

Social Enterprise Plan



PARMES

Sustainable Today, Alive Tomorrow

Plastic and Air Regeneration Mission for Earth Sustainability (PARMES)

Website:- <https://niyasmuthukad.github.io/parmes/>

"Sustainable Today, Alive Tomorrow"

Team Members

1. Muhammed Niyas
2. Amal Madhu
3. Bhoomija M
4. Arjun K V
5. Harisyam A

Vision

To create a **cleaner, healthier, and sustainable planet** by regenerating ecosystems, reducing plastic waste, and improving air quality for communities globally.

Mission

To **innovate, recycle, and restore** the Earth by implementing scalable solutions for **plastic waste management** and **atmospheric purification**, while **empowering communities** and promoting environmental awareness.

1. Find an Opportunity

1.1 Problem Identification

- Plastic waste is accumulating globally, polluting land and oceans.
- Air pollution is rising in urban and industrial areas, affecting human health and biodiversity.

1.2 Market Gap

- Few integrated solutions address **both plastic recycling and air quality improvement** together.
- Most existing programs are either local or lack long-term sustainability.

1.3 Opportunity Statement

- Establish a **social enterprise** that combines technology, community engagement, and sustainable practices to **mitigate plastic and air pollution**.
- Position PARMES as a **global model** for environmental regeneration.

2. Develop a Business Concept

2.1 Core Idea

Implement a **dual-action approach** targeting plastic recycling and air purification simultaneously.

2.2 Key Activities

➤ **Plastic Recycling**

Collection, segregation, and conversion into eco-products or raw materials for industry.

➤ **Air Regeneration**

Install air-purifying systems in urban and industrial zones; plant urban green belts.

➤ **Community Engagement**

Conduct awareness campaigns, school programs, and local clean-up drives.

➤ **Innovation & Research**

Develop sustainable materials and technologies to reduce future plastic waste and emissions.

2.3 Value Proposition

Solve environmental problems while creating **jobs**, **promoting sustainability**, and **generating revenue** for reinvestment in social initiatives.

3. Figure Out What Success Means and How to Measure It

3.1 Success Metrics

➤ **Plastic Recycled**

Tons of plastic collected and upcycled annually.

➤ **Air Quality Improvement**

Reduction in pollutants such as PM2.5, CO₂, NO_x, and SO₂ in targeted areas.

➤ **Community Impact**

Number of awareness programs conducted, volunteers engaged, and schools/communities educated.

➤ **Employment Generation**

Number of green jobs created through recycling centers and related initiatives.

➤ **Financial Sustainability**

Ability to reinvest profits into environmental projects without relying entirely on donations.

3.2 Monitoring & Evaluation

- Regular reporting of KPIs.
- Environmental audits and impact assessments.
- Feedback from community stakeholders and partners.

4. Acquire the Right Resources

➤ **Human Resources:**

Environmental engineers, waste management specialists, social workers, volunteers, and community organizers.

➤ **Financial Resources:**

Social impact investors, CSR funding from corporations, government grants, and eco-focused funding agencies.

➤ **Technological Resources:**

Plastic recycling machines, air purification systems, AI-powered pollution monitoring, and R&D for biodegradable products.

➤ **Partnerships & Collaborations:**

Municipal corporations, research institutions, NGOs, schools, and eco-conscious corporations.

➤ **Knowledge & Expertise:**

Workshops, training programs, and collaboration with global environmental experts.

5. Launch and Grow

5.1 Phase 1 – Pilot:

- Launch a **single center** in a metropolitan area to test recycling and air purification technologies.
- Partner with local communities for collection and awareness campaigns.

5.2 Phase 2 – Expansion:

- Scale operations to multiple cities using **franchise or partnership models**.
- Expand product lines from recycled materials.

5.3 Phase 3 – Global Evolution:

- Collaborate with international organizations for technology transfer, carbon credit programs, and sustainable development initiatives.
- Position PARMES as a **global benchmark for integrated environmental solutions**.

6. Attain Goals

6.1 Short-Term (1–2 Years):

- Establish first operational recycling and air purification center.
- Conduct community programs and school workshops.
- Recycle 500+ tons of plastic and improve local air quality by 10%.

6.2 Medium-Term (3–5 Years):

- Expand to 5–10 cities.
- Launch eco-friendly products from recycled plastic.
- Develop strategic partnerships with international environmental organizations.

6.3 Long-Term (5+ Years):

- Create a **global model** for integrated plastic and air regeneration.
- Contribute to **UN SDGs 11, 12, 13, and 15**.
- Achieve **financial sustainability** with continuous measurable environmental and social impact.

