

Group 7 Business Model

Recycling for Schools in New Delhi

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From: Group 7, ATHGO DC Miracles of Development: Good Governance and Capacity Building  
Subject: Recycling Waste Materials in New Delhi

I. Environmental Waste and Lack of Recycling

II. New Delhi produces 6000 tons of waste daily that is the highest in the Indian nation. New Delhi is only able to dispose of and recycle only 62% of its waste which pales in comparison to Mumbai, Bangalore and Chennai. There are no recycling initiatives in schools in New Delhi and only 1% of the population recycles. There is also insufficient environmental awareness amongst youths.

III. Our model seeks to promote environmental awareness, recycling and engaging the youth. We aim set up a recycling center where schools can deposit their recyclables and receive money in return.

This recycling center will begin by targeting one hundred schools; it will be conveniently located around the schools. The recycling center will set out to train and educate students about the importance of recycling and how to go about collecting recyclables. After collecting these recyclables, the school will then transport the recyclables to the recycling center in return for a fee. Once this happens, staff will process the recyclables and prepare it so it can be transported to the companies that will do the converting.

First off, there is an abundant supply of waste that has not been tapped. Secondly, there is the up and coming Commonwealth Games so many private sector corporations and the local government will be willing to participate either for marketing purposes or just to clean up the city.

A problem that could work against this model would be the private recyclers who pick up waste and transport it to the plant directly. Students don't have any personal incentive to work; they may save the waste for themselves instead of contributing to the school and getting an indirect benefit. It will be the job of the organization to engage the students and motivate their civic and environmental consciousness.

Project Requirements: Storage Costs, Transportation Costs, Monetary Reward for Schools, Labor Costs, Government Participation and Corporate Sponsorships.

IV. According to a study conducted by DSM Environmental Services Inc the cost of recycling and trash disposal in New York City are nearly equal. Recycling lowers the expense of landfills; in New Delhi where space is scarce it would be very costly to reconsider new locations to store the massive amount of waste produced in the city. This study predicts that export costs will continue to rise and worldwide recycling markets will strengthen and the cost of recycling will be overshadowed by the cost of trash disposal which will reduce the Department of Sanitation's cost in years to come.

This is a tentative 5 year plan we expect more schools, politicians and sponsors to be more receptive of the concept. Especially since the Commonwealth Games will be expected, there will definitely be an increased focus on cleaning up the city. Every year we intend to expand by 1 or 2 recycling centers so we can reach as many schools as possible. With a greater audience and the favorable factors we expect the project to be a major success.

Project Benefits: Solves Trash Problem, Combats Global Warming, Saves Money, Pioneering the New Wave of Eco-Investing Through Youthful Energy, Sidesteps Corruption by Empowering Schools to Earn own Income, Influence Future Leaders of India to be more Environmentally Conscious so Future Policies will be Environmental Friendly, Instill Entrepreneurship in Youths Through Their Individual Initiatives to Harness Materials and Shows Youth there are Legitimate Methods of Raising Funds.

V. The group will focus on Training the Youth and Managing the Center. Locals will focus on the operations sector of the business.