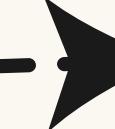
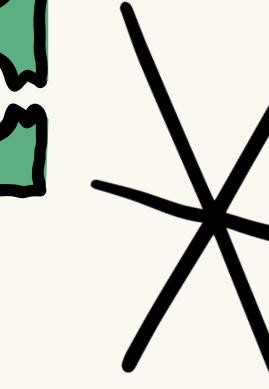
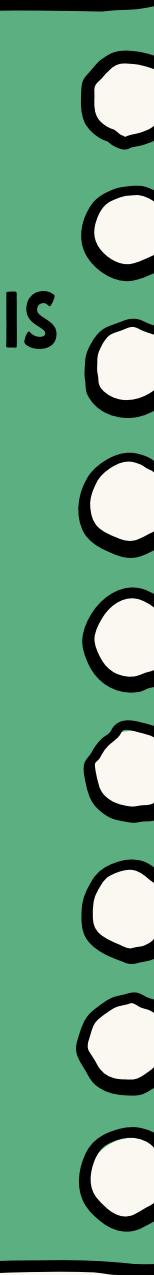




BRAINSTORM

Problem

THE BIGGEST PROBLEM WITH WASTE IN INDIA IS THE INADEQUATE WASTE COLLECTION INFRASTRUCTURE AND LACK OF EFFICIENT SORTING AND RECYCLING SYSTEMS. INDIA FACES SIGNIFICANT CHALLENGES IN MANAGING ITS WASTE, INCLUDING BIODEGRADABLE WASTE.



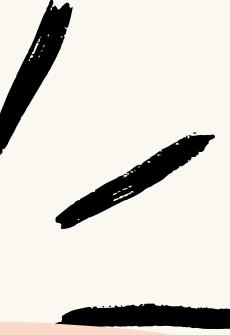
disposed off

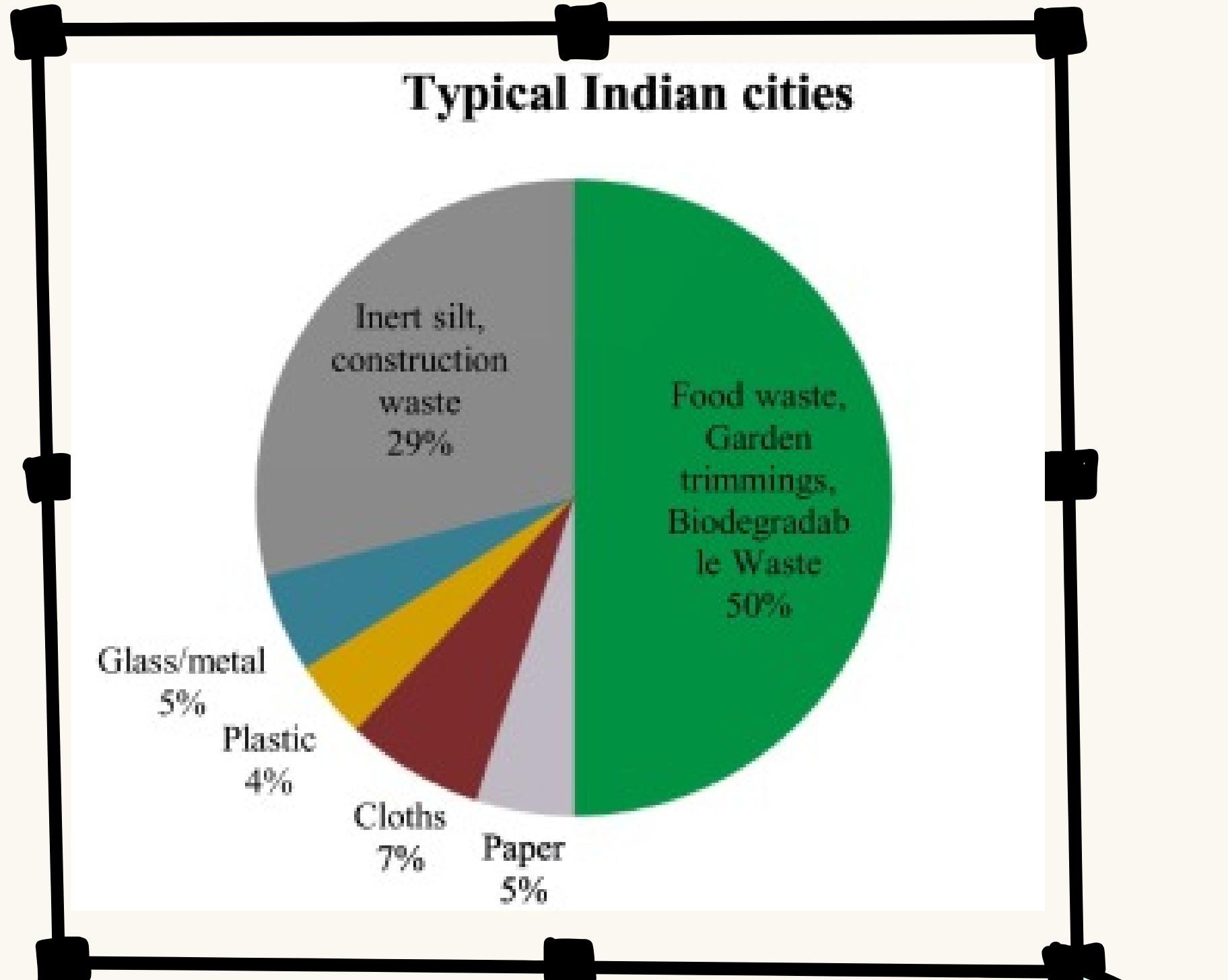
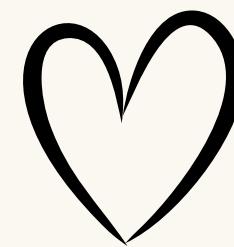


contributing to environmental pollution and health hazards.



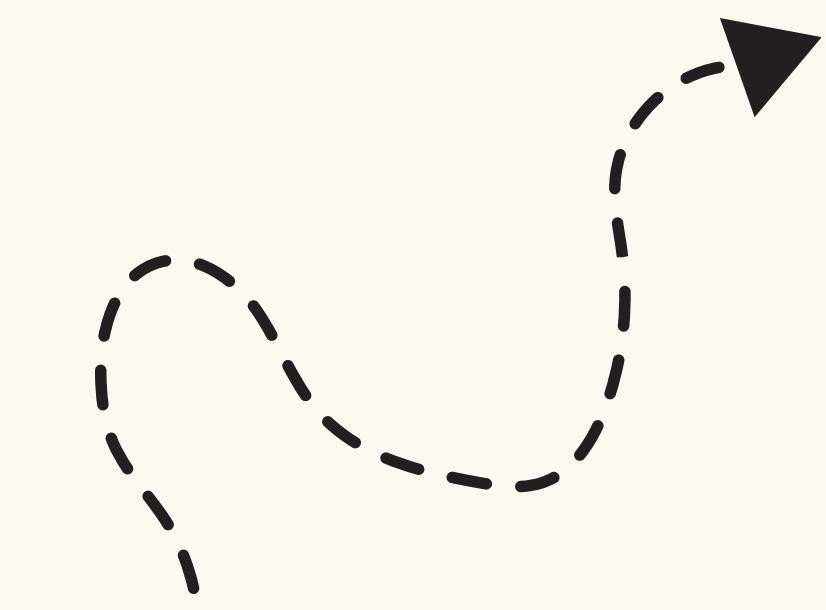
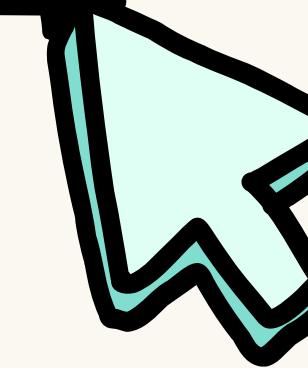
landfills

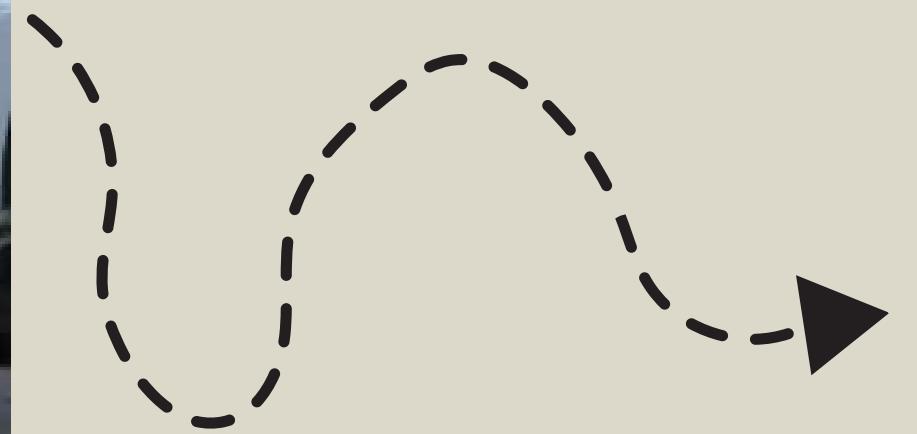




Introduction

Urban India generates about 1.54 Lakh metric tonnes (MT) of municipal solid waste (MSW) on a daily basis. Out of which 50-60 per cent is biodegradable in nature.







WASTE KALYAN

TURNING TRASH INTO TREASURE



WASTE KALYAN
TURNING TRASH INTO TREASURE

About Us

Established - 2017.

We, at Waste Kalyan, are dedicated to revolutionizing the way biodegradable waste is managed, paving the path towards a greener and more sustainable future.

Network of 40,000+ suppliers





Vision

To eliminate the need for landfills and to preserve the environment and enhance the quality of life.

India's GHG emissions have reached approximately four billion metric tons of CO₂ equivalent per year.





Mission

To reduce the biodegradable waste sent to landfill and recycling it in order to ensure a safe and healthy community for current and future generations.



Our Product and Services

- Waste Collection and Segregation
- Ethanol Production
- Composting
- Feedstock
- Biogas Production
- Consultation and Training



Core Values

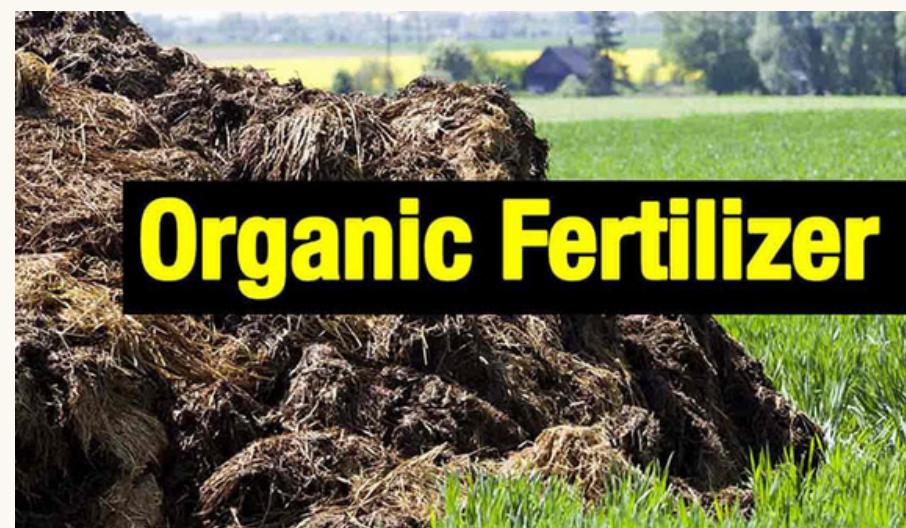
- Innovative Solutions
- Sustainability Focus
- Comprehensive Services
- Community Engagement



Supply Chain Management



Rag pickers
Dumping trucks



Strategic Locations

Mumbai
Delhi
Chandigarh
Pune
Chennai
Bengaluru
Telangana
Patna
Surat
Ahmedabad
Jaipur
Kolkata
Varanasi
Kanpur



Headquater Location :- Gurugram
We have more than 78 plants in 15 cities



SWOT Analysis



WASTE KALYAN
TURNING TRASH INTO TREASURE

S

Strengths

- Plants at strategic location
- Experienced in handling a variety of waste types safely and efficiently.
- Compliant with all laws on labour & waste management

W

Weaknesses

- Longer time duration for completion of the process.
- High Operational Costs
- Manual waste Segregation

O

Opportunities

- Growing Environmental Awareness
- Expansion into New Markets

T

Threats

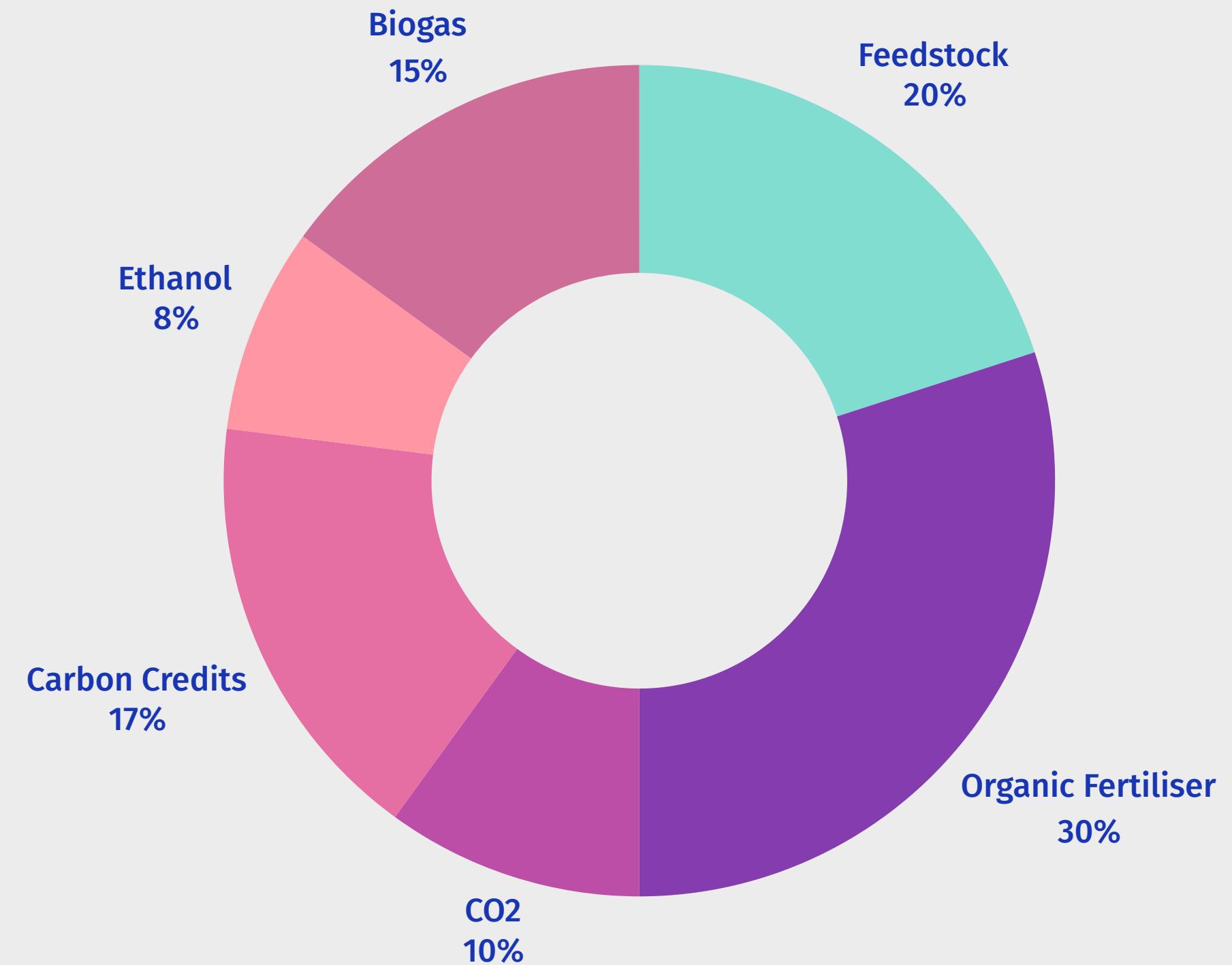
- Threat from new entrants
- Rising Fuel Costs



Sources of revenue

We are growing at a CAGR of 30%.

Major Source of revenue is Organic Fertilizers and Feedstock which constitute about 50% of our revenue.



PESTLE ANALYSIS

Political

- **Government incentives and subsidies:** Government policies promoting renewable energy, recycling and waste-to-energy projects can create opportunities for waste management companies to innovate and expand their services.
- **Political stability:** Changes in government in regions where the company operates can affect regulatory frameworks and business operations.



Economic

- **Increasing Market size :**The India Waste Management Market size was valued at USD 25.1 billion in 2023, and is expected to reach USD 39.07 billion by 2030, with a CAGR of 6.5% from 2024 to 2030
- **Disposable Income levels:** Higher disposable incomes may lead to increased consumption and consequently more waste generation, potentially benefiting the waste management industry.



Socio-Cultural

- Public awareness and attitudes towards environmental issues and waste management practices.
- Demographic trends such as population growth, urbanization influences waste generation rates.
- Cultural preferences and behaviors regarding recycling, composting, and waste reduction efforts.



PESTLE ANALYSIS

Technology

- Advancements in waste treatment technologies such as recycling, composting, and waste-to-energy processes.
- Automation and digitalization in waste collection, sorting and processing.
- Innovation in materials science for developing eco-friendly packaging and products.

Legal

- Compliance with environmental regulations and waste management laws.
- Health and safety regulations for waste handling and disposal.

Environment

- Climate change impacts on waste management practices, such as extreme weather events affecting waste collection and disposal.
- Environmental sustainability concerns driving the demand for eco-friendly waste management solutions.



Our Rivals

**Sampurn(e)arth
Environment Solutions Pvt**



NEPRA - Let's Recycle.



**Eco-Wise Waste
Management Pvt. Ltd**



LICENSES AND CERTIFICATIONS



BIS Certificate



Business Registration



PESO License



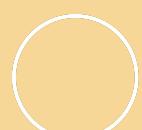
MSME Registration



Factory License



Consent NOC



CGWA NOC



Porter's five forces analysis

These are Porter's five forces that can impact our business:

- Threat of New Entrants (Moderate)
- Bargaining Power of Suppliers (low to moderate)
- Bargaining Power of Buyers (moderate to high)
- Threat of Substitute Products or Services (High)
- Rivalry Among Existing Firms (High)



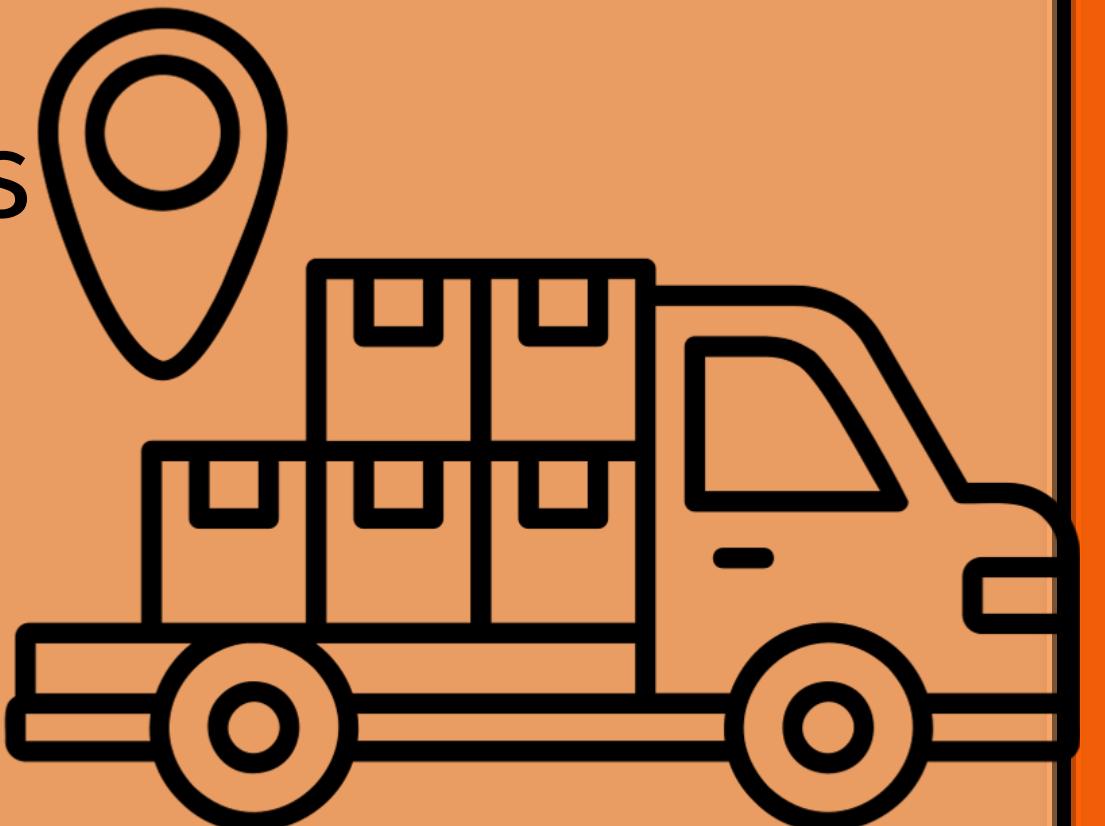
1. Threat of New Entrants

- Economies of Scale
- Capital requirement
- Access of distribution network
- Govt. policies



2. Bargaining power of Suppliers

- More number of suppliers, it makes less control over prices
- Products are less standardized, less differentiated and have low switching costs
- Threat for forward integration
- Important customer for its suppliers



3. Bargaining power of Buyers

- Have a Few firm to choose from
- Go for cheaper product (Chemical fertilizer)
- Product differentiation within the industry is high
- No significant threat from the buyers to integrate backwards



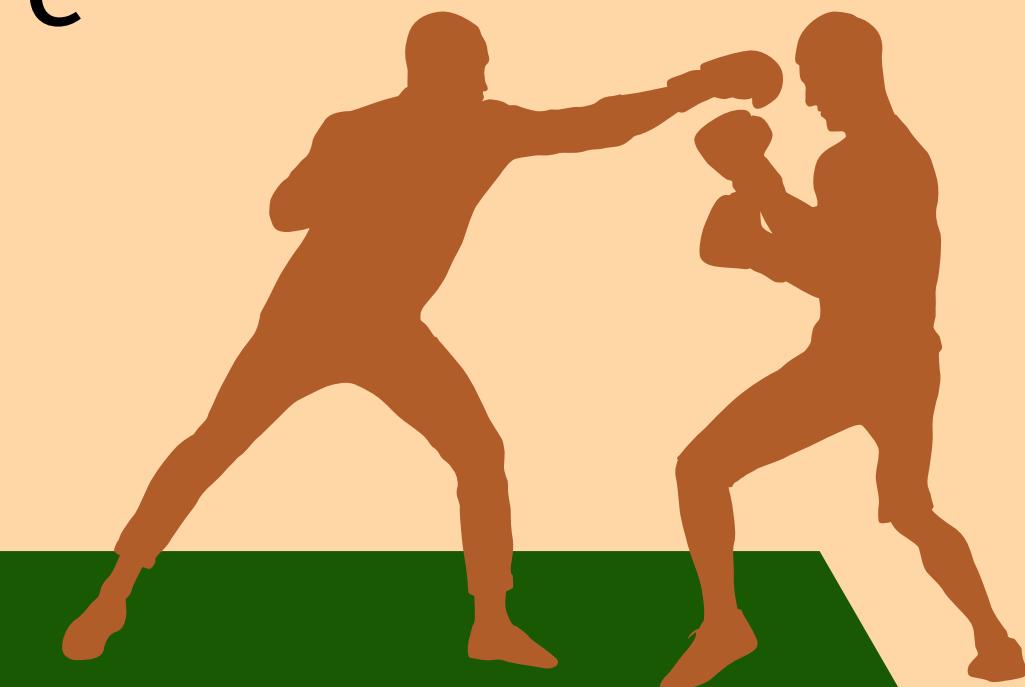
4. Threat of Substitute Products or Services

- Very few substitutes are available in the market
 - (i) Low quality
 - (ii) High prices



5. Rivalry Among Existing Firms

- Few competitors, also large in size
- These will engage in competitive actions to gain position and become market leaders
- fixed costs are high, this makes the companies to push to full capacity
- The exit barriers within the industry are particularly high





VRIN ANALYSIS

Proprietary Technologies
Specialized Expertise

RARITY

Environmental Impact
Cost Savings

VALUE

INIMITABILITY

**Non-
Substitutability**

Infrastructure
Regulatory Compliance

Environmental Compliance
Integrated Solutions





VUCA Analysis:

1 Volatility

Market Demand
Fuel and logistics Cost

2 Complexity

Diverse Waste Streams
Regulatory Compliance

3 Uncertainty

Technological Advancements
Regulatory Changes

4 Ambiguity

Long-Term Environmental Impacts
Effectiveness of Emerging Technologies



Contact Us

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Thank you for listening!

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Tushar - 49
Abhishek - 53
Jetharam - 67