

# THE ASIAN AGE



**ATTENTIVE:** PepsiCo chairman and CEO Indra K. Nooyi looks at the earthworms held by a worker at the PepsiCo-Exnora Waste Management Centre in Chennai on Saturday. (PTI)

## Pepsi to expand plan on wastes

By OUR CORRESPONDENT

Chennai, Dec. 22: PepsiCo plans to enlarge its Waste-to-Wealth programme, a waste management initiative to convert waste into organic vermin, in association with NGOs, aiming to touch one million people in the next five years, said PepsiCo chairman and CEO Indra K. Nooyi on Saturday.

The programme, initiated with Exnora, a non-profit organisation, is currently operating in Pammal, near Chennai, Nagapattinam, Cuddalore, Thenkasi and Panipat, touching more than 1,00,000 people. "We expect to impact another 1,00,000 people in 2008, expanding to more cities," she said, adding that the programme had the potential to impact as many as 10 million people over the next five years.

She was addressing mediapersons after visiting the Pammal waste management facility.