

# CONSERVEINDIA

ACCELERATING TOWARDS A CIRCULAR ECONOMY BY EMPOWERING GRASSROOTS COMMUNITIES

**ICEA AWARDS** 



KANIKA AHUJA & DEVANSHI BHATNAGAR

#### **CONSERVE INDIA**

THE PATHWAY TO OUR VISION



CREATE SAFE AND
SUSTAINABLE
OPPORTUNITIES TO
BRING HIGHER VALUE TO
PEOPLE & THE PLANET.



EDUCATE
COMMUNITIES ON
USING WASTE AS A
RESOURCE TO CREATE
VALUE



INNOVATE &
IMPLEMENT THE USE OF
EASILY REPLICABLE,
LOW-COST
TECHNOLOGY



TO TRAIN
INDIVIDUALS TO
PRODUCE A RANGE OF
HIGH VALUE
PRODUCTS

360 METRIC TONNES

PLASTIC WASTE UPCYCLED

24000 KGS

PLASTIC RECYCLED PER YEAR

2800 PEOPLE TRAINED

**IN UPCYCLING PROCESS** 

PEOPLE TRAINED 1500 INCREASED INCOME OF WASTE WORKERS

53000 KGS

CO2 EMISSION AVOIDED

#### **CONSERVE INDIA'S ROADMAP**

Started work in waste management

2002



**Patented** 

Tech of

**HRP** 

2008

**Decentralised** 

supply chain into grass root micro enterprises.

2017

Started leading **PlastiSkul** consortium.

2020



1997



**Founded** 

Conserve and set out on a mission to support India's sustainable development.

2005

(HRP)



Started **R&D** on leather-like material made from single-use plastic bags called **Handmade Recycled Plastic** 

2010



Created a social enterprise to produce high value products like home and fashion accessories to build capacity

2017

Launched B2C brand LIFAFFA



2020

Started leading the **research** on University of Utrecht project



#### DESIGN TECH

THAT ENABLED US THE MAKE THE IMPACT

1

PLASTIC TECH 2

TEXTILE TECH

### PLASTIC TECH PROJECTS



#### HANDMADE RECYCLED PLASTIC (HRP)

Repurposing singleuse plastic to create lifestyle and fashion products.



Leading a partnership across 4 continent and 6 countries that brings together social innovators from Vietnam, Kenya, Uganda, USA, France, Zambia and India to build this global consortium to decentralise and dissipate technologies to provide localised solutions for plastic waste.









### TEXTILE TECH PROJECTS



# ZERO CARBON RECYCLING OF TEXTILES

Upcycling used industrial textile and giving it 20 years added usable life without generating added emissions

# PATENT PROCESS FOR TEXTILE UPCYCLING

To convert synthetic textiles like polyester into a vegan leather like texture











### **UPCOMING PROJECTS**

CREATION OF A PHONE APPLICATION WHICH WILL OFFER THE FOLLOWING THREE FEATURES:

#### A DIRECTORY OF BUYERS & SUPPLIERS

supplying recycled material, connecting suppliers with buyers in order to overcome the difficulty of procuring recycled raw material, making the market more cost competitive

# PIN LOCATION OF NEAREST COLLECTION CENTRES

for consumers to dispose their post consumer waste and channelise it to textile collection centres/NGOs. Participation of the municipality would become an essential prerequisite for this step.

# SKILL TRAINING MODULES TO HELP IN WORKER UPSKILLING

Certified and graded training on use of new machines, tech and working with recycled materials will improve employability of semiskilled workers and bridge the skill gap faced by circular businesses.









# POLICY ADVOCACY EFFORTS









## CAPACITY BUILDING EFFORTS

## **OUR PARTNERS**











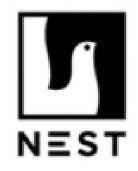








































## THANK YOU!



























