



KAAGAZI

कागज़ की बदलती कहानी

Kaagazi aims to develop an efficient paper waste management system targeting collection and recycling while empowering people at Kathputli colony

PRARAMBH

Presented By

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PROBLEM STATEMENT

GLOBAL SCENARIO

420 million tons

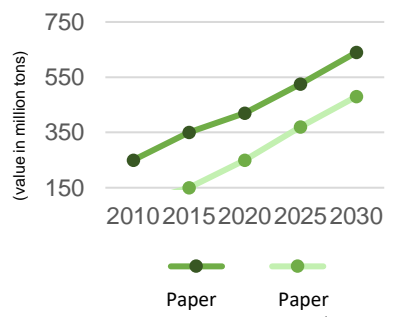
Of paper waste was produced in 2022 which is equivalent to two pieces of paper for every person on earth every hour. **The Global paper demand is expected to double by 2030**

Regional Analysis

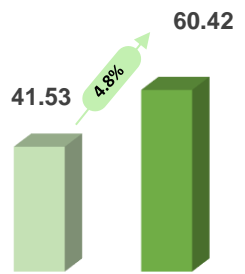


- North America
- Europe
- Asia pacific
- Middle east & Africa
- South America

Comparison Of Paper Waste Consumption And Its Recycling



Global Paper Waste Recycle Market



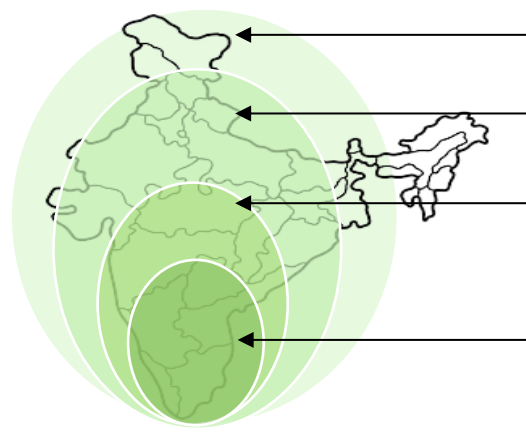
- Current Paper Waste Scenario**
- 85 million tons** of paper waste each year is generated
 - 190–200 m³** of normal waste is used in making of 1 ton of paper
 - 7.5-15 million** metric tons of methane from paper waste

NATIONAL SCENARIO

MARKET SCENARIO



- India is one of the world leaders in **waste paper recycling**
- Growing demand for education and increase in number of papers is driving the **growth of Indian Paper Market**



30 million tonnes by the year 2027

18.4% YOY growth

Delhi
Produces the largest amount of paper waste annually

27%
Of paper waste is generated by education institution



IDENTIFICATION OF ISSUE

- 13 million** Tons of paper waste is produced every year
- 75-120 million** Trees are cut down to make paper
- 3rd** Largest industrial polluter of air water and soil
- 47%** Landfill comprises of paper waste
- 1 billion** Cubic meters of water is used in paper making

OVERALL DESCRIPTION OF PAPER RECYCLING MARKET

9.26 BN

Size of Indian paper market in 2022

7.48%

CAGR projected growth of Indian paper market

West India 135

Has established itself as the leader in the Indian paper market

tons
Of paper waste is generated in schools






PRODUCTS, USP's & PARTNERSHIPS



Product innovation

Bookmarks




Sustainability
LOW HIGH

Pricing
LOW HIGH

USP
Eco-friendly, High Quality, Cost-Effective

Paper bags




Sustainability
LOW HIGH

Pricing
LOW HIGH

USP
Durable, High Quality, Eco-Friendly

Notebooks



Sustainability
LOW HIGH

Pricing
LOW HIGH

USP
Durable, Cost-Effective, Customizable



Partnership and collaborations



Feasibility of using products made from recyclable paper

Recycled paper equals or surpasses non-recycled, fostering consumer approval.

consumes less energy compared to manufacturing products from raw materials.

Recycled paper guarantees sustainable, responsible forestry for eco-conscious choices.

Recycled paper costs decrease, tech advances, and preferences drive viability.

Growing eco-awareness drives demand for recyclable, eco-friendly products, enhancing market viability.

LOW HIGH

LOW HIGH

LOW HIGH

LOW HIGH

LOW HIGH



TARGET AUDIENCE

Examples of 3 possible customer personas

Aarav Enterprises	35	Corporate Strategist	Middle class	How Kaagazi can appeal?
<u>Behaviour and Lifestyle</u> Attends industry conferences, values premium products for gifting		<u>Needs and Preferences</u> Seeks professional and customizable items reflecting CSR commitment		By highlighting Kaagazi's premium and customizable conference pads and diaries as ideal corporate gifts

Aanya Creations	25	Graphic Designer	Entry level	How Kaagazi can appeal?
<u>Behaviour and Lifestyle</u> Actively engages online, supports independent brands, seeks creative and unique products		<u>Needs and Preferences</u> Looks for standout, customizable notebooks with an eco-friendly focus		Showcasing Kaagazi's unique and artistic notebook designs, appealing to Aanya's creativity

Diya Artistry	40	Interior designer	Upper class	How Kaagazi can appeal?
<u>Behaviour and Lifestyle</u> Actively participates in community events, supports local artisans, values sustainable home decor		<u>Needs and Preferences</u> Seeks visually appealing, handcrafted decor contributing to a circular economy		Feature visually appealing decor items made from non-recyclable paper, catering to Diya's aesthetic preferences

MARKET SEGMENTATION

Segmenting the market into three parts

Educational institutions

1

Targeting students and educators with high-quality recycled notebooks and bookmarks, aligning with educational values and promoting sustainable practices

Corporate sector

2

Offering customized solutions for corporate gifting and positioning notebooks and paper bags as unique, eco-friendly promotional merchandise

Individual consumers

3

Attracting eco-conscious individuals seeking sustainable alternatives by marketing notebooks, bookmarks, and paper bags directly to consumers



KAAGAZI CLUBS

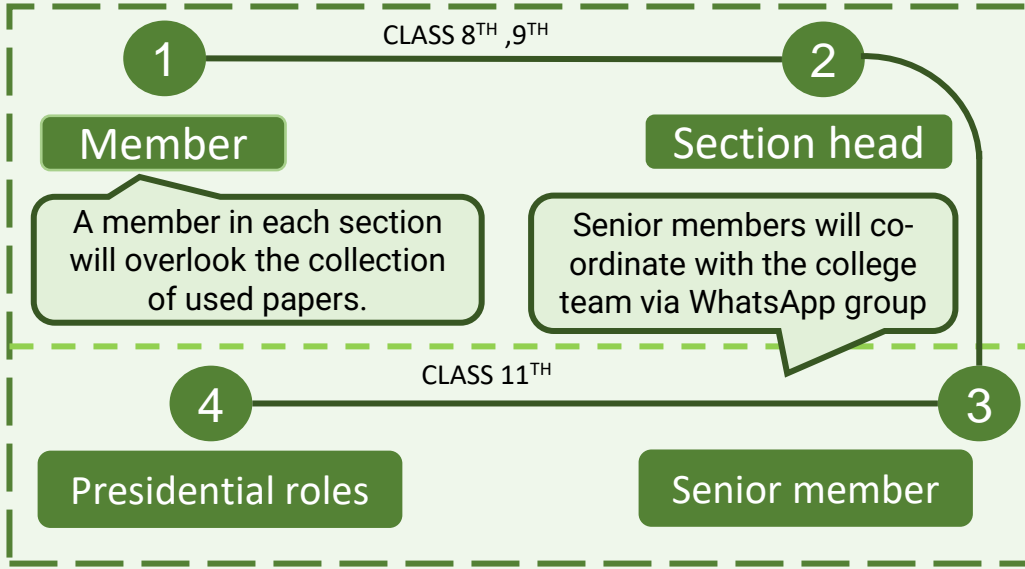


Aim

Clubs educate school going students on the effects of paper waste, promote collective action for a healthier planet, and play an important role in responsible paper disposal.



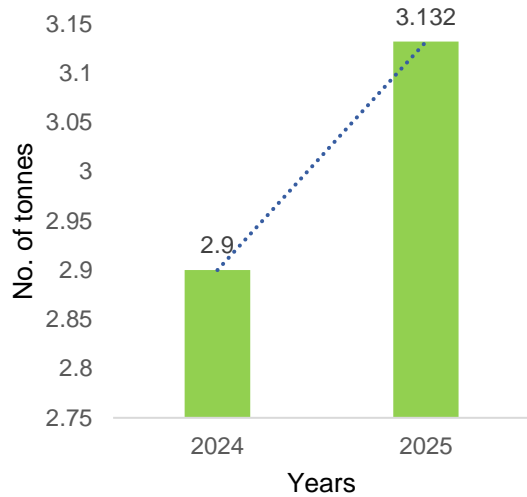
Functioning



Colleges & Workplaces

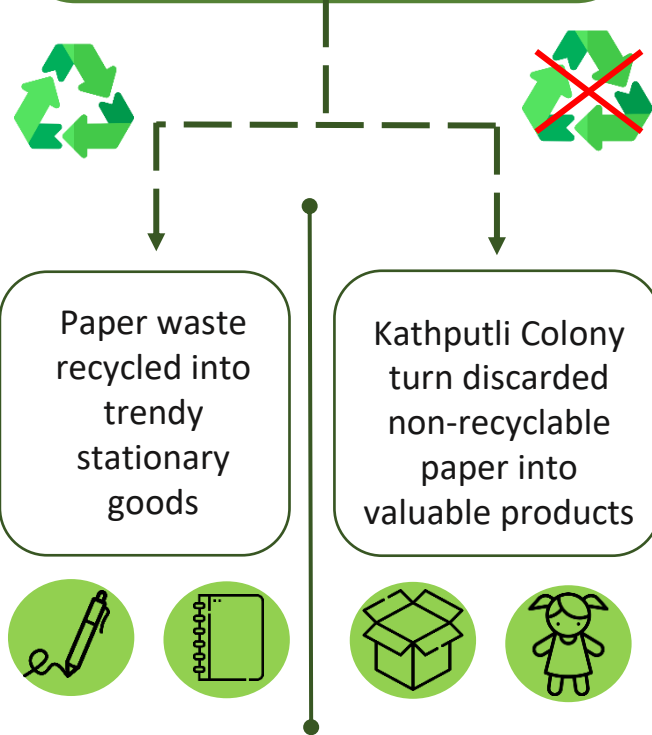
- ❑ Paper collection drives are organized within the college itself and awareness is spread
- ❑ Contenders are rewarded with Kaagazi notebooks and other products

Paper waste collected



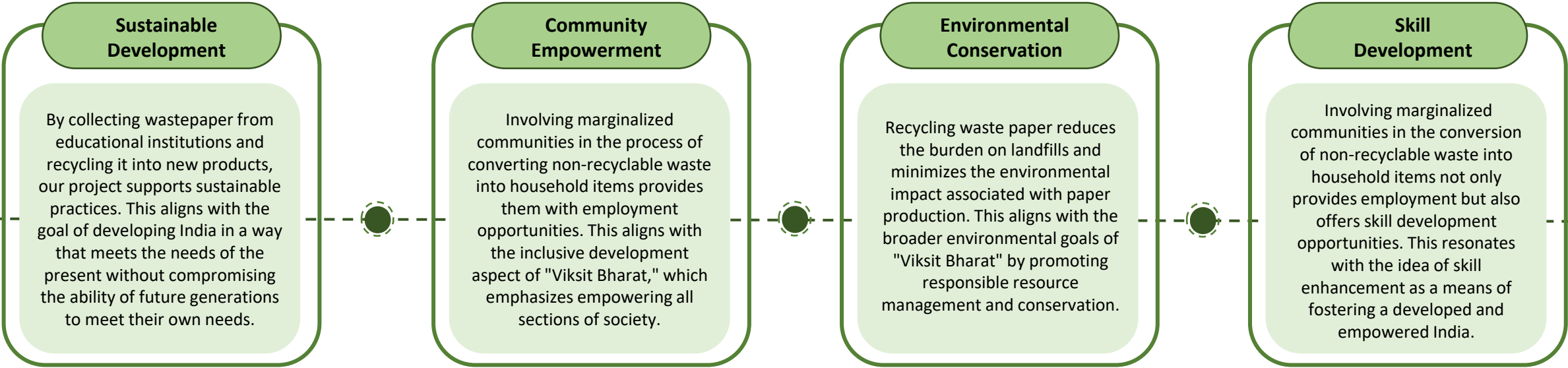
Distribution

Institutions collect paper waste and transport it to Green O Tech for recycling, where it undergoes separation into recyclable and non-recyclable categories.





The project contributes to "Viksit Bharat" by addressing following key aspects:



Our project has successfully eradicated poverty from marginalized section of **Kathputli community** by giving women employment.



By engaging with **Kathputli community**, we have preserved their culture by promoting their **Kathputli art**.



By combating with paper waste, we have **reduced water pollution** by preventing **dumping of waste in water bodies**.



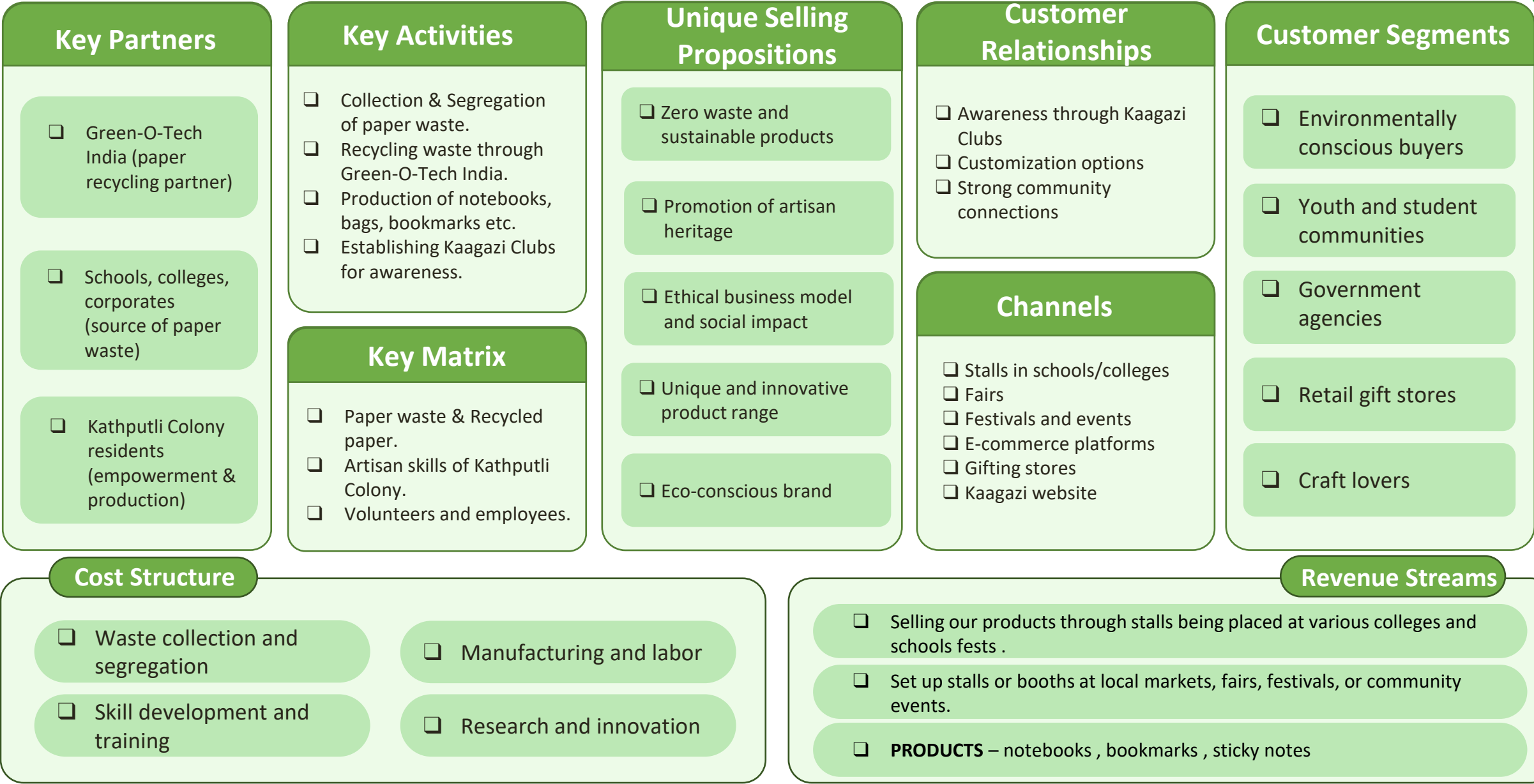
At Kaagazi, we have come up with **innovative products from recycled paper** such as notebooks, pencils, lamps, sticky notes etc.



Efficient use of paper waste is done by **recycling** and producing sustainable products.



There is **large disposal of paper waste** at roads and landfill sites. By recycling such waste we have **reduced land pollution** and enhanced our ecosystem.



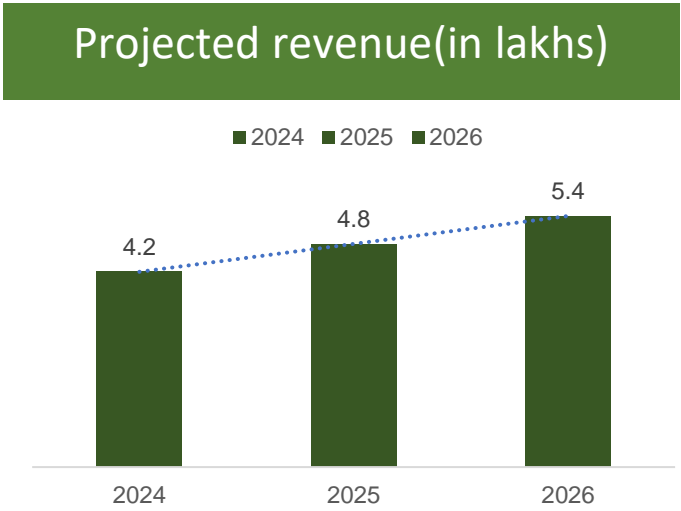


PROJECTED
(BY THE END OF 2024)

4.20
LAKHS

REVENUE STREAMS

- Selling our products through stalls being placed at various colleges and schools fests.
- Set up stalls or booths at local markets, fairs, festivals, or community events.
- PRODUCTS** – notebooks , bookmarks , sticky notes



Selling Prices of our Products	
Notebooks	60
Paper Bags	12



Retail price of Paper bags	
Threads	0.5
Stationaries used (fevicol etc)	1.5
Wages	3
Mediators	2
Recycled paper	3
Total	10
Gross profit	2
Gross Margin	16.6%

Retail price of Notebooks	
Brown FSC paper for covering	3
Binding Thread	2
Wages	8
Mediators	8
Inked & Ruled paper (128 pages)	25
Total	46
Gross Profit	14
Gross Margin	23.30%



STRENGTHS



Structured Collection Process

There is no proper coordination between the informal sector and the main supply chain of waste paper but we have an efficient collection system.



Economical Pricing

We offer our products at very reasonable prices



Employment Opportunity

Involving Kathputli community provides them employment opportunities besides training sessions

WEAKNESSES



Disengagement

Schools and institutes may not participate actively in the collection process



Inconsistent Quality

Quality of waste paper collected from different sources may vary



Coordination and Negotiation

Managing relationships and agreements with multiple institutes requires effective communication and coordination

THREATS



Easily Replicable

This is easily replicable since the problem of paper pollution is universal.



Technological Advancement

Competitor might adopt more advanced recycling technologies



Shift in Preference

A decline in eco-conscious consumer behavior could impact the demand for recycled paper products.

OPPORTUNITIES



Increasing Awareness

There has been a constant rise in awareness and demand for recyclable and eco-friendly products



Partnership with Government Programs

Collaboration with government-sponsored environmental programs can enhance the business's credibility.



Expansion into E-Waste

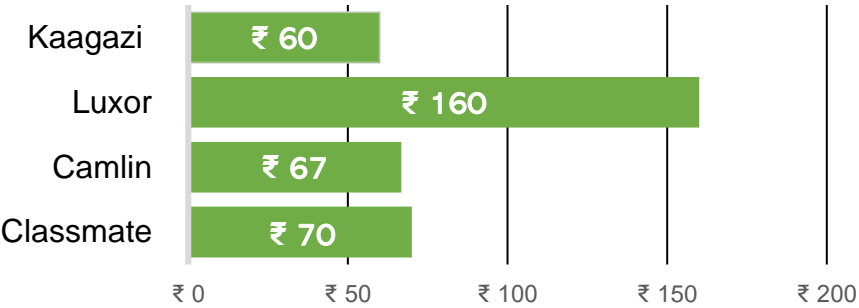
Expanding beyond paper and integrating the recycling of electronic waste

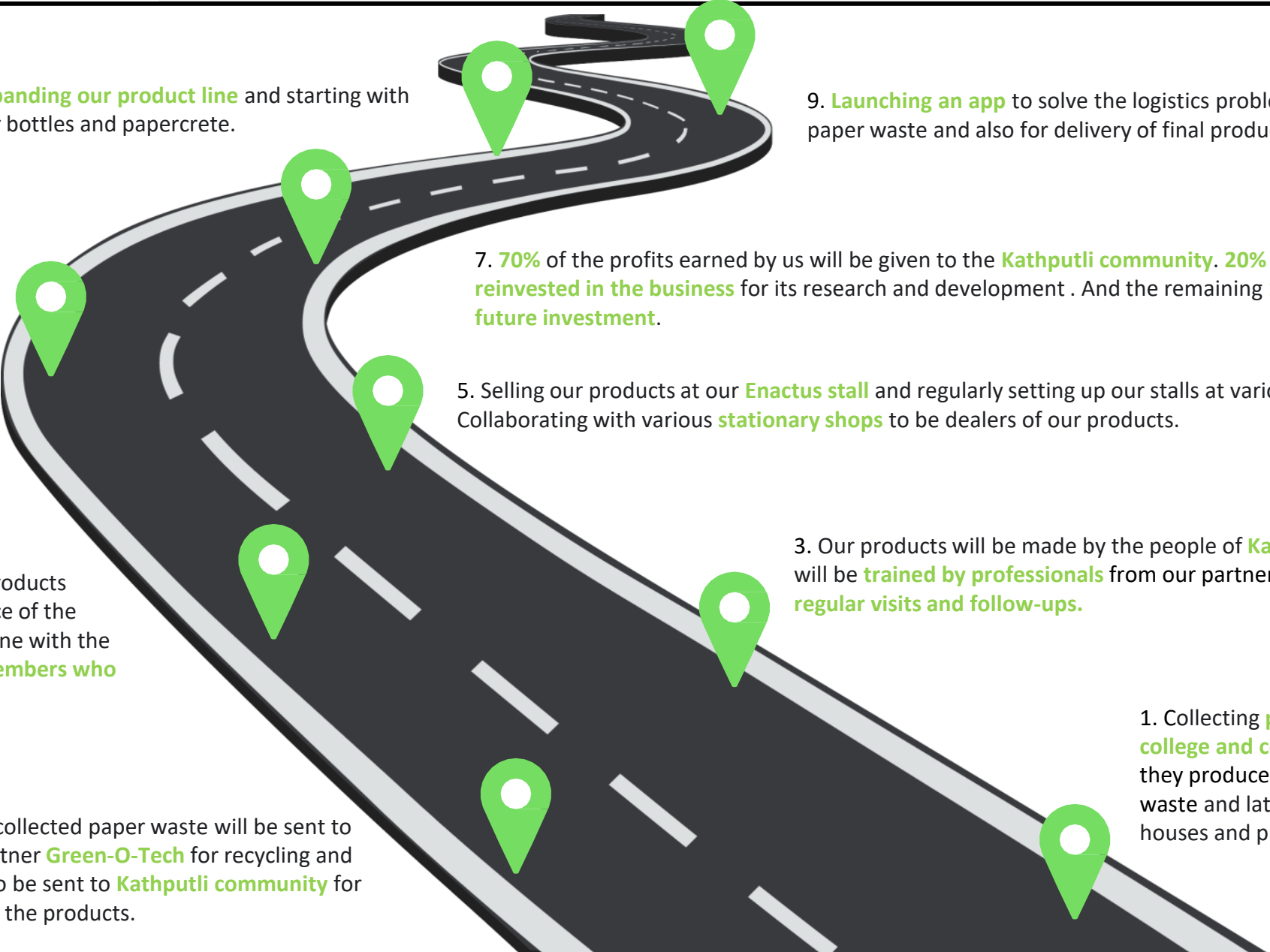




	Kaagazi	Luxor	Camlin	Classmate
Products	Notebooks, sticky notes, bookmarks, etc.	Pens, notebooks, art & crafts	Pens, Pencils, Crayons, Notebook	Pens, Notebooks,
Average Pricing	₹60	₹160	₹67	₹70
Value Proposition	Sustainable and socially conscious products	Premium quality and design led stationery	Basic stationery for value buyers	Affordable but feature rich products
Strength	Efficient paper waste collection and recycling system	Wide range of innovative and good quality products	Strong brand in art & hobby stationery, cost leadership	Strong brand recognition, large distribution network, competitive pricing
Weakness	Limited product portfolio - only notebooks, bags, sticky notes etc.	Lacks sustainability proposition, premium pricing	Very limited environmentally friendly options	Products not environment friendly or made from recycled materials
Primary Audience	Eco-conscious consumers, students, office-goers who value sustainability	Premium stationery customers and artists	Economy focused retail consumers	Price-sensitive parents of school children

Comparative Analysis





8. **Expanding our product line** and starting with paper bottles and papercrete.

9. **Launching an app** to solve the logistics problem for collection of paper waste and also for delivery of final product.

6. Listing the products **on e-commerce platforms** to market it to large audience.

7. **70%** of the profits earned by us will be given to the **Kathputli community**. **20%** of the profits will be **reinvested in the business** for its research and development . And the remaining **10%** would be saved for **future investment**.

5. Selling our products at our **Enactus stall** and regularly setting up our stalls at various fests. Collaborating with various **stationary shops** to be dealers of our products.

4. **Customizing** recycled products according to the preference of the consumers. This will be done with the help of our **community members who specialize in art**.

3. Our products will be made by the people of **Kathputli community**. They will be **trained by professionals** from our partner and we will be having **regular visits and follow-ups**.

2. The collected paper waste will be sent to our partner **Green-O-Tech** for recycling and will also be sent to **Kathputli community** for making the products.

1. Collecting **paper waste** from **school, college and corporate houses** because they produce a large amount of paper waste and later expanding to publishing houses and printing presses.

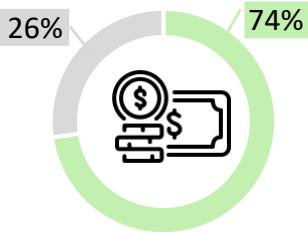


ADDITIONAL: SALES AND EXPANSION STRATEGY

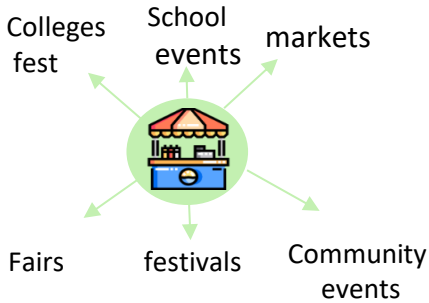
SALES TACTICS

- Selling our products through stalls being placed at various colleges and schools.
- Recognizing the importance of early education, we commenced our awareness campaign by focusing on schools and colleges.
- Thereby engaging the student population at a formative age and also by establishing Kaagazi clubs there

Revenue distribution



- Stalls
- Shops



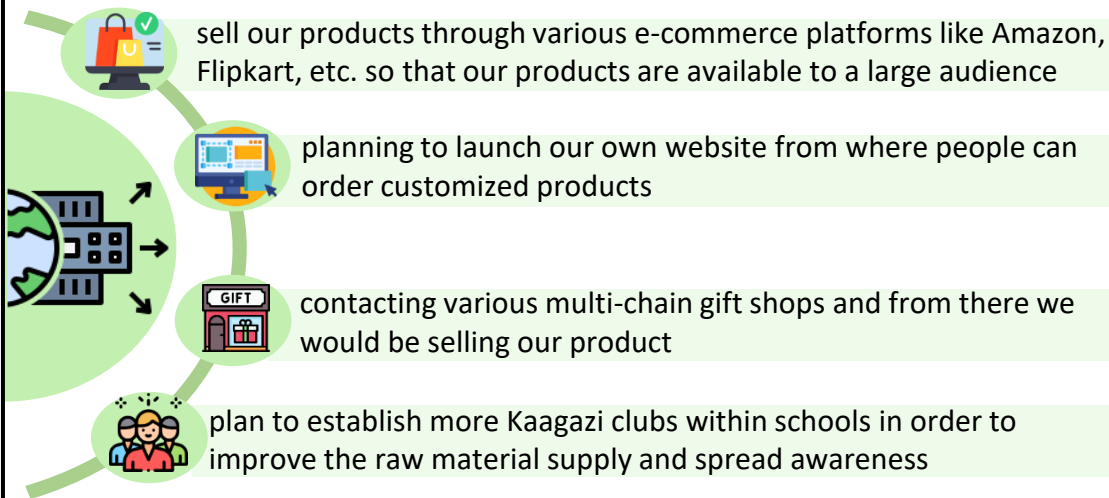
Current scenario

- We are currently focusing in **Delhi market**
- Current Revenue – **3.25 lakhs**
- Product line – **notebooks, paper bags, sticky notes, book marks**
- We have only two revenue streams that is from **stalls and shops**

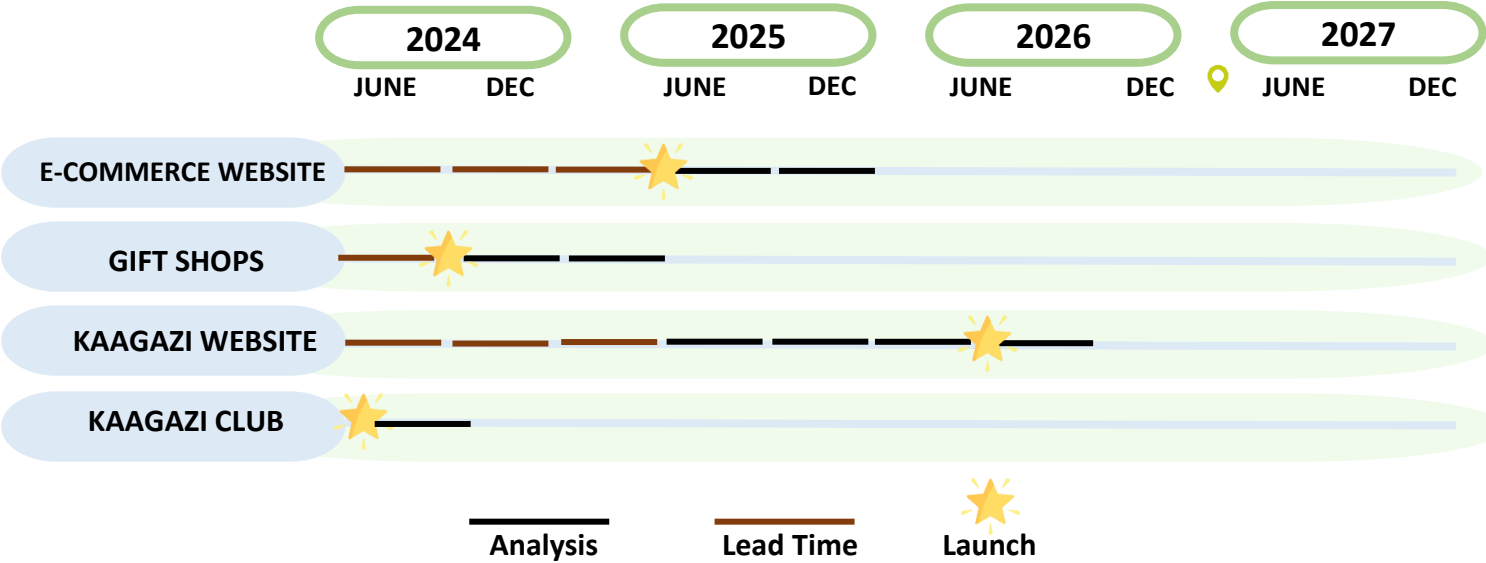
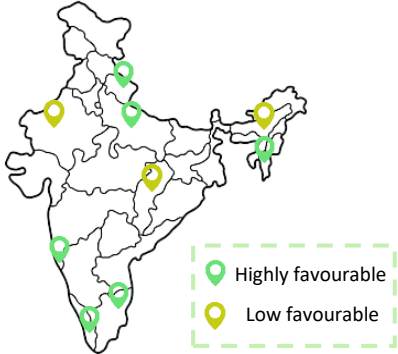
Future goals

- Business expansion over **different states**
- Projected revenue – **5.12 lakhs (by 2025)**
- Expanding our **product line**
- Focusing on **revenue mix** in order to have multiple revenue stream

EXPANSION STRATEGY



Business expansion plan over different states
West-North India dominates in terms of paper product demand due to having large population.





THANK YOU