As we are approaching to complete 25 years of our foundation, I am filled with immense gratitude and pride. A journey that began with a simple yet powerful idea to create cleaner, greener communities through sustainable waste management has today transformed into a movement driven by people, purpose, and perseverance. When we co-founded this organization in 2001, environmental consciousness was still at the fringes of mainstream conversations. Waste was seen as a problem to be discarded, not a resource to be managed. Over the past two and a half decades, IPCA has worked relentlessly to change that narrative, engaging citizens, collaborating with government bodies, empowering informal waste workers, and piloting innovative solutions that bridge environmental action with social impact.



Aarti Kaushik

Through our collective efforts, we have diverted thousands of tonnes of waste from landfills, restored ecosystems, and educated generations on the importance of environmental sustainability. Our work has never been more urgent. Climate change, urbanization, and growing consumption continue to challenge our ecosystems. But if the last 24 years have taught us anything, it's that transformation is possible when communities come together with vision and determination. A future where sustainability is not an afterthought but a way of life. As we step into the next chapter, we do so with renewed energy, deeper partnerships, and an unwavering commitment to environmental justice.

Thank you to every team member, volunteer, partner, and supporter who has walked with us on this journey and we hope you will continue to be a part of it.”

Secretary's Message

“I'm proud to share the transformative journey we've undertaken over the past 24 years, dedicated to environmental protection with a special emphasis on sustainable waste management. Our mission has been rooted in education, empowerment, and collaboration engaging residents, institutions, waste workers, and brand owners to build a more responsible ecosystem.

Through targeted training and awareness programs, we have brought behavioural change in community for source segregation of waste, on-site composting of organic waste through uniquely designed composter (Aerobin), and channelization of recyclable waste to authorized recyclers. Our flagship initiatives like Project SORT, MASS, My 10 Kg Plastic, Bottles for Change, DROP, Miyawaki Forest with the support of our valuable CSR Partners like SLMTT, SBI Card, Dabur, Bisleri, Kia, and Concentrix has brought positive Environmental, Social and Economic Impacts. We've also facilitated partnerships with more than 106 PIBOs in obliging their Extended Producer Responsibility for Plastic, E-waste, Batteries, and Lube Oil, which has transformed the informal waste management sector to more organized.



Ajay Garg

This journey is a testament to what collective action can achieve. As we look ahead, our resolve remains strong to scale our impact, deepen partnerships, and inspire more communities to embrace sustainable living. Together, let's continue paving the way for a cleaner & healthier India.”

Treasurer's Message

“As I reflect on IPCA's remarkable 24-year journey, I feel immensely honoured and proud to have been part of this mission dedicated to serving both the environment and society. What began as a pioneering step in waste management has today evolved into an institution that truly embodies sustainability. Over the years,

IPCA has expanded its horizons- integrating environmental conservation with socio-economic development and promoting the circular economy at larger scale. From managing a few tonnes of waste in our early days to now preventing lakhs of metric tonnes from reaching landfills, our journey has been nothing short of inspiring.

I am especially proud to witness IPCA's role in nurturing professionals in the field of waste management- contributing to a new generation of experts who will take this mission forward. It is also heartening to see our reach extending beyond the borders of India, embracing challenges and transforming them into opportunities. As we step closer to our Silver Jubilee year, I carry deep gratitude for the milestones we have achieved, for the unwavering support of our people, and hope for the brighter, more sustainable future that lies ahead.”



Amit Jain

Deputy Director's Message

“It gives me immense pleasure and satisfaction to witness the consistent growth of IPCA. IPCA is implementing action-oriented projects on sustainable waste management practices, creating urban forest and providing sustainable solutions to the urban cities. We are also empowering communities by bringing behaviour changes for environment protection and evolving them as climate resilient communities.

Year 2024-25 again has been a remarkable year in terms of multiplying the impacts to strengthen the community resilience, promote sustainable livelihoods, and create lasting awareness about protecting our environment and natural resources by providing in-house solutions to the communities and through collaboration and associations with a variety of stakeholders like government bodies, civil society organizations, private sector partners, and grassroots communities.

Thousands of rigorous training programmes, awareness workshops, street play conducted by team IPCA have rippled the impacts at community level, which are witnessed, verified and validated by even city administrations. The factor, which stands out most for the significant and quantifiable impacts is our genuine commitment to inclusive growth and our people-centric approach, which ensures that every voice in the community should be heard and valued. I strongly believe that with IPCA's strong vision of sustainability and its continued and consistency performance on ground, everyone will witness a meaningful change for both people and the planet in years to come.”



Dr. Radha Goyal

The year in a review

April

- Launch of project S.O.R.T. in Bengaluru, Karnataka
- S.O.R.T. Pune Phase I Culmination and Felicitation Ceremony was successfully held to celebrate a significant milestone in waste management



May

- Embarked on Miyawaki plantation project at Kherki Daula Flyover, planting 34,157 saplings
- IPCA and Rotary District 3011 joined hands & developed collection mechanism for plastic waste.



June

- Culmination & Felicitation Ceremony of S.O.R.T. Mumbai, Phase II was successfully conducted
- IPCA and Grant Thornton (GT) Bharat came together to celebrate International Plastic Bag Free Day with the campaign, 'Plastic Lao, Thaila Pao'



July

- IPCA showcased its initiatives as an exhibitor at the Global Conclave on Plastics Recycling and Sustainability (GCPRS) – 2024, held at Bharat Mandapam, New Delhi
- Culmination & Felicitation Ceremony of S.O.R.T. Delhi, Phase V was successfully conducted



August

- In collaboration with MCD, as part of the 'Zero Waste Campaign, 40 societies were recognized and honored for their outstanding contribution and efforts for sustainability.



September

- Under project MASS, MRF and PRF were inaugurated in Patiala, Punjab
- Under Project D.R.O.P., a new recycling line at Greater Noida with upscaled capacity was inaugurated



October

- On October 2nd, we honor the legacies of Mahatma Gandhi and Lal Bahadur Shastri, pioneers of a Clean and Healthy India
- Under project D.R.O.P. an MRF was inaugurated at Gurugram
- 'Clean Up Drive' was successfully conducted across 11 locations with GT Bharat



November

- SLB and the IPCA, in collaboration with Cherekapar Gram Panchayat, inaugurated a Plastic Recycling Centre in Sivasagar, Assam
- IPCA Jammu team exhibited recycled products under the theme "Waste to Wealth" on World Toilet Day



December

- Mr. Ashish Jain, Founder and Director IPCA received the prestigious Distinguished Alumni Award from the Hon'ble Vice Chancellor of Guru Gobind Singh Indraprastha University



January

- Felicitation ceremony and panel discussion was conducted at TERI SAS, New Delhi, marking the achievement of collection and recycling 200,000 kg of plastic waste under My 10 kg Plastic campaign



February

- Motherson Group (SLMTT) and IPCA launched their flagship S.O.R.T. Project in the National Security Guard (NSG) circle
- Project D.R.O.P. Phase 2 was successfully culminated at Gurugram



March

- Culmination & Felicitation Ceremony of S.O.R.T. Pune, Phase II was successfully conducted
- Commander Gaurang Jain and Mrs. Laxmi Krishnan, Chairperson, Eco System Management, Indian Army, visited IPCA recycling plant, Greater Noida



Achievements of the year (a snapshot)



Set up and operated 10 TPD MRFs, each in Patiala & Gurugram



Expansion of Infrastructure development for Plastic Waste Management in Patiala and Sivasagar



1,51,782 MT of plastic waste collected and recycled/co-processed under EPR



EPR Services to 106 leading brands of India



Trained 30+ entrepreneurs for managing solid waste with professional approach



Upscaled & ventured into EPR for used oil



Developed and distributed 15,000 recycled plastic waste school desk in 626 Govt Schools of Uttarakhand & Jammu



Implementing CSR projects for more than 10 leading corporates of India



312 RWAs became Zero Waste and have been recognized by MCD



Treated 1,992 MT of organic waste with installation of 1,291 Aerobins



Under DROP, 4,850 MT plastic waste collected & channeled for recycling and reached to 4,52,600 total beneficiaries in 5 Cities



Collected over 405 MT of plastic waste under community engagement campaigns (My 10kg Plastic Campaign and Bottles for Change Programme)

About the Organization

Since its inception in 2001, IPCA has been a pioneering force in environmental sustainability, working tirelessly as a not-for-profit, non-government organization. IPCA has been at the forefront of developing EPR action plan and executing its services. Our expertise has earned us recognition as a registered PRO with the Chandigarh Pollution Control Committee (CPCC) and membership in key committees constituted by the Ministry of Environment, Forest and Climate Change (MoEFCC), CPCB, and other state governments.

Our services have expanded to implement EPR for various waste streams, including plastic, battery, e-waste, used oil, and tyre waste. We have been appointed as expert members in the City Level Task Force by the Municipal Corporation of Delhi (MCD) and empanelled with the Greater Noida Industrial

Development Authority (GNIDA), Ghaziabad Nagar Nigam for decentralized waste management. Starting with municipal solid waste collection, segregation, and recycling, IPCA now works across multiple disciplines to clean air, land, and water. Our waste management infrastructure includes 9 MRFs across Delhi NCR, Patiala, Assam, and Jammu, with recycling units in Greater Noida and Patiala capable of processing over 1500 MT of plastic waste per month. Our extensive outreach programs have created a vast network of over 30,000 waste workers across 35 states and UTs. We implement decentralized solid waste management systems for various generators, promoting source segregation and treatment of wet and dry waste. Our academic wing IPCA Centre for Waste Management and Research (ICWMR) at TERI SAS underscores our commitment to pursue research and bring innovation in waste management.



Our Vision

Sustainable Economic
Development of India in a
way that it ensures
environmental protection.

“It is a matter of pride to witness the continued growth of IPCA as a catalyst for sustainable waste management and pollution control. IPCA's initiatives have created measurable environmental and social impact, while fostering awareness and responsibility among citizens. I look forward to IPCA's continued journey of innovation and service to the nation. Wishing all the very best to IPCA to set the tone for Viksit Bharat.”



Dr. Shyamli Singh,
Joint Secretary, IPCA



Our Mission

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

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

To provide solution to environment and climate related problems.

“IPCA is an organization with strong values that continues to grow over time. Its activities create significant value for society. Looking around us, we see heaps of garbage everywhere. IPCA offers a solution to tackle the daily challenge of municipal waste, plastic waste, and e-waste. One such initiative is the decentralized wet waste management approach using Aerobins, which helps overcome daily household waste and provides a healthy manure solution. This initiative supports achieving sustainable development goals at the grassroots level.”



Pragya Kaushik,
Executive Member, IPCA

“It is with immense pride and admiration that I reflect on the continued accomplishments of the Indian Pollution Control Association (IPCA), particularly in the field of plastic waste management. As a long-standing executive member and passionate advocate for sustainability, I take great satisfaction in witnessing IPCA's evolution into a nationally recognized leader driving impactful, scalable, and inclusive environmental solutions. As members of the Governing Council, we take collective pride in IPCA's achievements and the exemplary leadership of Mr. Ashish Jain. It is both inspiring and gratifying to be associated with an organization that not only addresses today's environmental challenges but also envisions a more sustainable and responsible future. I look forward to our continued association and to supporting IPCA in its mission to build cleaner, greener, and more resilient communities across India.

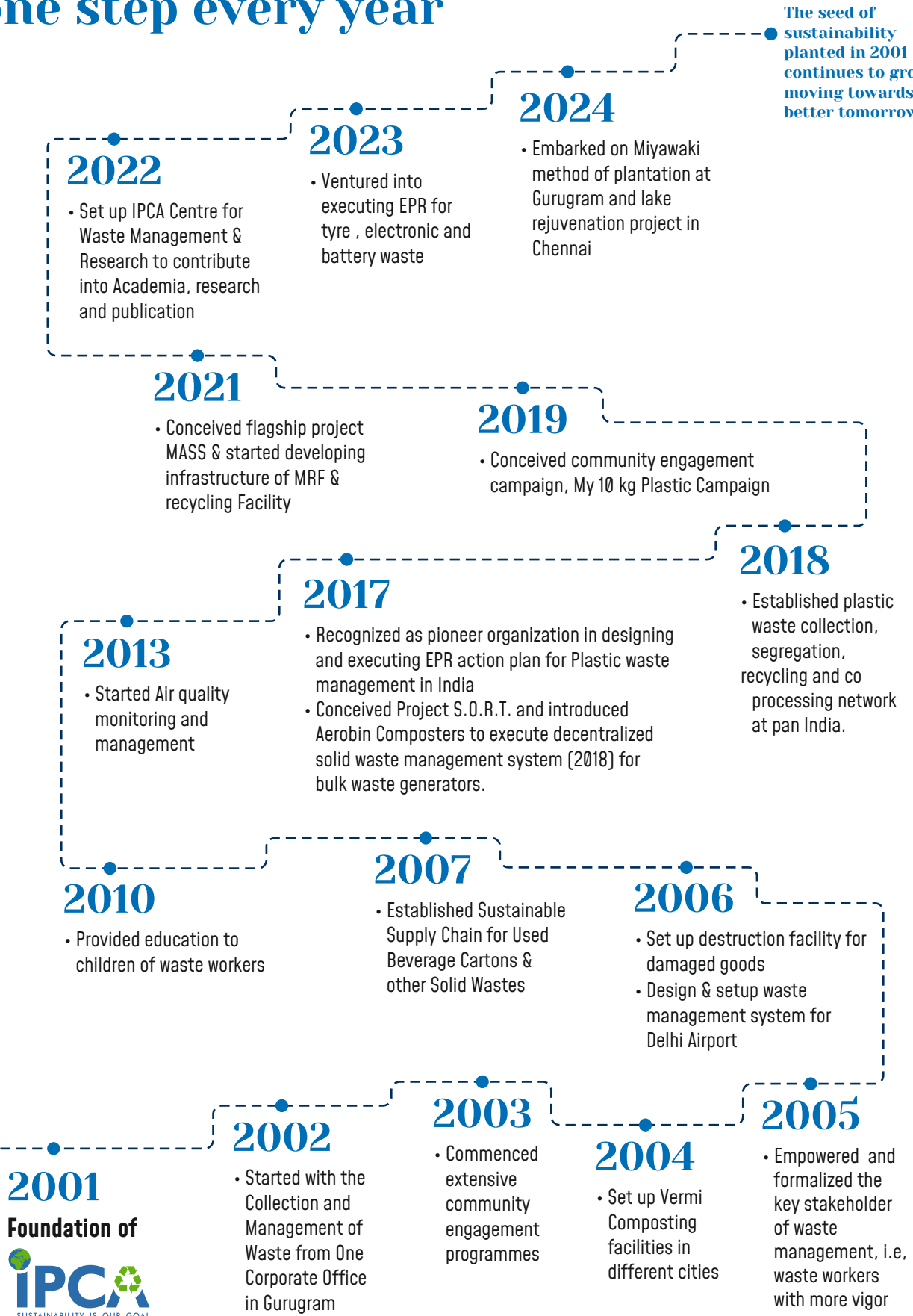


Dr. Neha,
Executive Member, IPCA

Warm regards,”

Moving towards our goal, one step every year

The seed of sustainability planted in 2001 continues to grow, moving towards a better tomorrow



Board of Directors



**Prof. Padma
Vasudevan**
Patron



Prof. P.K. Sen
Patron



Dr. S.K. Nigam
Patron



Ashish Jain
Founder & Director



Ajay Garg
Secretary



Dr. Shyamli Singh
Jt. Secretary



Amit Jain
Treasurer



Aarti Kaushik
Executive Member



Dr. Radha Goyal
Executive Member



Dr. Neha
Executive Member



Pragya Kaushik
Executive Member



Sandeep Kanda
Executive Member



Dr. Raj Kishor
Executive Member



Dr. Madhuri Nanda
Executive Member

Our Team



Pratyush Shukla



Shyam Lal Shukla



Garima Kaushik



Dr. Reena Chadha



Madhu Jaswal



Ranvir Singh



Deepanshi Gandherva



Kriti Jain



Zeeshan Khan



Pravin Lawande



**Raj Kumar
Gupta**



**Karuna Shankar
Shukla**



**Abhishek
Shrivastava**



Poornima Singh



Nitin Sharma



Rahul Saini



Spurthi



Pooja Johri



Denzil Basil



Sachin Jaiswal



Manish Gandhi



**Hemant Surendra
Mishra**



Sandhya



**Praveen
Kumar Jha**



Sachin Deshmane



Vivek Anil Vable



Nitika Chandel



**Shivangi
Choudhary**



Sahib Gambhir



Sachin Prasad



**Tarkeshwar
Pandey**



Lokesh Kumar



Neha Thakur



Komal Singh



Shubham Singh



Pankaj Semwal



Amit Kumar



Minakshi Bharti



Manisha Vudipi



**Ashish
Kumbhalkar**



Sujit Gedam



Ansh Rastogi



Siddhant Kumar



Ramji Saxena



Devdutt



Niyar Gogoi



Rajat Sharma



Sompal



Subodh Kumar



Mukesh Kumar



Sanjeev Kumar



Shubham Diwakar



Kishan Hembram



Arpit Goel



Gurwinder



Satender Singh



Karan Sahu



Deepanshu Maurya



Vishal Kumar



Santhosh Kumar



Sourabh Singh



Neha Kumari



Gurpal Singh



Abhishek Sharma



Devinder Singh



Sujal Jain



Dinesh Kumar



Pranjal



Deepak Kumar



Pradeep



Navaneet Kumar



Roshan Balsure



Harpreet Singh



Jasvindra



Harvinder Singh



Aatish Pradhan



Monu Singh



Rahul Kumar



Raghuvir Krishnaji



Sandeep



**Vaibhav Ashok
Nasurde**



**Hendre Datta
Kacharu**



Chetan Baisane



Jaykant Roy



Aman Shukla



Balraj



Sumit



Sandeep Kumar



Amol Wavalkar



**Manoj Raj
Jaishankar**



Komal Ubale



Harish



Dhammapal Khillare



Akansha Gupta



Megha Dhuri



Mashnit



Pavan Kumar



Munna Saha



Laxmi Narayan



Ramachandra Gowda



Shantanu Sharma



Pratibha Sharma



Yashasvi Gautam



Umesh Sangole



“ At IPCA, we believe our people are our greatest strength. Their dedication has enabled us to expand our waste management initiatives which strengthened our connections with communities. As we enter our 25th foundation year in 2026, we proudly carry the legacy of growth & sustainability with a vision of greener future. ”

Kriti Jain,

Assistant General Manager - HR, IPCA

“ At IPCA, I have witnessed significant growth in our procurement practices during 2024-25. With strategic sourcing, improved vendor engagement, and incorporation of the ERP system, we streamlined purchases across projects. The focus on efficiency, compliance, and timely solutions has strengthened IPCA's operations, delivering better value, and supporting sustainable organizational growth. ”

Pooja Johri,

Deputy Manager - Purchase, IPCA



Our Stakeholders



Corporate
Partners



Academic
Institutions



Producers, Importers
& Brand Owners



Urban Local
Bodies



Waste
Generators



Waste
Collectors



Scrap Dealers and
Aggregators



Waste
workers



Logistics
Operators



Policy Makers



Recyclers and
Co-processors



Central Regulatory
Bodies

**The following section outlines
an overview of our progress and
major milestones achieved in the
Financial Year (2024-2025):**

Extended Producer Responsibility

Problem Statement:

Before Extended Producer Responsibility (EPR) became prominent in India, the country largely operated under a linear economy model. This involved extracting resources, manufacturing products, using them, and then discarding them as waste, primarily into landfills or through other unsustainable disposal methods. This approach led to significant environmental and social challenges, including pollution, resource depletion, and overflowing landfills.

Conceptualization:

In 2016, EPR rule marked a significant shift in waste management practices in India. IPCA stepped in as a bridge between the Central Pollution Control Board (CPCB) and brand owners, facilitating the implementation of EPR services. IPCA leveraged its existing network with rag pickers to provide expertise in collection and channelization of plastic waste to respective recyclers. On behalf of the brand owners, IPCA formalized the rag pickers to collect and manage the plastic waste target, successfully collecting and channelizing 650 MT of plastic waste. This achievement was documented in an action plan, and IPCA submitted the first-ever EPR action plan to CPCB, pioneering EPR services and enabling brand owners to comply with regulatory requirements.

“At IPCA, EPR programs are designed not merely to meet regulatory mandates, but to catalyze systemic transformation across industries. By delivering complete end-to-end services from waste collection and processing to audit, reporting, and stakeholder engagement, we ensure traceability, accountability, and full alignment with evolving compliance frameworks. Through strategic execution and ecosystem collaboration, IPCA continues to advance India's circular economy with measurable, lasting impact.”

Madhu Jaswal,
Deputy General Manager, IPCA



Statistical highlights of FY 2024-2025 (in MT)

1,24,362

Total waste
channelized for recycling

27,420

Total waste
channelized for EOL

1,51,782

Total waste collected

Service upgrades of FY 2024-2025

This year, IPCA has expanded its EPR services to used oil management

Uniqueness:

Our EPR services stand out as a pioneering approach, being the first registered Producer Responsibility Organization (PRO) with the CPCB. A notable uniqueness is the network of 30,000+ formalized waste workers across India, who play a crucial role in streamlining the waste collection and channelization and inclusion of communities in waste management. Furthermore, we have established a supply chain for Multi-layered Plastic (MLP) waste, previously considered non-recyclable. Our EPR services encompass timely documentation, expert consultancy, and end-to-end waste management, ensuring compliance with regulatory requirements for EPR obligations.

“IPCA has set remarkable milestones in EPR for managing pre and post-consumer plastic waste, promoting a circular economy by maximizing plastic waste utilization. Their state-of-the-art recycling unit in Greater Noida converts challenging multi-layered packaging into innovative products like plastic boards, used for crafting furniture and gift items. I wish IPCA continued success and growth, achieving new heights in Plastic Waste Management.”

DR. S. K. NIGAM,
Ex Director, CPCB | Patron, IPCA



Supply Chain Of PLASTIC WASTE MANAGEMENT UNDER EPR MODEL



Collection of Waste from Source



Segregation at Material Recovery Facility



Compaction of Segregated Waste using balers



Transportation



Recycling



Granulation Plant



Waste to Energy Plant

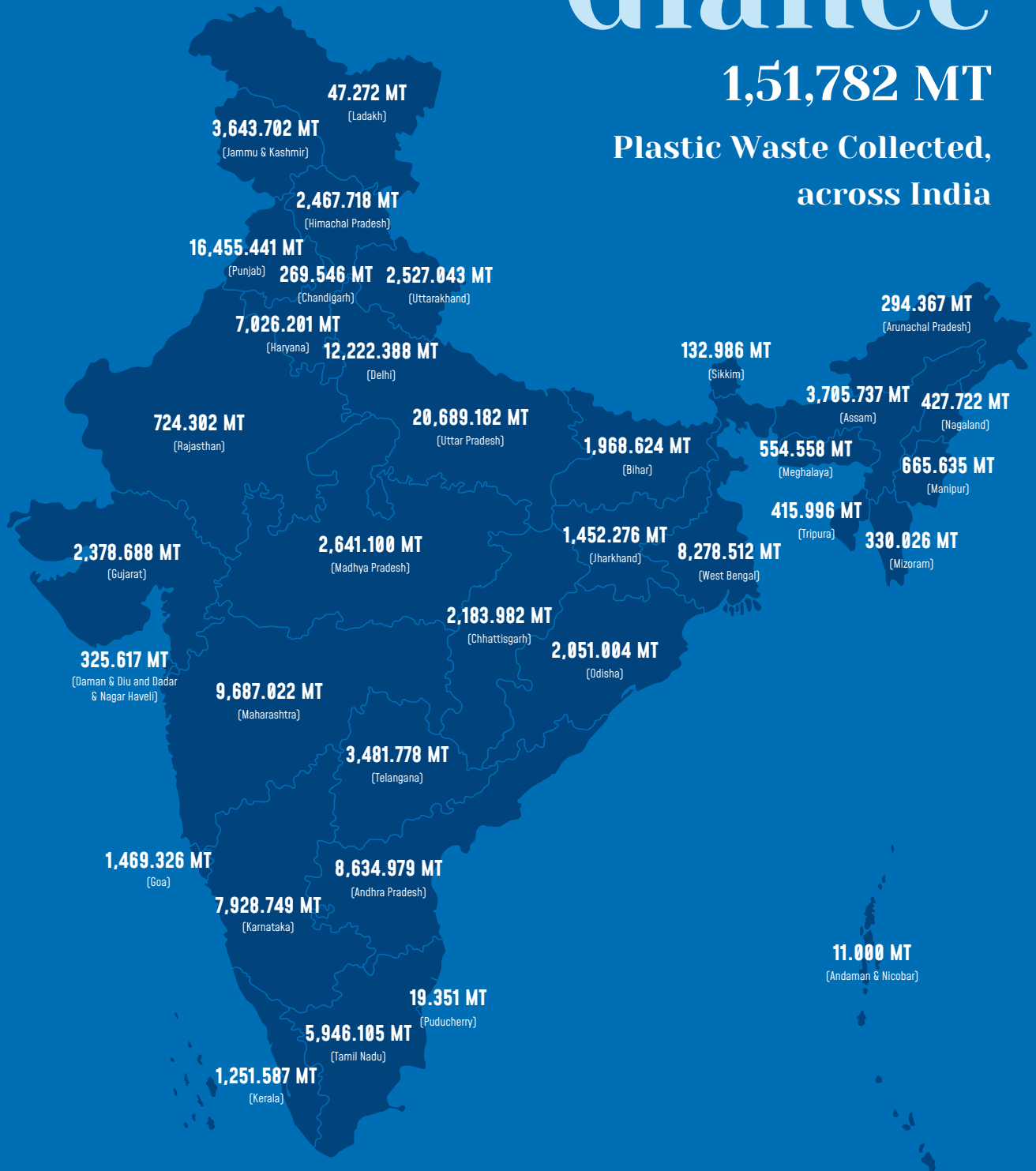


Cement Plant

IMPACT AT A Glance

1,51,782 MT

Plastic Waste Collected,
across India



Our Presence - 35 states and UTs

30,000

Network of Waste Collectors

54

Recycling Partners

106

Brands Associated

7

Co-Processing Partners

Develop Responsible Outlook for Plastic (D.R.O.P.)

A CSR initiative of Kia India Private Ltd.

Problem Statement:

In India, for the fiscal year 2020-21, plastic waste generation exceeded 4.1 million MT per annum, showcasing a rapid rise in plastic consumption. A significant portion of this waste, remains uncollected, often flowing through streets, roads, and beaches. Most plastic waste in India ends up in landfills, posing a significant threat to groundwater contamination. Collection efficiency stands at ~80%, with only ~60% being treated due to the prevalent practice of discarding plastic after a single use, exacerbating the carbon footprint and increasing the demand for virgin plastic products.

Conceptualization:

Extensive field interventions and research studies have highlighted critical challenges in waste management, particularly in collection, segregation, processing, and recycling. To address the issue of unmanaged plastic waste, IPCA in collaboration with Kia India conceptualized project D.R.O.P. to bridge the gap in awareness, effective collection, and recycling. This project has successfully created a robust framework for sustainable plastic waste management supply chain. Project initiated from Gurugram in 2022, now in its 3rd consecutive phase, active in eight cities of India [Gurugram, Vijayawada, Vishakhapatnam, Bengaluru, Mumbai, Panchkula, Chandigarh and Zirakpur].

“It gives me immense pleasure to work on innovative plastic waste recycling initiatives at IPCA. Our recycling technology, free from chemicals and water usage, redefines sustainable waste management, driving a robust circular economy for the nation.”

Pratyush Shukla,
Chief Technical Officer, IPCA



Project Components:

- Awareness on the importance of source segregation
- Installation of recycled community bins for plastic waste
- Logistic support for plastic waste collection
- Develop infrastructure of MRF and recycling unit
- Recycling of plastic waste

Uniqueness:

Project D.R.O.P. stands out due to its comprehensive approach to plastic waste management. What sets it apart is its strong community engagement initiatives, which enable the collection of clean and sorted plastic waste directly from the source. Also, the installed community bins (made from recycled plastic waste only) at identified locations is a testament of the project's circular economy commitment. From generating awareness, collecting plastic waste, to providing logistic support for recycling, the project is providing a closed loop model.

Project upgrades of FY 2024-2025

Project DROP has taken a significant leap forward with the upscaling of an in-house recycling unit in Greater Noida and an MRF in Gurugram. From collection to recycling, Project DROP has set a new standard for inclusivity.

Statistical highlights from FY 2024-2025

Parameters	Achievements
Onboarded locations	289
Plastic Collection (in MT)	Surpassed the target of 3,800 MT, reaching 4,850 MT
Beneficiaries	Surpassed the target of 2,50,000, reaching 4,52,600 individuals
Community bins installed	257
Awareness workshops	Surpassed the target of 500, Conducting 564
Street plays	Surpassed street play target of 250, reaching 283
Infrastructure Development	Set up an MRF of 10 TPD at Gurugram & upscaled the recycling unit in Greater Noida to cater 1500 MT of plastic waste/month



Segregation Of waste for Recycling & Treatment (S.O.R.T.)

A CSR initiative of Swarn Lata Motherson Trust

Problem Statement:

India's growing municipal solid waste crisis is aggravated by ineffective source segregation, inadequate waste worker training, and unsustainable waste processing practices, leading to environmental pollution and overburdened landfills. Traditional community composting methods, while beneficial, face significant challenges, including pest and odor issues due to poor management, contamination risks from heavy metals and pathogens, labor intensiveness, space constraints in urban areas, and lower nutrient value compared to chemical fertilizers. Additionally, these methods can contribute to greenhouse gas emissions like methane and nitrous oxide. There was an urgent need for a sustainable, community-driven, and decentralized solid waste management approach that addresses these issues, promotes efficient waste processing, empowers waste workers, and mitigates environmental and economic burdens.

Conceptualization:

In response to the imperative problem, IPCA and Swarn Lata Motherson Trust (SLMTT) conceptualized S.O.R.T. project in 2018 and came up with the revolutionary on-site wet waste treatment technique utilizing Aerobins composters. The project focuses on resource recovery of waste through source segregation and composting, diverting waste from reaching landfill sites, thus promoting circular economy. Initially, the project was designed to cater wet waste only, as a sustainable upgradation in the project, it is now managing both wet and dry waste. Project piloted from Delhi NCR, now in its sixth consecutive phase and has active presence in three others cities of India. (Bengaluru, Mumbai & Pune).

Uniqueness:

A distinctive feature of the S.O.R.T. project is the Aerobins composters facilitating resource recovery through source segregation and on-site

“We at SLMTT would like to extend our heartfelt gratitude to IPCA, our esteemed implementing partner, for their unwavering commitment and exemplary support towards our S.O.R.T project over the past seven years. IPCA's expertise, professionalism, and dedication have been instrumental in driving meaningful change across all four of our project locations in various parts of the country. Their dedication to understanding local needs and customizing solutions has ensured the sustained success of our project and for that we deeply value our long-standing partnership with IPCA. Thank you, IPCA, for being a trusted partner and for your significant contribution to our mission.”

Aditya Joshi,
Head, CSR, SLMTT



composting. The composter design ensures low maintenance, eliminating manual turning and minimizing labour requirements. Additionally, Aerobins are odour-free and pest-free due to their enclosed design and aerobic process. Their compact design makes them space-efficient, ideal for commercial and residential settings with limited space. Notably, they operate without electricity, making them an eco-friendly and cost-effective composting solution.

Statistical highlights from FY 2024-2025

Parameters	Achievements
Onboarded locations	260
Workshops conducted for Stakeholders	781
Street play Conducted	168
Composters installed	1,209
Organic waste treated (Kg)	11,12,759
Compost generated (Kg)	1,20,998
Total beneficiaries	55,47,086
Plastic Waste Collection Bin Installed	90
Plastic Waste Collected (Kg)	63,042



Miyawaki Plantation

A CSR initiative of Concentrix India Pvt. Ltd.

Problem Statement:

Today, in the blind race for development in the world, forests are being cut down rapidly, due to which the balance of environment is deteriorating and the danger for the survival of life is increasing. At one time the vast majority of our nation was covered with forests, but today its size is diminishing day by day. Rapid urbanization and deforestation have led to a significant loss of green spaces, contributing to increased carbon emissions, diminished biodiversity, and air pollution. Compared to the 2009 assessments of the MOEFCC report; after considering the explanatory changes, the forest area of the country has decreased by 367 sq km.

Conceptualization:

In the wake of deforestation problems such as climate change, natural disasters, floods, storms, landslides, air pollution etc, arises from time to time, IPCA in collaboration with Concentrix conceptualized the Miyawaki project. Kherki Daula flyover, Gurugram was selected as the first location for the Miyawaki plantation. The Miyawaki method has been adopted to rapidly create dense, thriving forests that promote biodiversity and mitigate climate change. A holistic approach is being implemented, involving the strategic planting of native, biodiversity attracting species in a dense pattern, with organic and chemical-free processes being leveraged to ensure ecological sustainability.

Uniqueness:

The Miyawaki project stands out for its innovative approach to afforestation, utilizing a dense plantation method to rapidly create thriving mini-forests in urban environment. Mimicking the natural forest structure in a space constraint zone in urban area, i.e., Gurugram, we have provided a solution for air pollution and urban heating with a decrease in temperature of 5 to 8 degrees.



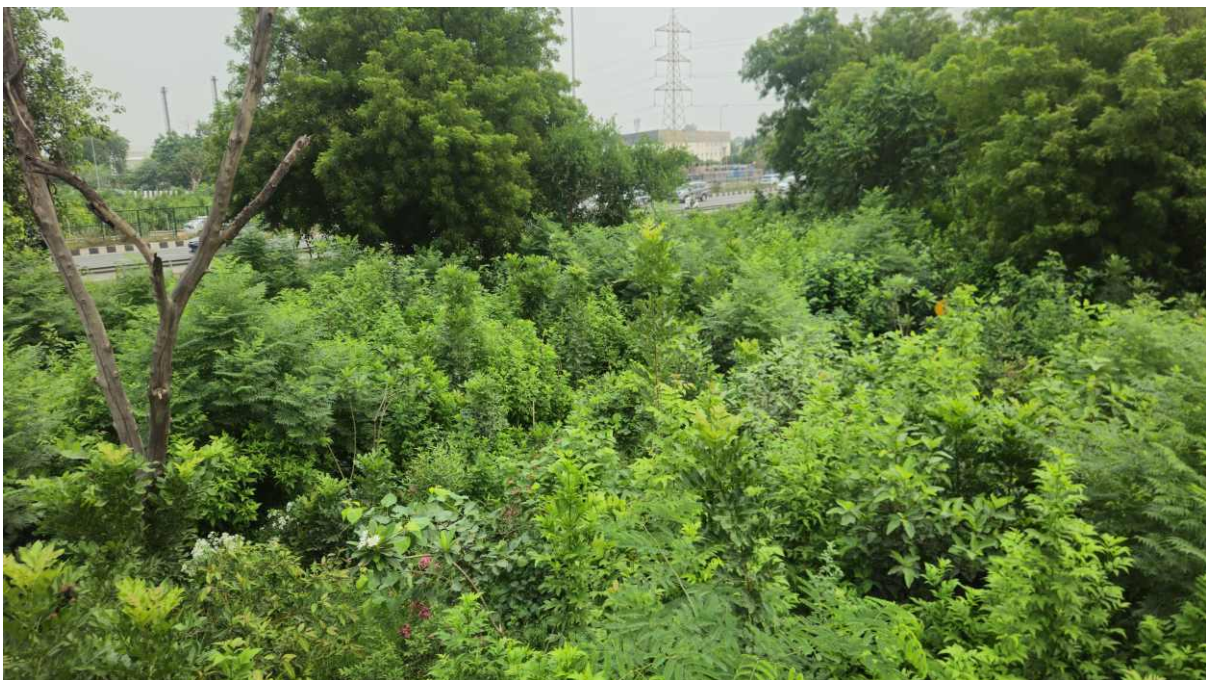
Statistical highlights of FY 2024-2025 (in MT)

Parameters	Achievements
Total plantation	34,157
No. of Shrubs	22,233
No. of Trees	11,924

“Being part of CSR projects with IPCA has been a truly meaningful journey for me. I have personally witnessed how our initiatives bring communities together with a sense of purpose. From residents and students to frontline waste workers, everyone feels included and empowered. The training sessions and awareness drives have inspired people to take ownership of their actions. These projects are not just about waste management but about building responsibility and pride. I feel proud to be associated with IPCA in creating greener, healthier, and more conscious communities.”

Poornima Singh,
Manager, CSR, IPCA





Mantra for Advance Sustainable Solution (MASS)

A CSR initiative of SBI Cards and Payment Services Limited

Problem Statement:

India faces significant environmental challenges due to inadequate waste management practices, resulting in pollution, health hazards, and inefficient use of resources. The absence of proper waste segregation (specially low commercial value plastic waste), collection, and disposal infrastructure compounds the issue. Moreover, the lack of awareness and capacity building among waste workers and communities hinders the adoption of sustainable waste management practices. There was a pressing need for a comprehensive approach that addresses these gaps and promotes a circular economy through effective waste management solutions.

Conceptualization:

In 2021, SBI Cards and Payment Services Limited (hereafter referred to as SBI Card) & IPCA collaborated to conceive the flagship CSR initiative MASS which stands for Mantra for Advance Sustainable Solution. This initiative aims to address the growing environmental problems related to waste management by focusing on establishing the infrastructure, developing the supply chain for low commercial value plastic waste, building capacities of waste workers, disseminating awareness and advocating the sustainable practices of waste

Project upgrades of FY 2024-2025

As part of its initiatives, Project MASS has significantly upgraded the seating infrastructure in government schools by dispatching 10,000 school desks to Uttarakhand and 5,000 school desks to Jammu, transforming the learning environment for students.

management at large. The project is now in its fifth consecutive phase and has active presence in Punjab, Jammu, Uttar Pradesh, Delhi and Uttarakhand.

Uniqueness:

Project MASS is distinguished by its multifaceted approach to waste management with a key focus on developing waste management infrastructure. Under Project MASS, infrastructure such as MRFs and recycling units has been developed, sustainable supply chains have been established, capacities of waste workers have been built, and awareness is disseminated to promote sustainable waste management practices. A notable highlight of the project is the delivery of recycled school desks made from MLP waste to government schools, showcasing innovative waste utilization and uplifting the educational infrastructure of the nation.

Statistical highlights from FY 2024-2025

Parameters	Achievements
Infrastructure Development for MRF	Set up a 10 TPD MRF in Patiala, Punjab (catering both dry and wet waste)
Infrastructure Development for PRF	Set up a 10 TPD PRF in Patiala, Punjab, Commenced the set up of 10 TPD PRF at Samba, Jammu
Upliftment of Educational Infrastructure	Delivered 10,000 recycled desks to Govt. schools in Uttarakhand and 5,000 desks to Govt. schools in Jammu.
Decentralized wet waste management system	Installed 40 Aerobin composters at 10 residential societies of Patiala, Punjab
Beneficiaries	82,600
Jobs Created	58



“In the past year, we have expanded to new geographies, marking remarkable growth. Being part of the MASS Project, our flagship initiative with SBI Card, has been a truly rewarding experience. This project reflects IPCA's vision of sustainable development through its multi-dimensional approach—building infrastructure, linking education with environmental conservation, and addressing the challenge of low-commercial value plastic waste. It is inspiring to see how the project is improving the waste management scenario while shaping a more sustainable future.”

Deepanshi Gandherva,
Assistant General Manager, IPCA



My 10 kg Plastic Campaign

A CSR initiative of Dabur India Ltd.

Problem Statement:

As per FICCI's 2017-18 Report, the annual per capita plastic waste generation in India is 10 kg. This concerning data highlighted the need to translate awareness about plastic pollution from mere newspaper headlines to grassroots-level action, spreading door-to-door awareness. Despite the growing awareness about plastic pollution, many consumers lack the motivation and platforms to actively participate in waste management efforts.

Conceptualization:

With the vision of making consumers plastic neutral and instilling a sense of ownership of their waste, IPCA conceived the 'My 10 kg Plastic Campaign' in 2019, with the support of Dabur India Ltd. This project makes individuals aware about their personal plastic waste generation and encourages to segregate at source. Due to the continuous behaviour change campaigns, the project has emerged as a people's initiative, with key stakeholders, i.e., the plastic waste generators taking responsibility for raising awareness and encouraging others to join this one-of-a-kind initiative. The project is now in its sixth successive year and has active presence in Delhi, Ghaziabad, Greater Noida, Gurugram, Noida, Meerut, and Jammu.

Uniqueness:

The most unique feature of this initiative is its name, "My 10 kg Plastic Campaign", which resonates with individuals and instils a sense of personal responsibility for managing their own plastic waste. Additionally, the campaign has installed community bins made from recycled plastic at designated locations, providing a convenient and accessible means for people to segregate and collect their plastic waste, thereby streamlining the waste collection process.



Statistical highlights from FY 2024-2025

Parameters	Achievements
Plastic waste collection bins installed	24
Plastic waste collected (in kg)	84,552
Beneficiaries (since 2019 till date)	3,70,000

Project upgrades of FY 2024-2025

A milestone was achieved last year, with the collection of 200,000 kg of plastic waste since the project's inception.

“My 10kg plastic campaign project has been a game-changer for our community. It's inspiring to see people come together and segregate their plastic waste for recycling, it's amazing to see the impact we're making. The team is dedicated and passionate about reducing plastic waste.”

Rahul Saini,
Deputy Manager, IPCA



Bottles for Change

A CSR initiative of Bisleri International Pvt. Ltd.

Problem Statement:

The widespread consumption of packaged products has led to a significant increase in post-consumer plastic waste, with much of plastic waste ending up in landfills or the environment, highlighting the need for effective collection and recycling systems.

Conceptualization:

Bottles for Change Programme 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 programme in Delhi, Noida and Greater Noida, and ensuring the channelization of collected post-consumer plastic for recycling, adding value to the plastic waste. The plastic waste is effectively utilized for developing recycled products.

Uniqueness:

The "Bottles for Change" program is unique in its comprehensive approach, providing an end-to-end solution that encompasses waste collection, and recycling. The strategic placement of collection bins for post-consumer plastic waste and its subsequent utilization for developing recycled products highlights the program's streamlined approach to promoting a circular economy.

Statistical highlights of FY 2024-2025

3,20,695 kg

of Plastic Waste Collected under
the Campaign



Zero Waste Campaign

Problem Statement:

As per CPCB report (2021-22), Delhi generates over ~11000 TPD of municipal solid waste, with a significant portion ending up in landfills, highlighting the need for effective waste management solutions. Residential societies and institutions generated waste in bulk quantity (average waste generation rate exceeding 100kg/day), hence termed as Bulk Waste Generators (BWGs). This humongous amount of waste generation combined with inefficient waste disposal practices result in environmental degradation, pollution and health hazards, underscores the importance of on-site treatment of organic waste and streamlining the dry waste management.

Conceptualization:

In the month of April, 2023, IPCA collaborated with the Municipal Corporation of Delhi (MCD) and initiated a unique campaign of Decentralized Solid Waste Management (Zero Waste Campaign) for Bulk Waste Generators in Shahdara South Zone. The Zero Waste Campaign aims to implement decentralized solid waste management for bulk waste generators in Delhi. The campaign promotes proper waste segregation, on-site composting, collection and channelization of the dry waste for recycling thus enabling societies and institutions to become "Zero Waste" communities. Through capacity building and training of housekeeping staff and waste workers, IPCA ensures effective implementation of the initiative, ultimately reducing waste sent to landfills. The idea is the complete resource recovery of waste generating from communities thus closing the loop hence creating a zero-waste model. The campaign is now in its third successive year and is running at 250+ societies of Delhi.

Uniqueness:

The Uniqueness of Zero Waste Campaign lies in its decentralized approach, transforming bulk waste generator societies into self-sustaining "zero-waste" communities. By promoting on-site composting, waste segregation, and recycling, it creates a closed-loop system that minimizes waste sent to landfills. The model showcases a scalable solution for waste management in urban areas.

Statistical highlights from FY 2024-2025

Parameters	Achievements
Aerobins installed	82
New societies enrolled	24
Wet waste treated (in kg)	51,84,000
Dry waste collected and recycled (in kg)	34,56,000



Plastic Resource Management and Recycling, Sivasagar, Assam

A Sustainability initiative of Schlumberger Limited

Problem Statement:

Sivasagar district in Assam faces significant challenges in managing plastic waste, with the state generating approximately 2400 tonnes of plastic waste annually. The lack of effective waste segregation and recycling infrastructure, combined with limited community awareness, contributes to environmental pollution and health hazards. In Sivasagar, where plastic carry bags are banned, improper disposal of plastic waste remains an issue, necessitating comprehensive plastic resource management initiatives that engage local communities and promote sustainable waste management practices.

Conceptualization:

In response to the issue of plastic waste generation and lack of waste management infrastructure in Assam, the Plastic Resource Management initiative, a collaborative effort between IPCA and Schlumberger Limited was conceptualized. The project aims to empower local communities through awareness and education, promoting effective waste management practices. By mobilizing residents and instilling a sense of responsibility, the initiative seeks to collect plastic waste from its source. A key component of this initiative is the establishment of MRF at Sivasagar district, Assam, which facilitates efficient plastic waste management through secondary segregation of plastic waste and channelizing for recycling, creating a structured approach to improved waste management and development in the remote region.

Uniqueness:

The Plastic Resource Management initiative uniqueness lies in its effort to bridge the waste management divide in Assam's underdeveloped areas, where infrastructure and awareness are scarce. By setting up an MRF in Sivasagar district, the initiative has paved the way for sustainability, showcasing that effective waste management can thrive even in resource-constrained environments.



An MRF of 1 TPD capacity has been set up at Cherekapar Outpost, Sivasagar, Assam.



“Our team successfully established a plastic specific Material Recovery Facility in Sivasagar, Assam, a remote village with challenging terrain and high precipitation. Despite these obstacles, we overcame internal challenges and adverse weather conditions to deliver a functional facility that is now operating effectively, marking a significant milestone in our waste management initiatives.”

Denzil Basil,
Deputy Manager, IPCA



**Following section is the overview of
our diverse projects that left
a sustainable impact on
the Environment, Society and
Economy:**

“Plastic Lao, Thaila Pao” and “Community Clean-Up Day”

A CSR initiative of Grant Thornton Bharat LLP

Grant Thornton Bharat, in collaboration with IPCA, executed two impactful CSR initiatives aimed at addressing plastic pollution and promoting environmental sustainability across India: “Plastic Lao Thaila Pao” and “Community Clean-Up Day.”

Plastic Lao Thaila Pao, launched across 12 GT offices, encouraged employees to exchange household plastic waste for reusable cloth bags and eco-friendly items. The campaign collected over 274 kg of plastic waste and reached over 6,900 individuals with awareness on sustainable practices.

Community Clean-Up Day, held in 11 cities on October 25, 2024, mobilized 262 GT employees and local volunteers to remove over 1122 Kg of plastic waste from public spaces. The initiative strengthened the role of community engagement in maintaining the cleanliness.



Collected over 274 kg of plastic waste through employee participation across 12 offices.



Removed over 1122 kg of plastic waste from public spaces in 11 cities.



Reached over 6,900 individuals with awareness on sustainable practices.



Sensitized 262 employees and local volunteers on sustainability and plastic waste management.



Augmenting Circular Economy through Plastic Waste Management

A CSR initiative of PepsiCo India Holdings Pvt. Ltd.

Despite being a well-managed residential area, Moti Bagh Colony still contributes to the larger issue of plastic waste and its mismanagement. Recognizing the need for proactive measures, this initiative aimed to promote sustainable practices, enhance community engagement, and demonstrate effective waste management strategies that can be replicated in other areas.

A comprehensive project was undertaken to improve plastic waste management at the New Moti Bagh Colony in Delhi. The initiative, spearheaded by IPCA, implemented various activities aimed at reducing plastic waste and cultivating a culture of sustainability within the community. The project focused on increasing awareness, enhancing infrastructure, establishing efficient collection mechanisms, promoting sustainable practices, and demonstrating the circular economy.

Key activities under the initiative were:

- “Increase Awareness and Participation” among stakeholders, installing community bins for plastic waste collection
- Installing recycled benches (made from MLP waste) in the colony.
- Establishing “Collection-back Mechanism” by installing Reverse Vending Machine (RVM), enabling residents to deposit used plastic bottles and containers in exchange of getting incentivized.



Result:

The project achieved significant milestones in promoting sustainable waste management and reducing plastic pollution. Over 700 kilograms of plastic waste was collected and channelized for recycling. Through workshops, more than 300 individuals, including residents, maids and waste workers, were educated, leading to improved source segregation practices and measurable behavioural change. Waste workers were trained on health and safety practices, and over 1,500 bottles were collected through RVM, promoting recycling. The initiative not only prevented waste from being dumped or sent to landfills but also promoted a circular economy, transforming waste into valuable resources.



Collection of Discarded Delivery Bags

A Sustainability initiative of Zomato Limited

IPCA collaborated with Zomato Limited to collect and recycle discarded delivery bags across India. The collaborative effort resulted in the collection of 19,233 bags from 13 states, including Delhi NCR, West Bengal, Bihar, Telangana, Tamil Nadu, Karnataka, Haryana, Jammu & Kashmir, Punjab, Madhya Pradesh, Maharashtra, Rajasthan, and Uttarakhand. The collected bags were successfully channelized to authorized recyclers in each state, promoting responsible waste management and contributing to a more sustainable future.



**19,233 bags collected and
channelized for recycling from
13 states of India.**

From Tech Trash to Treasure: Responsible E-Waste Disposal

NVIDIA partnered with IPCA to implement an e-waste collection drive at its Gurugram corporate office as part of its Inspire Week campaign. IPCA provided three dustbins made from recycled plastic waste and IEC materials to support the initiative. On November 14, 2024, NVIDIA conducted an awareness workshop on e-waste management, educating employees on the types of e-waste, environmental impact, and preventive measures. The drive collected around 50 electronic items, including laptops, mobiles, and adapters, promoting a sustainable environment and environmentally conscious community among corporate environment.



Rotary Plastic Warriors: Dispose Plastic the Right Way

IPCA collaborated with Rotary District 3011, through Rotarians Binita Kakkar and Anil Kakkar, to develop a comprehensive plastic waste management system, promoting responsible waste management in Delhi NCR. Rotary Club 3011 procured 358 community bins made from plastic waste to facilitate collection, and provided a Special Purpose Vehicle to support waste collection. IPCA facilitated the collection and transportation of plastic waste for recycling, ensuring a seamless process.



**358 plastic waste collection bins installed across identified locations
provided by Rotary District 3011**



Plastic Waste Management Campaign

A Joint Initiative by IPCA and The Times of India

In a collaborative effort, IPCA partnered with The Times of India to launch a city-wide campaign aimed at promoting plastic waste management in residential housing societies across Gurugram. The initiative was designed to raise awareness about sustainable waste practices and support social causes through the recycling of plastic waste.

IPCA played a pivotal role in the program by providing knowledge & technical support, training, and facilitating connections with authorized recyclers. The campaign encouraged societies to segregate plastic at the source, collect it responsibly, and ensure it was sent for proper recycling instead of reaching landfills.

Impact and Achievements

Several societies joined the initiative, adopting effective waste management practices and driving community engagement. Notable participants included:

- Central Park
- Mahindra Aura
- Heritage City
- DLF Carlton Estate
- The Palm Drive
- Vipul Belmonte, among others.

These RWAs not only managed to significantly reduce their plastic waste footprint, but they also used the proceeds from recycling efforts to support various social causes, such as:

- Sponsoring education for underprivileged children
- Supporting health and medical care initiatives
- Conducting community awareness drives on environmental sustainability

Recognition and Winners

To celebrate the efforts of participating societies, a contest was held under the #WeMakeGurgaonTrashFree campaign banner. The societies were evaluated on parameters like volume of plastic waste collected, sustained engagement, and impactful use of recycling proceeds.

The top three winners of the campaign were:

1. **Central Park** – Recognized for having the most efficient and consistent recycling model.
2. **Mahindra Aura** – Recognized for their active community engagement and innovation in waste handling.
3. **Heritage City** – Recognized for their integration of sustainability with social welfare programs.

These hsg societies show how recycling can help city, and also back social causes

TIMES NEWS NETWORK

Gurgaon: When the most successful business models rest on it, why can't a civic problem everyone is struggling to solve?

If the city is to get past the garbage problem that besieges it, it will have to look beyond template, one that has anyway not worked. It'll have to innovate.

And so, in this campaign where we have tried to put in the public domain all the best ideas and practices that different societies in the city have come up with to manage household waste better, we thought we would highlight innovation in waste management as a separate category.

After our jury assessed more than 100 entries we received and made physical visits to societies to rank them, we have the three best practices in the innovation in waste management segment — Central Park, Hamilton Court and DLF Belaire.

This is the third category



Central Park has the best recycling example, largely cutting down on waste

we are announcing today after best waste segregation practices and outstanding compost initiative. In the coming days, we will also announce who the best performers are in the environmental impact and sustainability category.

Innovations in waste management are essential for creating sustainable cities and reducing the environmental impact of garbage. What better example than Gurgaon, which has ended up with a landfill in the Aravalis, which contaminates the ecology

and often sends streams of copious leachate into the surroundings. Locals in Bandhwari have for years complained of health problems.

Central Park has perhaps the best recycling example, largely cutting down on the waste it needs to send out of the compound for processing at a landfill. The RWA here uses an electrical shredder to cut horticulture waste and make inhouse organic manure for gardens and use by residents. "We relocated 10-15 large boulders lying discarded since



2005. In 2022 a crane lifted and relocated these as decorative rockeries and landscape features within the green spaces. Basement workstations of support staff have been upgraded with new and many old pieces of furniture discarded by residents. Through recycling and redesigning by in-house carpenters, new cupboards, lockers, tables, etc have been built," said Amita Sarwal, RWA member and portfolio in-charge, horticulture and miscellaneous projects, at Central Park 1.

Hamilton Court's RWA has

started a unique initiative to recycle paper. "We launched a project named Firki, which was on waste paper management. We requested residents to segregate paper waste and not to throw it in the regular bin. We gave them bags because we need huge bags to keep paper. So people started throwing everything which is paper there. Once a month, collection was done. The paper was weighed and sent to recycling and in return for that paper, we got notebooks. And we started giving those notebooks to schools and NGOs, schools where parents didn't have money to buy notebooks for the kids," said RWA member Shelly Khanna.

Proactive measures like these can be a model for other communities to follow.

Teamwork is key. One piece of paper, for example, won't make a difference. But one every day done by many, will bring in sweeping change.

E-Waste Management

In collaboration with ams OSRAM Lighting Private Limited, IPCA executed an e-waste management project aimed at promoting responsible disposal of electronic waste in Delhi-NCR. The initiative comprised awareness workshops for residents and waste workers, collection of e-waste from residential complexes and schools, and channelization of collected waste to authorized dismantlers and recyclers.



This initiative resulted in the collection and responsible recycling of 2110 kg of e-waste



Shiksha Sahyog Scholarship Scheme

Inspired by the Hon'ble Prime Minister's initiative to provide free education to students who lost their parents during the COVID-19 pandemic, CA Parivaar launched the Shiksha Sahyog Scholarship Scheme to support underprivileged CA students across India. This initiative aligns with the United Nations' Sustainable Development Goal on Education, aiming to provide quality education to all. With the initial support of 7 managing committee members, the scheme provided scholarships to 14 students. In 2021, Concentrix joined hands with IPCA and CA Parivaar, sponsoring 100 students and significantly expanding the scheme's reach. Over the past three years, our collaborative efforts have yielded remarkable results. Today, we are proud to have given full scholarships to 267 CA students across India, with 46 students qualifying and 3 securing All India Ranks. Through continuous mentoring and learning sessions, we have created a supportive ecosystem that empowers students to achieve their goals. This partnership has not only transformed the lives of these students but also contributed to the growth of the accounting profession in India.



IPCA Centre for Waste Management and Research

IPCA and TERI School of Advanced Studies established the IPCA Centre for Waste Management and Research (ICWMR), a think tank focused on waste management, environment conservation, and sustainable development. ICWMR offers technical consultancy, research-led solutions, and training to improve ESG performance, carbon mitigation, waste treatment, and environmental risk management.

Training Programmes:

1. Certificate Course on Entrepreneurship in Solid Waste Management.

The course offers training and mentorship support to enhance understanding of participants on Solid Waste Management (SWM) and guide them to set up, build, manage and promote a SWM enterprise. A total of 27 participants from 13 states and 2 union territories participated in the certificate course this year.

2. Waste Management Systems: Operations and Maintenance

Two batches of the training programmes were conducted for participants belonging to 21 island council members of Maldives and officials from Ministry of Climate Change, Environment and Energy of Maldives during August and November 2024. The training included a holistic exposure on the approaches, models, processes and compliance related to waste management practices and field visit to the waste management facilities.

3. Skills Series 3.0

In Skills series 3.0, the following training programmes were conducted:



- Fundamentals and applications of LCA for sustainability assessment
- ESG reporting ecosystem: Frameworks, standards, ratings and disclosures
- BRSR framework to enhance corporate brand
- Estimation of water footprint and neutrality: tools for tracking green products

Research and Consultancy:

1. Estimation of Impact adjusted virtual water footprint of production units for water credits: Case study of a beverage industry

The study was industry-academic collaborative research with Bisleri International Pvt. Limited (BIPL). An assessment toolkit was developed as part of the study which has set water efficiency benchmarks for similar industries, and can be used to compare the water performance of the unit with that of its peer group in the same sector. The report was released by Mr Ramesh Chauhan, Chairman, BIPL in Mumbai on 8th May 2024.

2. Carbon Stock Assessment of Green Belt Developed by Perfetti Van Melle In Rudrapur

Carbon Stock study was undertaken for the Monoon longifolium (False Ashoka) planted as green belt in the SIIDCUL industrial area in Rudrapur, Uttarakhand by Perfetti Van Melle. Various pools of carbon like above ground, below ground biomass and soil were analyzed to estimate the total carbon stored in the ecosystem. The health status of the green belt was analyzed. Suggestions for maintenance and improvement of the site were also provided.



Conference and Webinars:

1. International Conference on Empowering Communities in Launching and Scaling Micro-Enterprises

The conference was organized in collaboration with India Development Services (IDS), USA and University of Colorado Colorado Springs (UCCS), on 22nd January, 2025 in a hybrid mode. The conference featured expert panel discussions and an open house for entrepreneurs, where topics like business strategies, financial management, and the importance of documentation were addressed. The conference was attended by aspiring and existing entrepreneurs, industry experts, government officials, researchers and the like.

2. Monitoring of the main work of private partnership project for collection, transportation, treatment, and disposal of municipal solid waste in designated zones of MCD

As part of the project, the work of collection, transportation, treatment, processing and final disposal of MSW in five zones-City SP, Rohini, Keshavpuram, Narela and Civil Lines of MCD is monitored on a daily basis. The monitoring is done based on the pre-decided indicators. Recommendations for improving the efficiency and impact of work are provided on regular basis.

Central Mirror:

- New paradigms of water sustainability through market-based instruments by Prof Arun Kansal
- An article on 'Unplastic- King' the Future, published in Clean India Journal, 2023 featured the thoughts and expertise of Ms Garima Kaushik on the impact of plastic waste on our environment. <https://cleanindiajournal.com/emag/2024>
- Environment Protection (End-of-Life Vehicles) Rules, 2025: Another step by India for circular economy by Ms Garima Kaushik

“On behalf of TERI SAS, I would like to express our heartfelt appreciation for the IPCA team. Their dedication to responsible waste management, the development of programs that assist producers in effectively managing the lifecycle impact of their products, support for urban green spaces and afforestation, and engagement with communities have transformed sustainability goals into tangible achievements. We commend the hard work of IPCA's field staff, program managers, and leadership who are making a significant difference in the community. Their efforts include everything from recycling initiatives to raising awareness and developing local skills. We also extend our appreciation to government agencies, local partners, corporates, donors, volunteers, and communities. IPCA's emphasis on transparency, innovation, and collaboration establishes a benchmark for sustainable practices in India. We are inspired by their dedication to developing inclusive solutions that protect our environment, create green jobs, and enhance the health of our cities.”



Prof. Arun Kansal,
Director, ICWMR, TERI SAS

Significant Impacts Made by IPCA in 2024-25

Social impact

The year 2024-25 marked a period of remarkable progress in our journey to create meaningful social change. From bustling urban residential areas to remote classrooms in rural India, our initiatives touched lives where the need for transformation was most urgent. Over 6 million people were directly engaged during the year, not through superficial campaigns, but through structured awareness programs and training workshops designed to translate knowledge into measurable action. The core message was straightforward yet deeply impactful: segregate your waste, take ownership of your environment, and develop a culture of environment responsibility.

Central to this mission was our commitment to empowering the individuals who form the very foundation of India's waste management ecosystem, the waste workers. Often overlooked and working in hazardous conditions, this community represents the unsung heroes of sustainability. During the year, IPCA reached out to more than 1,500 waste workers, domestic helps, and housekeeping staff, equipping them with knowledge, skills, and protective gear to ensure both their safety and dignity. Training sessions focused on safe handling techniques, proper segregation, and efficient waste processing methods. These initiatives did more than just enhance professional competence; they uplifted morale, instilled pride, and redefined their role from being marginalized workers to becoming recognized partners in the nation's sustainability mission.

Education formed another cornerstone of our social impact strategy. We introduced a creative solution to improve classroom conditions while reinforcing lessons in sustainability. IPCA delivered 15,000 desks made from recycled materials to benefit 30,000 students across 626 govt. schools in Uttarakhand and Jammu. Each desk served a dual purpose: providing students with improved learning infrastructure and acting as a daily reminder of circularity in practice. For thousands of young minds, these desks were not just functional furniture but symbols of how discarded materials could



be given a second life. By embedding these lessons in their early learning environment, we nurtured a generation of students more conscious of sustainability.

Another defining feature of our social work this year was the scale of collaboration. Recognizing that long-lasting change requires collective effort, IPCA successfully brought together corporates, government bodies, schools, and community groups into a shared platform of action. By aligning diverse stakeholders toward a unified goal, sustainability was no longer an isolated concept but an essential element into everyday life. Communities learned to adopt responsible waste practices, students carried forward the message of recycling, and corporations embraced their role in supporting long-term change. This wide-reaching cooperation ensured that the impact was not fleeting but deeply embedded, creating a ripple effect that extended well beyond the immediate beneficiaries.

The year 2024-25 demonstrated that true social impact lies not just in numbers but in the empowerment of people and the creation of shared responsibility. By giving waste workers dignity, by providing children with tools that carried both utility and meaning, and by mobilizing over 6 million through awareness and training, IPCA proved that people are not merely participants in sustainability, they are its architects. The results were transformative: a mindset shift, an empowered workforce, and resilient communities equipped to carry the mission forward for years to come.

Environmental impact

In the year 2024–25, our environmental efforts translated into visible and measurable outcomes, shaping progress in three key areas: pollution control, resource recovery, and ecological restoration. The year was not merely defined by statistics but by meaningful change in the way waste and environmental challenges are managed with a sustainable, systemic approach.

A major highlight of the year was the diversion of 1,58,827 MT of plastic waste away from landfills and waterways. This milestone was achieved through our decentralized dry waste management model combined with EPR services. Beyond the sheer number, the impact is evident in cleaner air, reduced visual pollution and rivers spared from plastic contamination. By reclaiming and channeling such a massive volume of plastic, IPCA not only prevented long-term ecological harm but also demonstrated how decentralized mechanisms, when effectively implemented, can become transformative solutions for urban waste crises.

Equally impactful was our focus on decentralized wet waste management. Over the course of the year, 1,992 MT of wet waste was treated at the source using Aerobin composters. This initiative proved that sustainable waste management does not always require far-reaching, resource-intensive infrastructure. Instead, it can flourish at the community level, where people are directly involved in responsible disposal and reuse. By cutting down on transportation, preventing landfill dumping, and turning waste into compost for local use, the model offered a closed-loop system that embodies the principles of circular economy. It also set a replicable benchmark for residential societies and institutions seeking scalable and low-cost sustainability practices.

Our work extended beyond waste management into urban ecological restoration. At the highly Kherki Daula flyover in Gurugram, an area once dominated by concrete and traffic pollution, we initiated a large-scale green intervention. Through the Miyawaki technique, 34,157 native trees were planted, creating a dense, fast-growing urban forest. Within a short span, this green patch has begun to play a vital role in carbon sequestration, improving air quality, supporting



local biodiversity, and moderating the area's micro-climate. What was once a stark concrete landscape is now transforming into a living ecosystem, a powerful example of how cities can integrate ecological resilience into their development landscape.

Together, these initiatives reflect a philosophy that extends beyond conventional waste handling. At its core, our approach is about restoring balance, reducing the burden of unmanaged waste, reclaiming valuable resources, and regenerating natural systems. Each effort is part of a larger vision, proving that environmental interventions must be interconnected and systemic rather than fragmented.



Economical impact

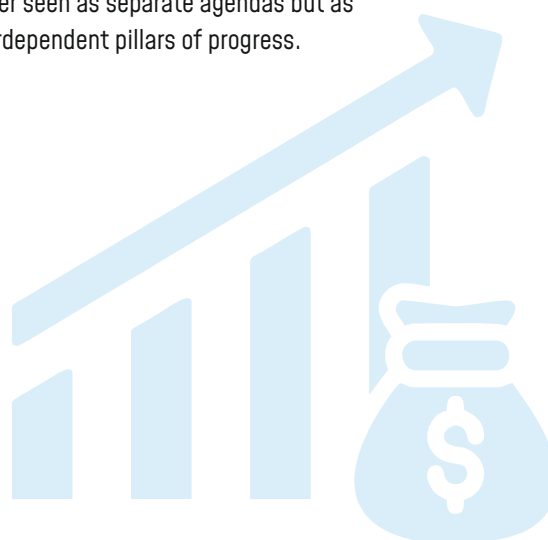
The year 2024–25 reaffirmed one of our core beliefs that sustainability and economic progress are not opposing goals but rather mutually reinforcing outcomes. By embedding circular practices into waste management systems, the organization demonstrated how environmental responsibility can simultaneously generate livelihoods, strengthen local economies, and reduce systemic inefficiencies. A key highlight of the year was the formalization of employment within the waste sector. Traditionally, waste work in India has remained informal, exposing workers to unsafe conditions and leaving them without stable incomes or social recognition. IPCA took decisive steps to change this reality by creating structured and dignified roles for 70 waste workers. These individuals, who previously depended on uncertain and unregulated earnings, were brought into organized systems that provided reliable income, safer working conditions, and clear responsibilities. Through a sustainable supply chain, waste collectors now earn over an additional of ₹250 daily by selling their collected waste. This transition not only elevated their livelihoods but also underscored the potential of the waste sector to act as a driver of inclusive economic growth.

Equally significant was the financial impact of improved waste segregation at source. By promoting and facilitating segregation across households and institutions, IPCA ensured that cleaner, better-quality waste streams entered the recycling chain. This shift had a direct effect on the market value of recyclables. Waste workers and recyclers benefitted from higher earnings due to improved material quality, while ULBs saw savings in disposal costs. With less waste being dumped and more being diverted into productive use, municipalities experienced economic relief alongside environmental gains. Beyond immediate financial benefits, IPCA invested in building a circular economy ecosystem that extended value creation far into the future. One notable initiative was the transformation of plastic waste into multi-utility recycled products, including durable school desks for government schools. By supplying thousands of these desks, the initiative not only reduced the demand for virgin materials but also contributed directly to the educational sector. Students benefitted from improved infrastructure, while at the same time being



exposed to powerful lessons in sustainability, learning firsthand that waste can be a resource of value rather than a burden. Local industries also began sourcing more recycled inputs, generating momentum for a green supply chain and embedding sustainability deeper into mainstream commerce.

On a broader scale, the organization's operations contributed to the national economy as well. Through the mechanism of EPR credits, generated GST revenue for the government. This financial contribution highlighted how environmental compliance, when well-structured waste management stream, can strengthen the tax base while simultaneously pushing industries toward sustainable practices. The most transformative outcome of the year was the systemic shift from informal to formal waste management frameworks. This transition not only improved recycling rates but also introduced efficiencies into a sector that has historically been fragmented and cost-intensive. By lowering systemic costs and streamlining processes, IPCA laid the foundation for a future-ready green economy, one where economic growth, social inclusion, and environmental sustainability are no longer seen as separate agendas but as interdependent pillars of progress.



Our Accolades



Distinguished Alumni Award

Key achievement :

Exemplary contribution in the field of Environment

Given by :

GGSIPIU at its Silver Jubilee Celebration

Date :

12th December 2024

Plastic Reduction Trailblazer

Key achievement :

Exemplary work for the environment protection

Given by :

Navjyoti India Foundation

Date :

25th November 2024



Summit on Sustainability (SOS) Award

Key achievement :

Excellence in the field of waste management

Given by :

Pollution Control India

Date :

19th November 2024

Ace Award at India Circular Economy Forum 2024

Key achievement :

First prize for exceptional and multidimensional work in the field of waste management

Given by :

International Council for Circular Economy

Date :

12th July 2024



Information, Education and Communication (IEC) & Conferences

The Information, Education & Communication (IEC) strategy is central to IPCA. Designed to raise awareness and disseminate vital information about its objectives through capacity-building initiatives and community engagement, this approach embodies the spirit of “for the people, of the people, and by the people,” cultivating a collaborative effort to ensure the success of our sustainability initiatives. Our IEC has three critical components:

- **Targeted Stakeholders:** The stakeholders including ULBs, community members and housekeeping staffs, waste workers, maids, educational institutions and those who implement the IEC activities;
- **Media:** A typology of activities spanning interpersonal communication, ambient media, mass media, and digital platforms;
- **Measure:** A robust exposure framework that measures the reach and impact of these initiatives, thereby promoting a deeper behavioural change within the community.

Below are some glimpses of our IEC activities, including exhibitions and conferences, conducted and participated across the nation:



“Through our IEC approach, we are inspiring a nation-wide movement towards sustainable waste management. From organizing clean-up drives to launching strategic awareness campaigns, every effort is a step towards creating a mindset shift for environmental sustainability. As our community grows and organizations joining us, our communication and advocacy efforts are amplifying the call for environmental sustainability.”

Minakshi Bharti,
Research Associate, IPCA





Digital Upgradation

Over the past year, we have taken significant strides in enhancing our digital presence through strategic optimization. Our team members have become integral to creating engaging digital content, including videos and reels on various environmental topics to raise awareness. We are now developing a wide range of content, posts, videos, and documentaries to showcase all our projects. Additionally, we are creating trendy, fun content on sustainability themes and have launched a series featuring inspiring stories of individuals and organizations championing sustainability, aiming to honor and amplify their impact.

Step Up for Sustainability, Join the IPCA Community



New Collaborations

WAYU Air Purification Project

A CSR initiative of Artemis Hospital, Gurugram

Problem Statement:

Gurugram faces a severe air pollution crisis, with high levels of particulate matter (PM_{2.5} and PM₁₀) from vehicular and urban emissions posing significant health risks to its residents. The city's poor air quality, intensified by its proximity to Delhi and rapid urbanization, necessitates strategic environmental interventions to mitigate pollution and protect public health. Gurugram Air Quality Index (AQI) has been fluctuating, with levels reaching "poor" categories, particularly during peak traffic hours.

Conceptualization:

In collaboration with Artemis Hospital, IPCA initiated a strategic environmental intervention to address the escalating air pollution crisis in Gurugram, Haryana. Through the installation and year-long maintenance of 30 Wind Augmentation Purifying Units (WAYU), the project aimed to mitigate vehicular and urban particulate emissions, particularly PM_{2.5} and PM₁₀, at high-traffic junctions.

“A total of 30 units were successfully installed, improving air quality in key high-traffic zones in Gurugram, effectively addressing PM₁₀ and PM_{2.5}”

12 Units

Sikanderpur
Metro Station

8 Units

AIT Chowk

4 Units

Sector 56
Metro Station

6 Units

Sector 44
Red Light

Uniqueness:

The uniqueness of this project lies in the innovative deployment of Wind Augmentation Purifying Units (WAYU), which effectively reduced public exposure to harmful air pollutants through its strategic placement at key locations. WAYU mitigated air pollution by using a combination of wind augmentation and



active pollutant removal. It draws in air, filters out particulate matter (PM_{2.5} and PM₁₀), and uses activated carbon and UV lamps to remove harmful gases like carbon monoxide and VOCs, releasing cleaner air back into the surroundings.

Decentralized Wet Waste Management in Delhi Cantonment Area

Problem Statement:

The Delhi Cantonment area, like many urban zones, faces significant challenges in managing organic waste, leading to environmental concerns and health risks. Inadequate waste management infrastructure and practices result in improper disposal, contributing to pollution and nuisance.

Conceptualization:

Building on successful implementation of decentralized wet waste management system in other municipal zones like Shahdara, Keshav Puram, Narela, and Rohini, IPCA



installed Aerobins in the Army Cantonment area of Delhi to promote sustainable waste management practices and reduce environmental impact.

These Aerobins enable BWGs at Cantt. area to manage their organic waste at source, minimizing manual intervention and producing high-quality compost.

Mass Plantation at Yojna Vihar

A CSR initiative of Borges India Pvt. Ltd.

Problem Statement:

The Yojna Vihar area in East Delhi faces significant air pollution due to its proximity to Anand Vihar railway junction and bus terminal. This not only degrades the environment but also poses serious health risks to the local community, highlighting the need for effective mitigation measures to improve air quality and overall ecological well-being.

Conceptualization:

Borges India Pvt Ltd and IPCA have conceptualized the Plantation Project, a collaborative CSR initiative, to transform urban landscape of Yojna Vihar into a thriving ecosystem. By planting native species and adopting close planting techniques, the project aimed to promote biodiversity and environmental sustainability, becoming self-sustaining within three years through organic and chemical-free processes.

Uniqueness:

The uniqueness of this plantation lies in its approach of combining close planting of native species (1.5–6 feet tall) to accelerate rapid growth and interdependence, creating a diverse, multi-layered, self-sustaining forest.



Rejuvenation of the Lake Periyar & Door to Door waste collection, Chennai

A CSR initiative of Perfetti Van Melle India

Problem Statement:

Lake Periyar in Chengalpattu District, near Chennai, Tamil Nadu, faces significant ecological degradation due to solid waste accumulation, poor waste management practices, and lack of community awareness. This has resulted in deteriorating water quality, harming local biodiversity and affecting the livelihoods of surrounding communities.

The Lake Periyar Restoration and Rejuvenation Project, a CSR initiative by Perfetti Van Melle India, aims to restore the lake's ecological health, promote sustainable practices, and foster community engagement in solid waste management.

Conceptualization:

Perfetti Van Melle India, in collaboration with IPCA, has conceptualized the Lake Periyar Restoration and Rejuvenation project to rejuvenate the lake and restore biodiversity in the surrounding area. The project aimed to promote sustainability and environmental cleanliness



through targeted interventions, including enhancing door-to-door waste collection efficiency, promoting source segregation, and educating local communities on lake conservation.

Uniqueness:

The uniqueness of the project lies in its holistic approach, combining lake restoration, waste management, and community engagement. It brought industry expertise and environmental knowledge together setting a precedent for effective public-private partnerships in environmental conservation initiatives.

“Transformed 30 dirty hotspots areas of village Karanaipuducheri, Tamil Nadu into no-litter zones”

Financial Summary FY 2024-25

INFLOWS (in lakhs)



2,015.76

Income From
EPR



2,987.57

Income from Recycled
Board, products & others



2,889.51

Donation & CSR
Projects



272.13

Income From interest
& others

Total 100% (8,164.96)

OUTFLOWS (in lakhs)



312.56

Salaries



2,803.91

CSR Project
Expenses



4,080.68

Material
Consumed



75.29

Rent



904.20

Administration &
other Expenses

Total 100% (8,180.64)

Our Partners



Token of appreciation received from our valuable beneficiaries



Harvinder Singh, IAS

Deputy Commissioner/
District Dev. Commissioner/
District Magistrate, Doda (J&K) UT
(O) 01996-233230 (Res) 01996-233008
Fax (O) 01996-233231

Email. deputycommissionerdoda@gmail.com

Ref. No: DCD/PA-71/2024/1875

Date: 15-01-2025

Dear Ashishji,

I, am very delighted to let you know that your request for using logo/office name on the stickers for branding of school desks is hereby approved in response to your letter No. IPCA/CSR/2024-25/ Doda-Jammu/01 dated 15-01-2025.

I sincerely believe that this CSR initiative of yours in association with SBI Cards under MASS (Mantra for Advance Sustainable Solution) shall be of great help and would make a meaningful difference in the learning outcomes of students belonging to this backward area and shall also enhance the educational infrastructure across District Doda.

With warm regards,

(Ashish Jain),
Director,
Indian Pollution Control Association,
3-5, DDA Shopping Complex, Hargobind Enclave,
Vikas Marg Ext. Delhi-110092


(Harvinder Singh) IAS

Letter from Shri Harvinder Singh, IAS, District Development Commissioner, Doda, Jammu

Voices of Gratitude

In September 2019, I was introduced to a representative of IPCA (Sh. Garg) by Sh. P. K. Khandelwal, former Chief Engineer of EDMC, at a programme in the auditorium of EDMC. The first pick-up of dry waste items weighing 61 kgs was arranged by IPCA in the same month. Thereafter, I handed over the dry waste items to the driver of the IPCA vehicle. Many times, I also used my bicycle as well as a rickshaw to deliver the dry waste items at EDMC's MRF Center located at Multani Mohalla, Geeta Colony, New Delhi. I shifted from Gandhi Nagar, Delhi-31 to Sector 5, Vaishali in June 2024. Since July 2024, I have been continuing using the facility of pick-up for dry waste provided by IPCA on a weekly basis. This is a great help provided by IPCA for solid waste reduction.



-R.C Goyal, Gandhi Nagar, Delhi

As Dr. Shubhra Garg, since 2022 my journey with IPCA has been a transformative experience, giving me a new identity. From being a retired college professor to becoming an environmentalist, this change has been unique, working with IPCA on waste management and environmental conservation has been a truly wonderful experience. My journey with IPCA will continue and I will strive to share my experience with society working towards a healthier and greener future. Dr. Shubhra Garg



**- Dr. Shubhra Garg,
Pan Oasis, Noida**

My journey with IPCA began in 2001 as a founder member, but it was only four years ago that I stepped in full-time as General-Manager. After two decades in structured consultancy roles, I craved work that felt real on the ground, with people, creating change.



At IPCA I found that purpose, from landfill units to setting up recycling plants, from resolving labour issues to educate children and municipal staff, I immersed myself in every layer of waste management. As a woman in a male dominated field, there were moments of doubts. But the impact I witnessed, and the support I received, reaffirmed my path. IPCA didn't just give me a role, it gave me strength, purpose, and the chance to lead with empathy. I'm proud of the change we have sparked, and I remain committed to building a clearer, more inclusive India, one step, one story at a time.

Thank you IPCA for giving me this opportunity!

-Dr. Reena Chadha, IPCA

What IPCA Means to Me – A Personal Reflection My journey with IPCA began when I was hired under the DROP Project, where I was entrusted with the responsibility of creating awareness among communities, students, and waste workers about plastic waste management. Before joining IPCA, I was someone who often blamed authorities for not doing enough to manage waste. However, this project completely transformed my perspective. I realized that true change begins when we take accountability ourselves and lead by example. Working with IPCA has given me immense pride and a sense of purpose, knowing that my small efforts contribute to a larger mission for a cleaner, sustainable future. I feel honored to be part of an organization that empowers individuals to become unsung heroes, dedicating their lives to fighting plastic waste.



-Shubham Diwakar, IPCA

Dear IPCA Team,

As I reflect on my journey with IPCA, I am filled with a sense of pride and accomplishment. From the moment I joined this incredible organization, I knew that I was part of something special. IPCA's commitment to environmental sustainability and community development resonated deeply with me, and I was eager to contribute my skills and experience to make a positive impact. Throughout my time at IPCA, I have had the opportunity to work on various projects that have not only honed my professional skills but also allowed me to make a meaningful difference in the lives of others. From organizing awareness campaigns to implementing sustainable waste management practices, every project has been a learning experience that has shaped me into the professional I am today. One of my most memorable experiences was when I lifted the first time MLP waste in Trucks, and visited landfill sites to see the reality. Seeing the tangible impact of our efforts on the environment and the community was truly fulfilling and reinforced my passion for environmental conservation.

For achievements because of IPCA :- I have been part of more than 80 + Workshops within my 8 Month period along with many other impactful events like Lifting of waste from 9 cities of Punjab & Chandigarh, Haryana), Cleaning Drives, Door to Door Surveys, Exhibitions and many other impactful Activities. IPCA is more than just an organization to me; it is a community of like-minded individuals who share a common goal of creating a better future for our planet. The support, guidance, and camaraderie I have received from my colleagues have been invaluable, and I am grateful for the opportunity to be part of this Punjab team. As I look at the future, I am excited to continue working with IPCA and growing myself to address the pressing environmental challenges we face. I am confident that together, we can make a significant difference and inspire others to join us in our mission. Thank you, IPCA, for the opportunity to be part of your journey. I will keep Contributing my 100% ..for IPCA Family. Lastly, Special thank you to Ashish Sir & Ajay Sir for Putting Faith in me.

Sincerely,

- Harpreet Singh, IPCA



My name is Pinak Jyoti Baruah. I am from the state of Assam. I always had an inclination towards maintaining solid waste. To achieve this, I was looking for knowledge in the management of solid waste. Lucky enough, I came to know about the eminence memorial course conducted by IPCA



Center for Waste Management and Research (ICWMR), TERI SAS & Indian Pollution Control Association (IPCA).

Completing the course was a turning point in my life. As a student, I was eager to learn, but I never imagined the confidence and practical knowledge the course would give me. The structured sessions and real-world applications and guidance I received not only strengthened my skills but also inspired me to take a bold step starting my own business.

Today, I am proud to say that I have successfully launched my own business (Clean Waste Management and Consultancy Services) and, in association with IPCA, I am managing the Plastic Recycling Center established by IPCA in Sivasagar, Assam. Starting from scratch, today we have been able to collect more than 10 tons of plastic every month, and the number is increasing day by day. I am only able to do it because of the foundation I built during the course. It gave me health, knowledge, and the entrepreneurial mindset needed to turn ideas into reality.

It didn't just give me a certificate, it gave me a future.

- Pinak Jyoti Baruah, IPCA

Dear IPCA,

I am honoured to share my experience with IPCA, an organization that has become synonymous with sustainability. IPCA's projects, from waste management and Miyawaki plantations to distributing recycled benches, have transformed my perspective on sustainability. Their dedication to inclusive economic growth and environmental protection has inspired me to adopt a more sustainable approach to life.

One of the most significant learnings I've gained from IPCA is their innovative approach to recycling Multi-Layered Plastic (MLP) waste, a low-recycling category of plastic. This initiative not only showcases their commitment to recycling but also promoting circular economy, empowers waste workers and changes people's behaviour.

I am grateful for the opportunity to be part of IPCA's journey and look forward to continuing our shared mission of creating a more sustainable future.

- Pranjal, IPCA



Dear IPCA Family,

I started my journey on 1st August 2024, before joining IPCA, I had some missing points in my life — confidence growth and of course, that extra push of hard work basically, my software update was pending. However after becoming part of IPCA under the guidance and support of Radha Ma'am, Ashish sir and Ajay Sir I found the confidence, direction and motivation I needed. Their encouragement and constant support have truly shaped my path here.

Over the past year, I have been fortunate to experience both professional and personal growth. At times, I even feel lucky that I was given this opportunity to learn, improve and succeed. IPCA has not only been a workplace but also a place where I've received guidance care and sometime even the kind of Strict love that makes you smile later on. I sincerely thank you all for giving me this chance and look forward to continuing my journey with the same energy and dedication in the years to come.

Your Sincerely

- Kishan Hembran, IPCA



Team Building Activities





Our Recycled Products



Pen Stand



Table Clock



Key Chain



Phone Stand



Flower Pot



Tissue Box



Coaster Set



Exam Board



Planter



Hand Sanitizer Stand



Stationary Box



Bird House



Photo Frame



Trophy



First Aid Box



Center Table



Tray



Calendar



Memento



Gift Box



Pallet



Roofing Sheet



Bathroom Cabinet



Community Bin



Dustbin



Toddler Study Desk



Park Bench



Segregation Bin



Chair



School Desk



Tree Guard

IPCA Sustainability Pledge

IPCAians are united with dreams, dedications & pledge that:

- 1) **I**ndividual **P**erseverance and **C**apability to **A**chieve milestones in nature care.
- 2) **I** **P**romote **C**osmos **A**pproved standards to save environment.
- 3) **I** **P**rofoundly **C**ontribute **A**dvocating education of waste management.
- 4) **I** **P**ersonally **C**onvey **A**wareness to segregate waste
- 5) **I** **P**romise to **C**ontinue **A**ssisting noble causes of **IPCA**

- Courtesy

Shyam Lal Shukla

Senior General Manager, IPCA



Indian Pollution Control Association

Head Office: 3-5, DDA Shopping Complex, Hargobind Enclave, Vikas Marg Extn., Delhi-110092

Regional Offices: Bengaluru | Ghaziabad | Greater Noida | Gurugram | Jammu | Patiala | Pune |
Mumbai | Sivasagar | Zirakpur.

Tel.: 011-42207478, 011-47186213, 011-44709426 | **E-mail:** info@ipcaworld.co.in

Website: www.ipcaworld.co.in | www.ecareproducts.com

Follow us on }    