VIBGYOR

SAY HI TO PLASTIC

MANOHAR KODURI 29-05-2019









Foot on broken Glass

Which one is painful?



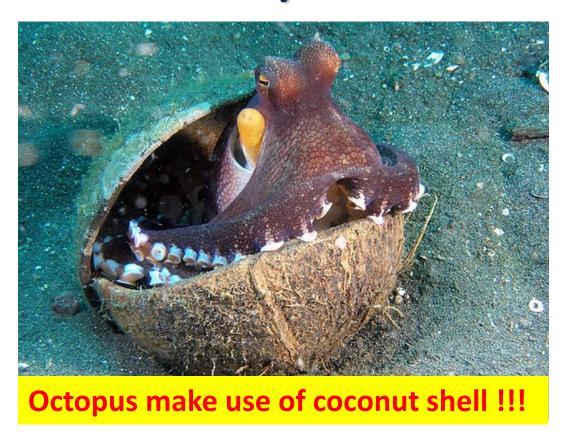








Do all waste generated by Humans can be used by other creatures?













Are we as Humans aware of types of plastic?



Category 1



Category?



Category ??



Category ???









Types of Plastic

Symbol	Description			
PETE	Clear tough plastic such as soft drink, juice and water bottles.			
2) HDPE	Common white or coloured plastic such as milk containers and shampoo bottles.	MICK IN THE PARTY OF THE PARTY		
3	Hard rigid clear plastic such as cordial bottles.			
LDPE	Soft flexible plastic e.g. squeezable bottles such as sauce bottles.	Assistation of Barbecue		
₹ 55	Hard but flexible plastic such as microwave ware, takeaway containers, some yoghurt/ice cream/jam containers, hinged lunch boxes.	Creany CLASSICS coolists territ		
6 5	Rigid, brittle plastic such as small tubs and margarine/butter containers.	Cucami		
OTHER	All other plastics, including acrylic and nylon. Examples include some sports drink bottles, sunglasses, large water cooler bottles.			



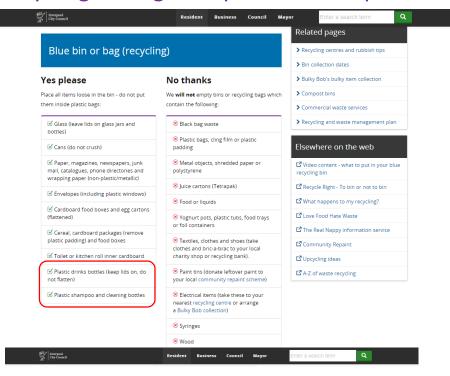


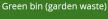


	Australia (Standards)	New Zealand (Standards)	United Kingdom (No formal standards but common colours below)	United States (No formal standards but common colours below)
General Waste	Red	Red	Black or Grey	Black
Mixed Recycling (Commingled)	Yellow	Yellow	Blue	Blue
Food Waste	Burgundy	Lime Green (Food Waste & Combined Food/Garden)	Brown	Green
Garden Waste/ Organics	Lime Green	Dark Green (Garden Waste only)	Brown	Green
Paper/Card	Blue	Grey	N/A or not known (Would probably go into Mixed Recycling)	N/A or not known (Would probably go into Mixed Recycling)
Glass	N/A (Would go into Mixed Recycing)	Blue	N/A or not known (Would probably go into Mixed Recycling)	N/A or not known (Would probably go into Mixed Recycling)

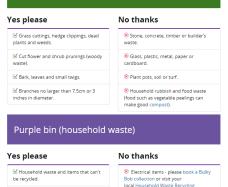
Sources: Sustainability Victoria – Away from Home Waste Signage Guidelines, wasteminz.co.nz, various other web research

Recycling strategies of plastic in Liverpool





✓ Food waste , including pet food.



Centre to dispose of electrical goods







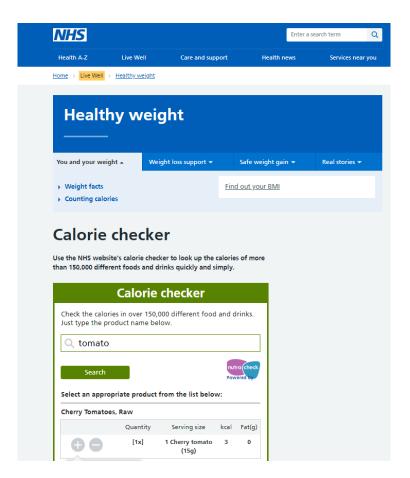






Aware of plastic or CALORIES!?





Cherry tomatoes and corresponding calories in NHS





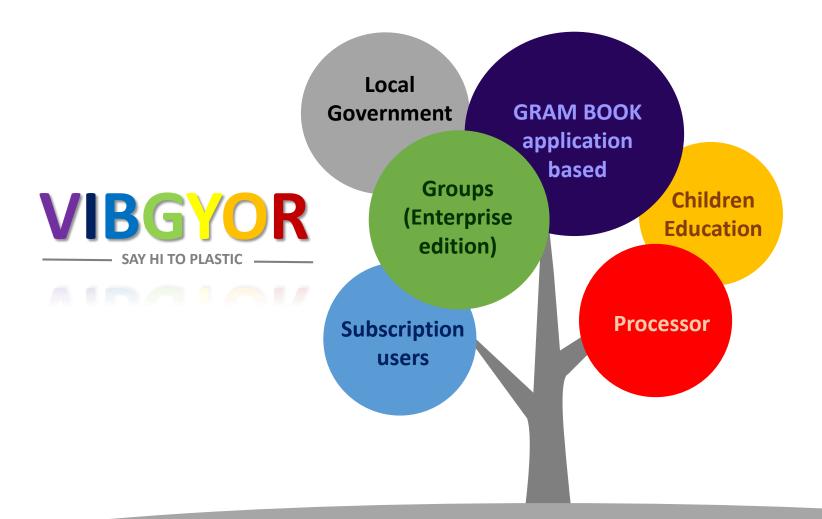




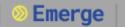


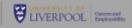












Types of
Plastic
Awareness of
plastic

Say Hi to Plastic

VIBGYOR

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CT) OTHER	All other plastics, including acrylic and nylon. Examples include some sports drink bottles, sunglasses, large water cooler bottles.	West Fall

Day in correlation to plastic

Mon

<u>Tue</u>

Wed

Thu

<u>Fri</u>

<u>Sat</u>

Sun







> Gram book

Users can update the plastic usage score in Facebook and or Instagram (Daily score or weekly usage score and or monthly usage score)



Subscription users

Users will segregate the plastic

A the team of VIBGYOR will collect the segregated waste and sent to recycling in Accordance with the plastic recycling norms -will pay the money back to the subscribed users.

> Local Government

To arrange, the different type of plastic disposal bins in selected areas, so that the users can classify the plastic using the free subscription VIBGYOR app and dispose of their plastic waste in suitable bins.

→ Groups (Enterprise edition)

Users in any institution and or offices can register to form into groups and segregation of daily usage

> Children Education

Today's children are tomorrows citizens: educating children in applying the VIBGYOR technology in daily usage

≻Processor

Customer usage plastic data will be stored in the database in application to the knowledge of the most usable type of plastic that is more common in that particular region and or locality and in further recommendations to those specified companies in choosing any alternative packaging application in more eco-friendly nature.







Timeline & Cost





- Design of VIBGYOR (25 Work hours)
- Recruiting Students as part-time

2nd Month

- University Integration (20 Work hours)
- Design and Implementation in University
 offices and residential halls

1st Month

- Design of VIBGYOR GRAM BOOK (30 Work hours)
- Recruiting the web designer app developers

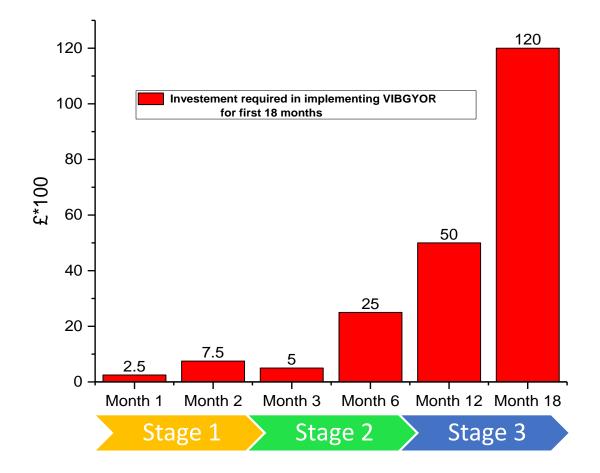
3rd Month

4th - 6th Month

Feedback and Development



- Marketing and Team construction for VIBGYOR and Approach to Local government
- Feedback and development.



7th to 18th Month

- For 18 months in total requirement:
 (2.5+7.5+5+25+50+120)* £100 = £21,000
- Income generation: After 18months: minimum of (Total cost /subscribers)
- Gram Book : Marketing strategy



Potential risks

- Design of a mobile application with artistic nature in considering the adaptability of the app in frequency with the International outlook
- Involvement of subscribers in updating and segregation of plastic
- > Strict computer algorithms in classifications of plastic (applicable to any mobile camera)
- Managing a standard number of subscribers to compensate for the costs associated with the design and sustainability of the VIBGYOR
- From formation and efficient working procedures in making contact with subscribers on a regular basis; at customer available time (in the collection of segregated waste from the customer)
- Managing segregated waste with the norms and or rules of land of operation
- Legal issues in particular to the social networking updates
- Approval from the local government authorities
- Children using mobile applications
- Sustainable business
- Plastic-free (potential risk for the VIBGYOR but the aim for this risk to happen)











Implementation of similar kind of idea in

a city in Europe-Sweden (Eskilstuna)



On house Hold waste

Would you sort your rubbish into seven different bags?

There's a city that sends no domestic rubbish to landfill. But part of its success involves asking residents to sort their rubbish into seven different brightly coloured bags.

A **smartphone film** by **Dougal Shaw** for BBC Business. Like, Share, Engage.

① 12 Apr 2019











Plastic Foot print app: More about pledges



We can and must reduce our plastic footprint. Here's how.



VIBGYOR is about inclusiveness of plastic by saying HI







Thank you very much for listening



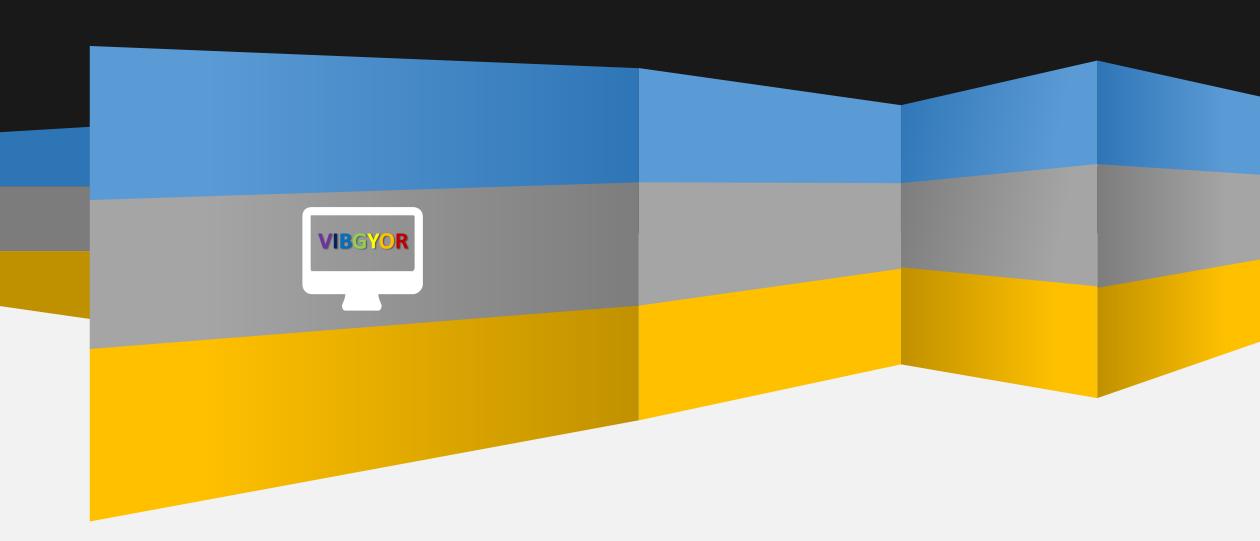


Looking forward for greener leaves









VIBGYOR Interface

Take A Close Look



Subscriber _Pickup call

To call to VIBGYOR team: say hello to the team

Calendar

Usage of plastic

Gram book

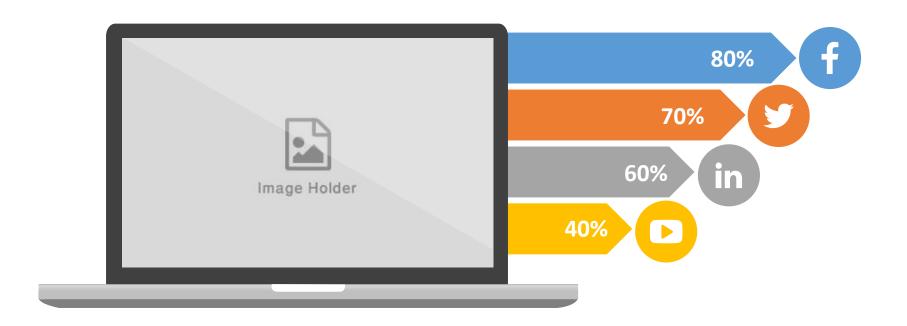
Share the usage of daily plastic in grams on to Instagram or Facebook or twitter

Processor

Usage will be downloaded to server of **VIBGYOR** for processing data base and will update to the customer about the probable recycling of grams of plastic disposed

VIBGYOR Gram book Interface

Say Hi to plastic







PHONE SETTING



CALENDER



VIBGYOR SMART Interface (Sorting)









