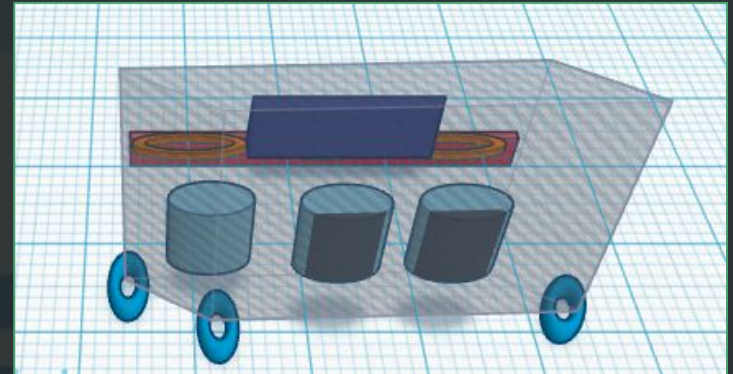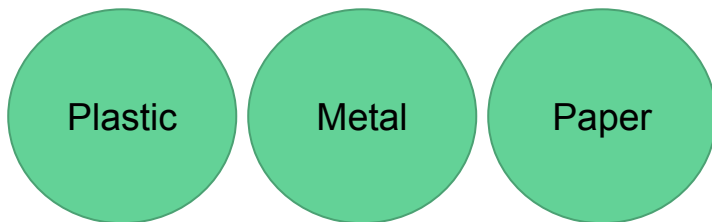# BinC

Aman Gour
Jaseem Umar
Pintu Meena
Ravi Verma

Questions?

Plastic

Metal

Paper

1. How many of you think India is not a clean country?

2. What are the ways we/government can improve it?

   a. Garbage bins at various places
   b. More investment into cleaning technology

Waste Segregation has been a major problem in waste disposal

70%

of the government's investment into waste disposal goes into waste segregation and transportation

Traditional Solution

The final sorting efficiency of colored bins is just 11% - Environment audit for waste management
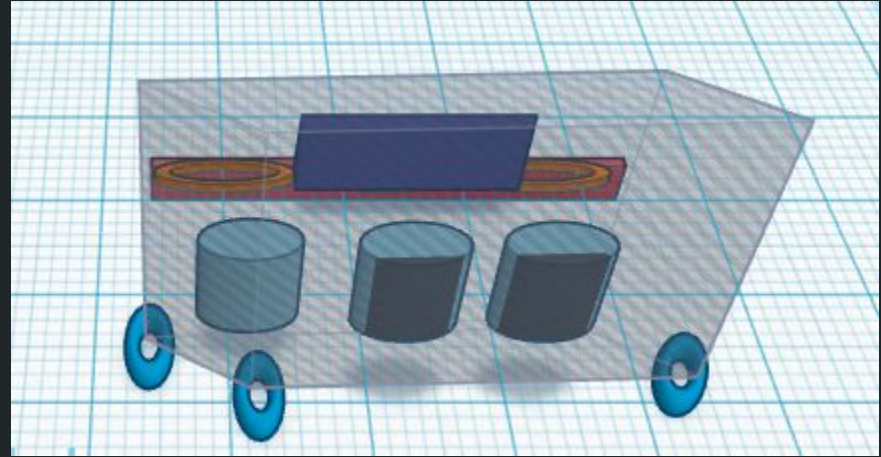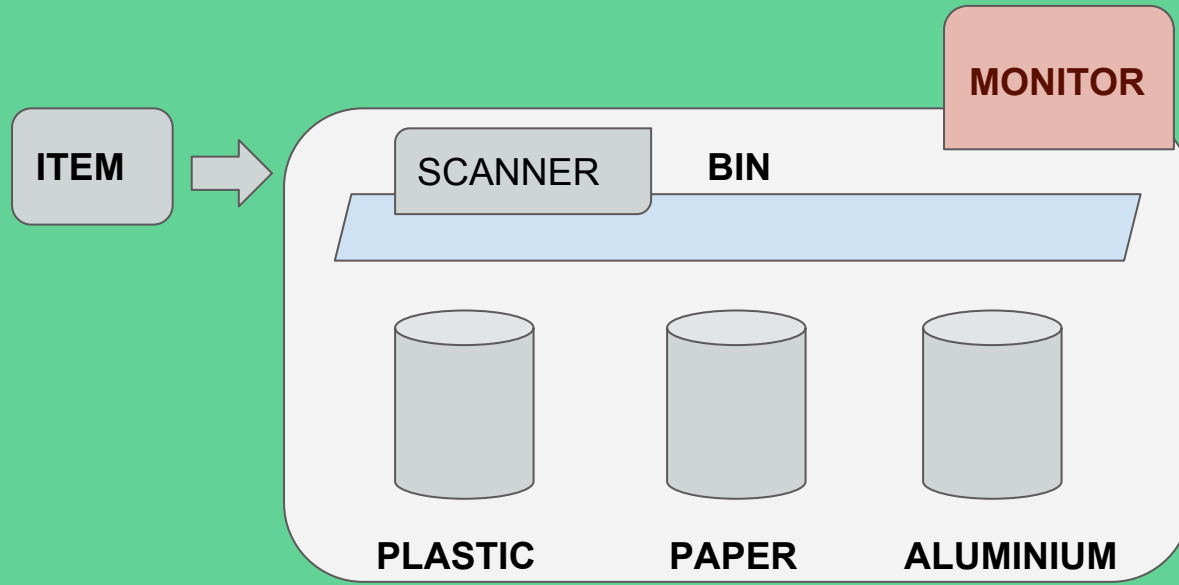
Automatic Waste Segregation Machine

We present to you
BINC

An electromechanical machine that source the item into recyclable and non-recyclable containers automatically

3-D Design of BINC

How does it work?

1. Take as input the trash item
2. Scan it to classify into one of the three categories
3. Dispose into the container

Additional Features

Automatic Bin-Full notification and garbage collection alarm to the in-charge

So situation like this:

Technologies

Infrared Sensors
Acoustic Measurements
Metal Sensors
Spectro Measurements

Machine Vision approach to classify the items

A camera takes the image of the item and sends it to the microprocessor for processing
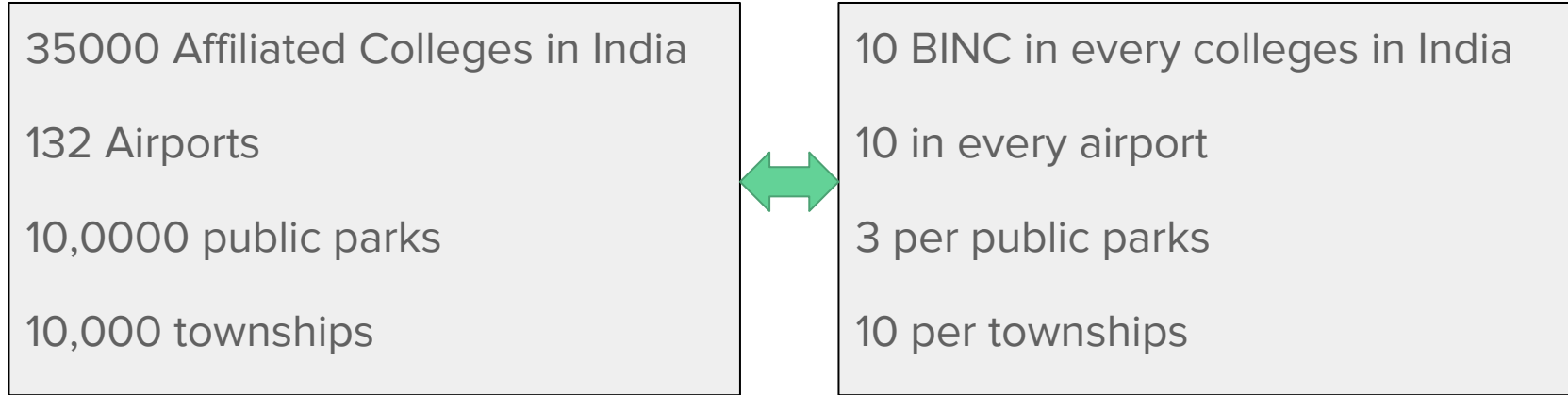
Business Model

- Employ bins in all the colleges, airports, townships and public areas

- Integrate it with **Swach Bharat Abhiyan** to get government support

GOAL: Sell billions of BINC

VISION: Make India clean

Expected Sales

35000 Affiliated Colleges in India	10 BINC in every colleges in India
132 Airports	10 in every airport
10,0000 public parks	3 per public parks
10,000 townships	10 per townships

3351330 BINC

1.67 Million BINC

at just 5% of sales from total possible options

Attracting Users

- Hassle free waste disposing
- Separation for easy recycling
- Lots of money saved for final stage segregation
- Low cost of transportation

Competition and USP

First of its kind initiative in India

BIG market

Environmental Cause

Revenue and Cost

Microcontroller - ₹ 300

Metal Casing - ₹ 500

Camera - ₹ 600

Display - ₹ 400 (Optional)

Basic Cost: ₹ 1400

Billions saved in Waste Segregation

Investment Recovery

The initial investment of 1 million INR can be recovered by just sale of just 400 - 500 BINC at a market price of ₹3000

Profit

The profit margin of BINC are high but even if we make minimal profit out of it given the broad areas we could expect significant profit and popularity among the government institutions

Challenges

- Cheap and robust machinery needed to make it popular
- Good computer vision algorithm - Neural Nets are potential options
- Training of the algorithm
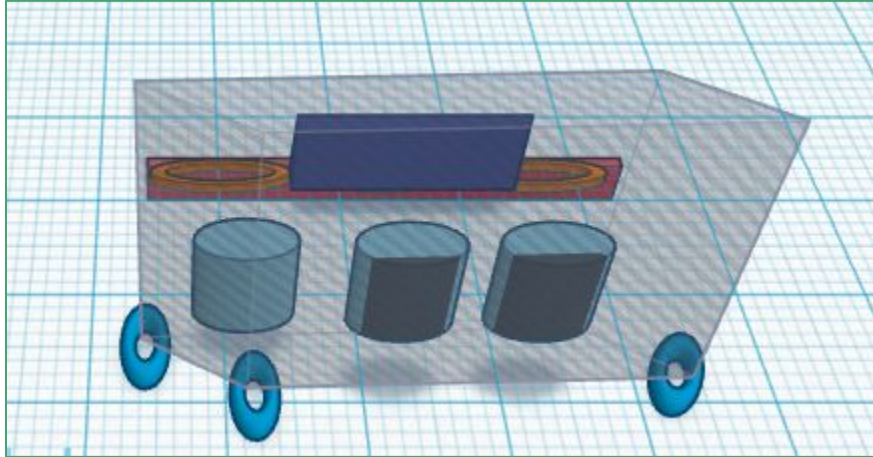- Mass Production
- Installment might be a small problem stone

What we need?

Your Support
Funding for the first round

BINC

LETS MAKE INDIA CLEANER