

Mr. Vijay Merchant



- **Work Experience**
 - He was the President of The All India Plastic Manufacturers Association , President of Indian Plastics Institute besides having worked on Governing Councils of Indian Institute of Packaging, PLEXCONCIL etc. He has been active on ENVIROPLAST Committee of Plastindia Foundation and currently Senior Advisor to the foundation. He was also one of the founder members of the Indian Centre for Plastics in Environment (ICPE). He continues to work on committees and working groups set up from time to time by the government for policy making and helps guide sustainable development & recycling efforts of the industry in India and in Asian countries.
- **Current Position**
 - Business owner of factories under the umbrella POLYCRAFT Group

**CLEAN & GREEN INDIA
PAYING THE WAY FOR
SUTAINABLE FUTURE**

Vijay Merchant
PLASTINDIA FOUNDATION

APF Meet September 2016 Thailand

WHERE INDIA STANDS IN THE WORLD

Largest Democracy – 1/6th World's

**Population Fastest Growing GDP Excellent
growth potential**

Size 3.29 million sq. km.

**10times area of Malaysia, or Viet Nam or
Phillippines – 75% of total area of ASEAN
members countries**

**Population India – Double the 600 million
of ASEAN Huge Market**

A new Government 2014 a new PM with New mission of
SWATCH BHARAT – CLEAN INDIA

Most Ambitious Clean Up Drive ever.

A new direction towards Sustainable
Development – Economic advancement but
with care for Environment

India is committed to address challenges of
Climate change responsibly as member of
global community

Huge relevance of RIVERS for livelihood to over 700 million people of India

Seven major rivers (Indus, Brahmaputra, Narmada, Tapi, Godavari, Krishna and Mahanadi)along with their numerous tributaries make up the river system of India. Most of the rivers pour their waters into the Bay of Bengal.



CHANGE

**Massive well structured effort for
reaching 1.2 billion people using
conventional media – Press, TV,
Radio, Billboards across all
29 states**

&

**Digital Technology to tap
Social Media**

**Involvement of all Government
Departments, major Corporate
establishments as also across schools
and colleges – change with a
“Commitment of Purpose”
visible to common man.**

**Reaching over One billion people
across 450 cities, 5000 towns &
650,000 villages**



Making an appeal for a non-political movement driven by patriotism, Prime Minister Narendra Modi launched the Swachh Bharat, or Clean India, Mission on the birth anniversary of Mahatma Gandhi.

Emphasis on Responsible Waste Disposal by Industry, Trade and Households

**Clean up of rivers and lakes,
Toilets for every house and school.**

Regular monitoring by Prime Minister's Office.

**Involvement of
Respected Religious leaders, Icons
,Environmentalists, Teachers, Film Stars.**

VALUE OF WATER

The rivers of India play an important role in the lives of Indians. They provide potable water, cheap, transportation, electricity and the livelihood for a large number of people all over the country.

**Indian Plastics Industry is demonstrating
it's Worth**

Agriculture workers busy transplanting paddy at Bhatnav – 60 % of rural population of India dependent on income from farming.



PLASTINDIA INITIATIVE

**Indian Plastic Industry Professionals
go to Arid Lands & Demonstrate**

**Over the last one year our teams have gone
to small villages and offered Drip Irrigation
on Tap, Mulching & Green House Ideas and
increased farm yields in selected
Villages of Maharashtra State by over 100%**

Namami Ganga- Obeisance to the Ganges.

**Urgent Action Plan as recorded the
Ganges was daily absorbing billion
gallons of waste
over 1500miles.**

**Raw sewage & domestic waste plus
disposal of tanneries, metal factories,
power plants etc.**

**Massive drive Clean up of the Ganges
across 1500 miles**

from Himalayas to Bay of Bengal Kolkata.

**Was once one of the most Polluted rivers
of the World.**

Significance - Ganges

not a river but a Goddess.

**Water of Ganges sold by Amazon and
e-bay @ \$ 9.99 to thousands of
people.**

How & Why It Is Working

PM Modi's passion for cleanliness and faith is bringing about monumental changes in government offices, schools, hospitals and public places. He can inspire change through his sheer dynamism.

Recycling World Record in 2015

- Plastics industry with Bisleri has created Guinness World record . Educating school children about recycling sending 1.1 million PET bottles in 8 hours for recycling in one city



Volunteers from all walks of life showing commitment to make Clean India a success along river banks & water fronts



Plastic Industry Support for Ganges Clean Up Project CIPET & DCPC

- **Waste bins for litter prevention**
- **PVC Pipes for Drainage**
- **HDPE Pipes for Water Supply**
- **FRP Cabins – Toilets**
- **Outdoor recycled plastic benches**
- **Sign Boards**
- **Corrugated Roofing shelters from mixed waste**

CSR activities to clean up India.

Corporates like Tatas, Bharti Group, Apollo Tires, Hindustan Unilever, Coal India, ONGC, L & T, Coca-Cola, Vedanta Resources, Dabur, Maruti Motors, Reckitt Beckeniser, NTPC, GAIL, Airport Authority, NTDV, Indian Railways, etc. all partners.

Experts from Israel have sent offer to join in clean up water fronts & conserve resources in India.

280 tons of trash cleared from Mumbai beach in 5 hours Aug. 2016



Volunteers from Europe & America Guide Locals of Mumbai in Marine Litter Clean-Ups



Hindu devotees in millions gather on the banks of the Ganges to take holy dips on Somvati Amavasya, Haridwar.

Huge Waste Clean Up Challenges on river banks



Local Ideas for Pond & Lake Clean Ups

Even local villagers and fishermen joined in dropping purple seeds in the polluted river banks

‘Terminalia Catappa’

which are sewage trees that filter heavy metals & other pollutants from stagnant waters.

Residents along sea coasts now carry out beach clean-ups monthly with industry support of recyclers.

Kolkata Municipal Workers Cleaning the Ganges



New SWM Rules 2016

&

New Plastic Waste Management

Rules 2016 for India

Fixing Specific Responsibilities on all

stakeholders & EPR guidelines

for a cleaner – greener country &

Sustainable Development

*Thought for friends of 14 nations
joining hands at APF*

*“If you want to go fast
run alone*

*If you want to go far
run together.”*

THANK YOU

PLASTINDIA FOUNDATION