**VIBGYOR**

**Moto: Say Hi to Plastic**

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| **Idea:**  Plastic is ubiquitous in the human’s day-to-day life. The thought of plastic might be a good idea during its start to have a wide range of characteristics and serving humanity to its maximum extent. Here, do every other creature on the planet knows about the usage of plastic or any waste generated by humans. It might be partially yes and no. Instances such as coconut-carrying octopus show that some creatures in nature do know in the usage of some waste generated by humans. Is it the same with the plastic, it might be no. This triggers me about the source of plastic all around the world ranging from deep seas to the atmosphere, is about the segregation and recycling. However, most of us know the usage of plastic but not much aware of different kinds of plastic and its recycling.  The thought here is to say Hi to the plastic (inclusive rather than simply an object) with a theme of seven days with seven different color-coding **(V I B G Y O R).**  -The end user of the plastic is individual if the segregation starts at the individual level, recycling of plastic might be much easier and results in the effective usage of plastic. In general, Plastics types are categorized into 7 different types so if the people know the which kind of the plastic they are using on a regular basis and bin them into suitable boxes, the cost can be greatly reduced and most of the plastic can be recycled in a more efficient manner.  **Implementation of VIBGYOR- 5 Versions and database management**  A mobile application: to create an interface with a camera and or barcode reader and the corresponding type of plastic displayed on the screen with a suitable score. (Free and or paid subscribers)  A.      VIBGYOR: 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 )  B.      VIBGYOR subscription users (need to pay monthly) can segregate the plastic and the team of VIBGYOR will collect the segregated waste and in accordance with the plastic recycling norms will pay the money back to the user.  C.      VIBGYOR: 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.  D.      VIBGYOR: Groups : (Enterprise edition) Users in any institution and or offices can register to form into groups and segregation of daily usage  E.       VIBGYOR: Children education: Today's children are tomorrows citizens: educating children in applying the VIBGYOR technology in daily usage  F.       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.     |  | | --- | | **Time scale:**  **Stage 1:**  **First Month:** Approach to the university club and to seek students for their help in modelling and design of a prototype mobile application (Recruiting student as a part-time)  **Second month**: Recruit the application designers and designing VIBGYOR-Gram Book  **Three to six month:**   Design and implementation in University  offices and  Halls  **Stage: 2**  **Six to 12 months:** Feedback from the subscribers and approach to the multiple financers in consideration for the VIBGYOR Local government version  **12 To 24 months:** implementing to a particular region or locality and consider the feasibility and the approach of the VIBGYOR in a real-world scenario (Income generation)  **Stage 3**  Sustainability and development into multiple areas and or localities regions  **Cost Breakdown:**  **Stage one**  Month 1:  Designing the VIBGYOR prototype mobile application:   Number of working hours: 25 with four-person maximum and computer sources (200-250 UK pounds)  Month 2: Designing VIBGYOR gram book- 25-30 working hour (500-750 UK Pounds)  Month 3: University integration: 20 Hours (500 UK Pounds)  Month 4-6: Recruiting freelancers and implementing in further: around (2500 Pounds)  **Stage: Two**  Full-fledged application in consideration to approaching the government- 5000 Pounds  Marketing and recruiting the team for VIBGYOR – 12 K pounds (Maximum of six persons and Three months at least two people on the technical team (six to 12 months)  **Stage 3: Subscription – Income generation to VIBGYOR**  **Potential Risks:**  1.     Design of a mobile application with artistic nature in considering the adaptability of the app in frequency with the International outlook  2.     Involvement of subscribers in updating and segregation of plastic  3.     Strict computer algorithms in classifications of plastic (applicable to any mobile camera)  4.     Managing a standard number of subscribers to compensate for the costs associated with the design and sustainability of the VIBGYOR  5.     Team 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)  6.     Managing segregated waste with the norms and or rules of land of operation  7.     Legal issues in particular to the social networking updates  8.     Approval from the local government authorities  9.     Children using mobile applications  10.  Sustainable business  11.  Plastic-free (potential risk for the VIBGYOR but the aim for this risk to happen) | |