

Business Standard

Unicef pat for PepsiCo waste mgmt project

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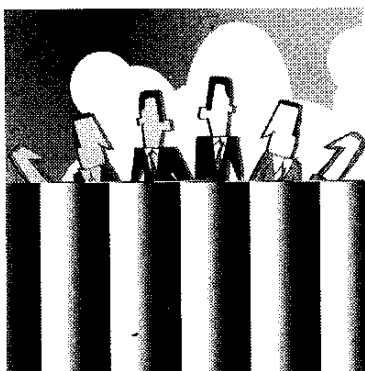
Leading beverages company PepsiCo's zero waste management project (ZWM) at Pammal in Tamil Nadu in tie-up with Exnora (Excellent, Novel and Radical) has been selected by Unicef as a model project and centre for international learning in the area of urban solid waste management.

The Unicef recognition follows the Golden Peacock award to PepsiCo India and Exnora for innovation and partnership in this waste recycling programme. PepsiCo India has jointly funded all ZWM projects in South India with a total grant of over Rs 99 lakh, and will be launching another project in North India soon.

"The PepsiCo-Exnora ZWM project is a unique initiative

demonstrating partnership between government, NGO and the corporate sector with people's participation. The interactive sessions with key stakeholders have helped us understand the key factors behind the success of the programme," a Unicef statement said.

The programme involves creation of infrastructure, usage of superior grade compost, recycling of plastic and steel waste, road cleaning, street beautification, sanitation awareness



programmes and tree plantation programmes that include the concept of 'Each Child Adopt a Tree'. Households are encouraged to segregate their biodegradable waste from their recyclable waste. The biodegradable waste is converted into high quality

organic manure through the process of vermi-culture and the sale of recyclable waste provides a stream of income to sustain the project.

Sanjay Warke of PepsiCo India said that by joining hands with local

government bodies, NGOs and the community, PepsiCo India and Exnora have effectively implemented a model project in Pammal district in Tamil Nadu that adheres to the government policy on waste management.

The PepsiCo-Exnora ZWM project was initiated in 2005 as part of PepsiCo's initiative to reduce and recycle solid waste. This year, Unicef has selected the Pammal ZWM centre as the learning experience centre for international delegates.

To understand the planning, process, implementation and impact of the programme, a team of 21 delegates from nine countries (Denmark, Egypt, Zambia, Phillipines, Indonesia, Nepal, East Jerusalem, Djibouti and Ethiopia) visited the Pammal project under the aegis of Unicef.