

PepsiCo to launch waste management programme

Viney Sharma
CHANDIGARH

PEPSICO India plans to launch urban solid waste management projects in North India soon. Unicef has selected a PepsiCo-Exnora project as a model project and a centre for International learning in the area of urban solid waste management.

The PepsiCo-Exnora project was initiated in 2005 as a part of PepsiCo's initiative to reduce and recycle solid waste, which is one of the four planks of "performance with purpose". The recognition by Unicef follows the Golden Peacock award to PepsiCo India and Exnora for innovation and partnership in this unique waste recycling programme.

To execute this project a team of 21 delegates from 9 countries (Denmark, Egypt, Zambia, Phillipines, Indonesia, Nepal, East Jerusalem, Djibouti, Ethiopia,) visited its initial 'Pammal' project in Tamilnadu recently.

The programme involves creation of infrastructure, usage of superior grade EXORCO 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 bio-degradable waste from their recyclable waste. The bio-degradable 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.

In one of its first kind of experiment in India by PepsiCo India' few months back it had introduced 'direct seeding' technology for paddy cultivation.