

Waste to Wealth – Recycling

THE PROGRAMME

India faces severe environmental degradation problems in which solid waste is a major contributor. **Waste Recycling**, thus, has been one major and significant step in the sector of environment as well as MSME to develop entrepreneurship based solutions to such critical problems. A sector widely identified as a potential catalyst in waste based micro-enterprise development is **small-scale Handmade Paper (HMP) Production**.

In this context, TARA has innovated waste-to-wealth recycling technologies that rely on simple production techniques and minimally mechanised paper manufacturing machines. This enables easy operation of the machinery by women and specially-abled people. These technologies are robust in nature i.e. a wide range of raw material ranging from waste paper, waste cotton, rags to used tetra pack cartons can be utilized for creating high value products.

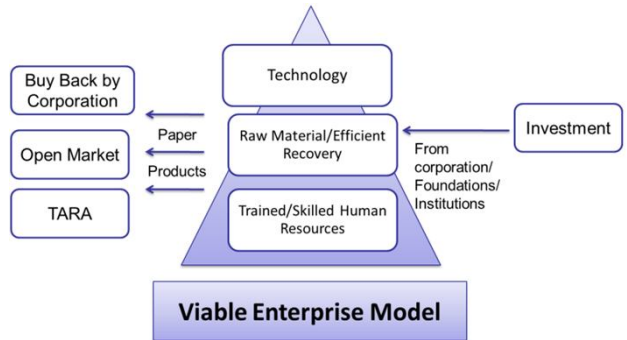
THE COMPONENTS

Following are the components of the programme:

- **Investment by company:** capital cost, raw material provision, working capital for the first 6 months and plant infrastructure
- **Plant Commissioning:** identification of the local entrepreneur, commissioning of the recycling machinery, training of entrepreneurs
- **Hand-holding and Support:** facilitation of market linkages, support services and technical maintenance for a period of 6 months

EXPECTED OUTCOMES

- Enhanced brand perception for the company
- Employment and market opportunities for the local community
- Company made zero waste paper output company



Waste to Wealth – Recycling – Success Story

TARAgam, a lifestyle store, is one of TARA's initiatives located at the Development Alternatives World Headquarters in New Delhi. The initiative provides a platform to various artisans across the country, to showcase their unique collection of products made out of handmade paper and rescued materials. Sustainability is embedded not only in the way the products are made but also by the process the store has been designed and executed out of scrap.

TARAgam combines style, design, quality and sustainability to create collections in stationery, desktop accessories and home décor. The store also displays different kinds of recycled handmade paper made by the Sahariya Tribal women and other marginalized groups working in the Bundelkhand Region of Central India. It follows the ideology of **"waste to wealth"** and integrates this in every process, product and practice. The enterprise provides the local community with an alternative source of livelihood with the aim of disconnecting the dependency of local livelihoods from natural resources to create a reliable employment base throughout the year.

The women involved are not only engaged in producing paper at the recycling unit established in TARAgam Orchha, Madhya Pradesh, but also in designing paper products. TARAgam store thus is a platform for these women to earn their livelihood.

Currently, TARAgam has collaborated with different social entrepreneurs and designers and has partnered with retail stores, hotels and corporates to promote the concept of 'green gifting'.

