

Transforming Lives Through Waste Management

P S Bedi & Co. Pvt Ltd.

2020 UFI Sustainable
Development Award Application



The Situation

Exhibitions generate *substantial* waste; in India, the management of this waste is *poor & detrimental to the environment*

Type of Waste

8-10 tons of paper waste generated from exhibitions per month

Typical Management

Paper typically burned, due to ease & lack of transport to dumps

Environmental Impact

Air pollution; India's cities amongst worst air quality in the world

- *How could PS BEDI recycle and repurpose this waste thus reducing environmental harm?*
- *Could the recycled goods directly benefit those in need? Could PS BEDI help transform lives?*



The Idea

What: Empower local charitable organization to collect exhibition waste, process it, and repurpose into saleable goods. Use proceeds to directly benefit individuals in need.

How: Purchase and donate rickshaw and paper press equipment so paper waste can be transported from exhibition site and then processed into handmade paper goods

Why: Model creates a sustainable, closed economy where waste is used as raw material to create goods; proceeds generated from sale of goods reinvested to fund needs of charitable organization

“Great things are done by a series of small things brought together.” – Vincent Van Gogh

Goals

- ✓ Repurpose 100% of paper waste from Indian exhibitions¹
- ✓ Create sustainable business model (closed economy) whereby sale of repurposed waste sufficient to fund initiative and aide charitable organization
- ✓ Work with the selected local charitable organization to tackle [UN sustainable development goals \(SDGs\)](#) including:
 - ✓ Good health & well-being
 - ✓ Decent work & economic growth
 - ✓ Responsible consumption & production
 - ✓ Sustainable cities & communities
- ✓ TRANSFORM LIVES

1. 100% of paper waste generated from Indian exhibitions serviced by PS Bedi; opportunity exists to scale initiative to other exhibitions through partnerships

The Implementation

1. In 2003, PS BEDI selected a charitable organization, Sahara Drug Rehabilitation Center, in close proximity to major exhibition sites
2. Donated \$20,000 to fund rickshaw, equipment (paper press) and facility to enable up to 75 tons of paper to be processed monthly into handmade paper goods such as greeting cards
3. Established ongoing partnerships with exhibitions to set aside all paper waste
4. Sahara Rehabilitation patients employed to recycle and repurpose waste;
 - Rickshaw used to collect paper waste and transport it to Sahara's paper plant
 - Paper waste pressed into handmade paper products and sold to local handicraft markets
5. Proceeds from sales used to fund patients rehabilitation treatments

Sahara Drug Rehabilitation Center provides treatments to recovering addicts who cannot otherwise afford treatment.



Example of paper press

The Results

Initiative Goals	Assessment
Repurpose 100% of paper waste from Indian exhibitions	Over 2,160 tons of paper waste processed to date
Create sustainable business model (closed economy)	Waste used as raw material and provides a sustainable source of free inputs to produce paper goods. Over \$100,000 in revenue generated annually from sale of paper goods; Revenue sufficient to fund needs of Sahara and continue operations of paper plant with no additional investment required
Tackle UN sustainable development goals (SDGs) : <ul style="list-style-type: none">A. Good health & well-beingB. Decent work & economic growthC. Responsible consumption & productionD. Sustainable cities & communities	<p>A. By partnering with drug rehabilitation center, initiative is funding the treatment of former drug addicts, greatly improving their health and well-being</p> <p>B. Initiative is providing rehabilitation patients with gainful employment giving sense of purpose</p> <p>C. Utilizing paper waste to create recycled paper products ensures responsible production of goods</p> <p>D. Overall initiative is lowering the amount of paper waste burned therefore improving air quality in communities surrounding exhibition sites</p>
Transform lives	Over 5,000 patients treatments have been funded so far from proceeds of card sales; drug rehabilitation has transformed lives of the recovering addicts and their families and friends

Conclusion

- PSBedi has successfully created a **sustainable, replicable waste management initiative** ensuring paper waste created from exhibitions is recycled and repurposed
- This project has **directly impacted the lives of over 5,000 Sahara Drug Rehabilitation patients**; providing them with funding for treatment, meaningful employment, and an addiction free future
- By turning paper waste into beautiful greeting cards, the **environmental impact** of burning this waste has been reduced; instead, the human spirit has been uplifted

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Stationery made by Sahara Rehabilitation patients from recycled exhibition waste