

COMAD | MDS 042



## Ecorycle - recycling enablers

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### Introduction

Ecorycle is a Kochi based enterprise and a Social Entrepreneur partner of ITC group for their Well being Out Of Waste (WOW) programme. Ecorycle offers training sessions to students, teaching and non teaching staff so that they understand the basic concepts of segregation and imbibe the need for recycling in their institutions as well as their homes. The team was conferred "The Best Innovation-Waste in The Smart City 2018" award by Agence Francaise De Development and Alliance Francaise. Ecorycle organise Training sessions to influence a lifestyle change among all levels of oursociety.

The infrastructure of Ecorycle includes committed team members, who organize doorstep collection for customers who are facing issues with hoarded degradable and non-degradable waste, to the graders who sort the waste materials into groups of recyclables, transport partners, stake holders from various recycling industries and our bankers offer solid support to this endeavour.

### Description of solid waste

Doorstep collection is undertaken for customers who are facing issues with hoarded degradable and non-degradable waste including plastic waste, glass bottles, scrap metals.

### How was it done?

After providing proper training, collection of recyclables from their premises is done by fixing a schedule for pick up based on the rate of waste generation. Lifted materials are graded in the hub and packed for transportation to recyclers. Long term MOUs is signed with the clients so that they enjoy a seamless service irrespective of seasonal market fluctuations. By ensuring that confidential documents are picked up under a strict and safe regime for eventual pulping, large volumes of paper which would otherwise be incinerated are salvaged and the customer is paid for the waste he generated through digital transfers.

## The Impact

With Kerala growing at a threatening pace as a consumer state, more waste is being generated than ever before. Ecycle has been able to spread its footprints chasing this menace and converting it into value- for the individual, society and the planet.

## Conclusion

Ecycle ensures that along with Reduce, ReUse, Recycle, the fruits of this value addition is enjoyed by all stake holders, including the “waste handlers”, the 4th R Respect is duly accorded.

