Care4Growth

* **Enabling Reuse and Recycle of children’s articles**

**Introduction**

In today’s world, high rate of growth in production and consumption of non-essential goods has led to deterioration of environment leading to climatic change On one hand, there are consumers who have no avenue to give away once products are no longer needed. One the other hand, there are people who really need the same but are unable to afford it. Along with these, the collection mechanism in recycling is uncertain at best.

**Need for a solution**

At Care4Earth, our endeavour is bring these parties together on a platform to minimize wastage and build recycling as a way of life. We have picked the kids category since in this, the lifecycle of items is the shortest.

80 percent[[1]](#footnote-1) of toys end up in a landfill, incinerators or the ocean while 90 percent are made of plastic and are used for just six months on average. These plastic toys take 200-500 years to decompose. Outgrown clothing is another big issue, as most children grow seven sizes in the first three years of their lives.[[2]](#footnote-2)

**About our platform**

Care4Earth will be in the form of an easy to use app with a SignUp/SignIn feature for individuals and two sections - Donate/Recycle and Buy/Sell with shopping cart integration.

Charitable organizations and recycling companies would also be able to register to get notified about any items that they can make use of. The locations of these organizations will be integrated with our map using Maps API.

In individual sign-ups, details of the child including birthday would be collected and reminders will be sent for gifting or donating on birthdays. An in-app blog will covers these stories.

In Recycle/Donate section individuals can enlist their products such as clothes, toys or baby gear that children have grown out of, Based on details such as product age, condition, the algorithm will determine whether a particular item is to go for recycling or donation.

Buy/Sell section would cater to individuals who buy for themselves and to those who want to buy and gift to a registered charitable organization.

Customers would be given flexibility to choose free self drop-off or a chargeable pickup.

In pickup service, the items will be picked up by enrolled courier agencies at the scheduled appointment and delivered to the appropriate organization. The organization will be selected by our algorithm which will prioritize from the list of registered organizations based on their response, needs and rating. In case of self-drop-off the user will be shown addresses of drop off locations which can be filtered and sorted based on distance and rating. Integration with Maps API will display the directions and route to the user.

**Current status**

As on today the app has integrated with DB2.0 to store the user selections. And the module for Donate/Recycle has been built.

**Conclusion**

Care4Earth gives a simple way to take care of the earth and at the same time bring smiles to more children around the world.

1. https://fashnerd.com/2018/05/ecobirdy-sustainable-recycling-innovative-technology/ [↑](#footnote-ref-1)
2. https://www.theguardian.com/small-business-network/2017/oct/12/one-size-fits-all-the-designer-creating-clothes-that-grow-with-kids [↑](#footnote-ref-2)