

Clean India Ventures's New Entry

New Delhi, IndiaNew Delhi, India

Clean India Ventures

<https://www.youtube.com/watch?v=s5cjPN4Dex4>



Year Founded:

2015

Organization type:

for profit

Project Stage:

Start-Up

Budget:

\$10,000 - \$50,000

Website:

<http://www.cleanindiatech.com>

Twitter:

<http://www.twitter.com/cleanindiatech>

Facebook:

<https://www.facebook.com/cleanindiatech/>

 SHARE

- [Social Investment](#)
- [Social enterprise](#)
- [Rural development](#)
- [Environment](#)
- [Green business](#)
- [Renewable energy](#)

Project Summary

Elevator Pitch

Concise Summary: Help us pitch this solution! Provide an explanation within 3-4 short sentences.

We help in managing the Organic Waste, one of the pain areas for the municipals, government today in an effective way. Clean India Ventures has innovated a technology Green Waste Reprocessor (GWR) in which we treat the organic waste (food/vegetable, temple and green) in a valuable by product (organi

WHAT IF - Inspiration: Write one sentence that describes a way that your project dares to ask, "WHAT IF?"

What If a CITY generates zero organic waste! Benefits are endless...enviro-prenuers, waste to wealth, drastically less emissions, minimal landfills, minimal transportation of waste hence reduced diesel and traffic!

About Project

Problem: What problem is this project trying to address?

You would be surprised to note that more than 65 million tonne of waste is generated by 350 million people every year. 90% of this waste goes to landfills that have huge implications such as contaminated air, water in its surroundings, higher likelihood of epidemic and unhygienic surroundings. It is equally surprising to note that 60% of the rejects/waste generated is green/organic in nature, and can be reprocessed before it becomes waste.

Solution: What is the proposed solution? Please be specific!

Clean India Ventures has invented a Green Waste Reprocessor machine which re process all green reject and converts it into valuable by products. We are manufacturing machines of various capacities from 500 kgs per day to 5 ton per day.

Awards

Awarded by United Nations Foundation Global Alliance for Innovation towards Clean Cooking. We are on the website of Government of India as a technology provider on Swachha Bharat Mission, and Ministry of Drinking Water & Sanitation.

Impact: How does it Work

Example: Walk us through a specific example(s) of how this solution makes a difference; include its primary activities.

Imagine yourself walking on the side of the road, and you cross the big containers of dustbin boxes, your hand straight away goes to your nose so that you don't breathe the poor odor that the waste is generating in that area. Our Solution helps the municipal bodies in cleaning up that aspect by managing that waste and turning that waste into an effective way of generating income for everyone. Not only this helps in clearing the waste, it also helps in the employment generation for rag pickers and other lower level people who are looking for a job. At the same time reducing massive emissions of poisonous gases that are there in landfill areas and reducing vehicle loads of roads.

Impact: What is the impact of the work to date? Also describe the projected future impact for the coming years.

Four machines have already been installed in the Delhi by New Delhi Municipal Council and Central Public Work Departments in the various parks which comes under their jurisdiction (Lodhi Garden, Nehru Park). These machines are working properly and treating the waste on the spot and generating by product. Currently, we are in talks with Central Ordnance Depot, New Delhi, North Delhi Municipal Corporation, Ministry of Drinking Water & Sanitation and Faridabad Municipal Corporation to install our machines within next 10-15 days.

Spread Strategies: Moving forward, what are the main strategies for scaling impact?

In order to create a full impact and to install machines, we are appointing distributors across India. Mostly, we are looking to have a direct sales arrangement with the customers/municipal bodies. For states such as North Eastern States, we can look at appointing distributors.

Sustainability

Financial Sustainability Plan: What is this solution's plan to ensure financial sustainability?

By product of the waste that we generate is enriched with nutrients and has a high demand in Indian Market and International Market as well. We are looking forward to create our own brand of the by product and sell it in the market at a market price. At the same time we are proposing to corporations to install these machines either on purchase basis, or tipping charges basis so that project is viable.

Marketplace: Who else is addressing the problem outlined here? How does the proposed project differ from these approaches?

There are companies who are trying to provide solution to Municipal Solid Waste by reprocessing the waste together. Unfortunately it is a failure and only eyewash to install big plants. Sooner or later, corporations have started to realize that segregation and reprocessing is a much more viable way.

Team

Founding Story

Every entrepreneurial story has its roots in finding a solution to a problem. Mr. Manoj Pathak, an innovator by heart was always looking for some solution to finish waste that was generated on a daily basis and produce something useful out of it. Trials and trials gave way to success and now we are ready to commercialize our offerings to leave a huge positive impact on the society.

Team

Mr. Mukesh Gupta is the Chairman of the Company. He is active in Bureaucrats and Political Circle and has experience of more than 3 decades dabbling in various businesses. Mr. Manoj Pathak is the Innovator of the Technology. A dynamic professional with nearly 24 (+) years of experience in the areas of Customer Support & Service, Product/Business Development, technical training, innovation, R&D and Team Management, EMF/EM Radiation Audit. Innovation is his Passion. Mr. Alok Gupta with 10 years of hands-on experience in dealing with various clientele, he is leading the marketing efforts of the venture. Also aligned to various social and networking platforms like PHD, CREDAI, Rotary, Roundtable, TiE etc. Mr. Rohit Goel is an engineer by qualification and has been a part of his family business which is into product testing since last 10 years. Excited to bring a change in environment, he has joined this venture as Director Marketing. Mr. RN Sharma is a retired civil officer with nearly 35 years experience in the Defense Ministry (Ordnance Production Dept.) of Govt. of India. He brings to the venture wealth of his rich experience in administration, dealing with government officials and human resource management.

Background

Please confirm how you heard about the Unilever Awards:

Research

Please confirm your role in the initiative (eg Founder/co-Founder) and your organisational title:

Co Founder, Director

Which of the 8 UN Global Goals (Sustainable Development Goals) pre-selected for this competition does your solution relate most closely to? [select all that apply]

No Poverty, Clean Water and Sanitation, Affordable and Clean Energy.

Leadership and the Unilever Awards

Please provide examples of any previous entrepreneurial initiatives you have pioneered.

There have been many instances of entrepreneurial initiatives that were started but many of them lost steam, or were not noteworthy to be shared on this platform. This is one such initiative that has the potential to transform society.

Beyond your existing team, who else are you working with to achieve your objectives, eg partners, advisors, mentors?

We are working with a lot of corporations to find out best solutions for their problems. Also meeting new prospective distribution partners who have

belief in our company and are willing to join hands for the greater good of the society. We are working with CLEAN, an NGO promoting clean cooking initiatives, Ministry of Drinking Water & Sanitation, Ministry of Urban Development and some renowned consultants to showcase our project.

Source URL: <https://www.changemakers.com/globalgoals2015/entries/clean-india-venturess-new-entry>