

6th April, 2017

Our journey to impact-land began with one dream 5 years ago. A dream to reimagine **how we live in cities and how cities live in us**. We unlocked the magic formula hidden in every city's galli and chowk, along the hill slopes and by the coasts.



As we hit the road and rolled down our windows in 2017, we began to take the right turns, but also didn't fear the left ones! We rode through **12 cities across 9 states, parceling trash through a circular door!** While we began with enabling source segregation, waste worker professionalization, and setting up of waste management systems in cities, we saw the need to steer towards **tracking, tracing and monitoring waste** with technology at the core. That's not all! We also learnt to smoothly shift gears towards building **Material Recovery Facilities (MRFs), ethically sourcing waste** and processing **low-value, single-use and ocean-bound plastic**.



Navigating this trash-filled route was definitely a stinky road to take, but so many have hopped onto the ride along the way - each fueled by passion and charged with commitment, nullifying the stench of waste! Today, we're all headed towards impact-land with one shared purpose of...

KEEPING PLASTICS IN THE ECONOMY AND OUT OF THE ENVIRONMENT!

Come take a look at our 5 year ride. You'd either spot yourself in our journey or want to hop onto our ride ahead!

TEAM

From bootstrapping this ride to riding along the alleys of urban planners whose expertise was earlier believed to single-handedly impact how we lived in cities and gave back to it, we learnt to steer this ride as we grew. Came along those **researchers** who knew how to dive deep, those **managers** who knew exactly how to navigate those dives. From planners, doers and reviewers to talent-spotters, shape-givers, navigators and storytellers - from the **Big 4s** and the **grassroots**, from the **governments** to the **non-profits**, from **journalists** to **artists** - they're all a part of this 5 year ride that has grown from **8 to 150** and has swooshed over the mainstream with **gender-inclusive, culturally diverse, participative and a very resilient team!**

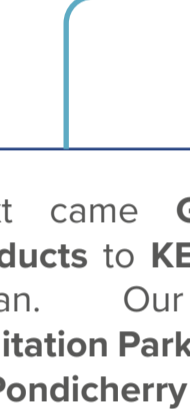
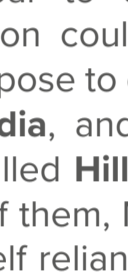


We speak various languages and yet our directions have never misled us. We have debated whether to take flyovers or not, and yet ensured no bridges are burnt! All because we believe in the **power of our vision** to reach the otherwise unimaginable impact-land which enables us to channel plastics out of the environment!



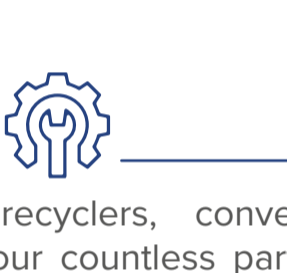
5 Years and 150 of us riding on...

BUSINESS



Who knew that our initial leg from participatory workshops in Navi Mumbai to solving Ambala's household waste segregation could open doors to new opportunities and a purpose to drive us! From the front door came **Nestle India**, and this partnership gave birth to an initiative called **Hildaari**, that scaled from 3 hill cities to 6! One of them, Mussoorie, is now on its way to becoming a self-reliant legacy model of sustainable waste management!

Next came **Godrej Consumer Products** to **KEEP Namma Pundy Clean**. Our one-of-its-kind **Sanitation Park in this coastal city of Pondichery** is now solving the waste recovery challenges, thereby making way for a circular model of managing waste! With **CleanHub** by our side, we are recycling low-value and hard to recycle plastic waste out of the environment.



Along the way, we are soon making a pitstop to **Mathura with the Pepsico Foundation** riding with us.

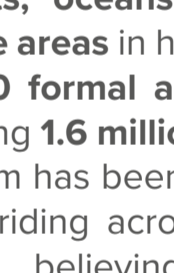


Our partnerships with recyclers, converters, grassroots nonprofits and our countless partners, advisors, mentors and lucky charms have kept us going. From **behavior change and capacity building, digitization and infrastructure building, EPR and traceability to professionalizing more than 4000 waste workers and aligning with SDGs...** our journey to solve the plastic waste crisis has been incredibly humbling!

We are grateful to all our ecosystem partners for believing in us every mile of the way. Thank you **Stree Mukti Sanghatana, Hasiru Dala, ANI Global Plast, Gemini Corporation, IPCA, Mann Deshi Foundation, FICCI, NITI Aayog, Maharashtra State Innovation Society, Maharashtra Pollution Control Board** and all the **city administrations across states** where our work has flourished!

5 Years and learning every day as we ride on...

IMPACT



Diversion of over **53,000 MTs** of waste, especially **plastics from hills, forests, oceans and other environmentally vulnerable areas** in half a decade while impacting over **4000 formal and informal waste workers** and unlocking **1.6 million dollars of revenue** from the ecosystem has been worthwhile and fulfilling! We've been riding across so many states and cities, firmly believing that this ecosystem is filled with **impact-first minds** and our **circular visions** will ensure we cross paths. And we rightly have.

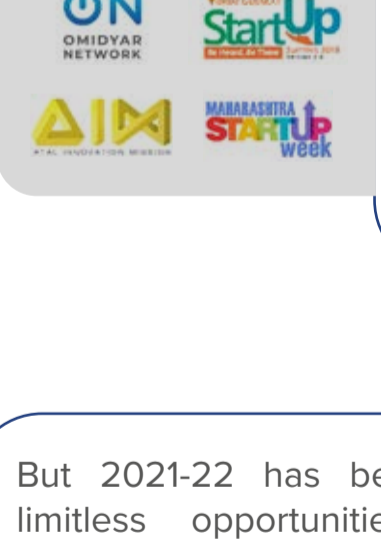
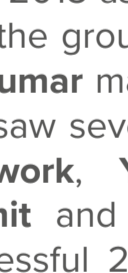
53K MT waste diverted
4K waste workers impacted
1.6 MN \$ revenue unlocked



From **occupational IDs and extension of other government benefits, skill-led training and medical camps to formation of Self Help Groups (SHGs)** of waste workers, we believe that impact is more than just numbers on a spreadsheet. **Impact is the reverberation of a reimaged world.** And we see it in the waste workers using a smartphone to automate a city's waste flow, in the processing of **low value plastics** that otherwise gets ignored and in the experiences of all those that share this purpose.

5 Years and delivering impact as we ride on...

RECOGNITIONS



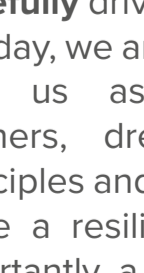
We **believed**. We took a **leap of faith**. We **stumbled**. We **excelled**. And along the way, we earned...not only trophies and medals, but most importantly **respect and trust**. An invite to **Maharashtra's Plastic Taskforce** in 2018 as an expert who got his hands dirty on the ground, co-driver of this ride **Suraj Nandakumar** made a lasting impression indeed. 2018 saw several wins from the **Omidayar Network, YES Foundation, Happy Cities Summit** and **3R International**, followed by a successful **2019** where **Maharashtra Start-Up Week** and **NITI Aayog's Atal Innovation Mission Start-Up** along with **2020 Asian Development Bank's technology Challenge** served as a reminder of our vision.

But 2021-22 has been truly phenomenal with limitless opportunities opening gateways to dreaming bigger, reimagining better, growing larger! This one year was about winning the prestigious **Sankalp Global Awards** by Intellectap, **DBS Foundation Social Enterprise Grant Program**, Ministry of Environment, Forest and Climate Change Technology Award, **NASSCOM Emerge 50 Award**, **India Plastic Challenge Hackathon, Raksha Mantri Award for Excellence** for Nainital Cantonment Board, being a finalist of the **Fred & Morgan Kirby Social Impact Award** and of course being a part of the **Prince Charles Sustainable Market Initiative Working Groups of Sustainable Waste Collection**. One of our recent wins have been a huge milestone for us as the co-driver of this ride, **Meha Lahiri**, was recognized by **NITI Aayog's Women Entrepreneurship Platform** for her leadership journey and was conferred with the **Women Transforming India award**. Truly, this keeps us fueled. This keeps us going.



5 Years and with gratitude, we ride on...

CULTURE



As we evolved, so did our purpose, people, profit and pain-points! Little did we know how these 4Ps would be so tightly woven together when we started the engine back in 2017. As we stumbled along the way, we sensed the discomfort that came with growth and evolution. But we also learnt that while growth is uncomfortable, not growing is worse. So we chose the hardest route to confront the 4Ps all at once - to address the **Pain-points** of the **People** that were **Purposefully** driving **Profits** in this ever-evolving journey! Today, we are unlearning those traits ingrained in us as co-drivers, co-passengers, impact-partners, dreamers and believers, and relearning principles and approaches to solve the 4Ps and shape a resilient, diverse, participatory and most importantly a mindful and healthy work-culture. Only this time...it's explored by the champions on this ride, not only the lead-Drivers, who believe they can untangle complexities of any kind when they come together and put their hearts to it.

PURPOSE
PEOPLE
PROFIT
PAIN-POINTS

5 Years of shaping a healthy culture as we ride on...

While half a decade is indeed a joyful and celebratory milestone, there are so many miles to cover ahead of us. We have our GPS turned on, and are all prepped for detours and u-turns to avoid those dead-ends ahead. The halt is about to get over.

Hop on, save your seat, roll down those windows! Let's keep riding on...together!

IMPACT-LAND AHEAD