

Business

Exnora, PepsiCo India inaugurates ZWM Project in Panipat

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'Pavitra Panipat'- First of its kind project in North India, reaffirms PepsiCo India's commitment to 'Performance with a Purpose'

Strengthening its commitment to 'Performance with a Purpose', PepsiCo India in partnership with Exnora and Panipat Municipality inaugurated its Zero Waste Management (ZWM) Project in Panipat, christened 'Pavitra Panipat'.

This is the first-of-its-kind project in Northern India after the successful rollout of similar projects in South India. The ZWM centre was inaugurated jointly by Sanjeev Chadha, CEO, PepsiCo India & Vinod Wadera, Chairman, Panipat Municipal Corporation.

The inauguration was attended by the MLA of Panipat, Balbirpal Shah, Mangalam Balasubramanian, Vice Chairperson, EXNORA, P Bharadwaj, Director, Urban Local Bodies Dept., Haryana, Mohindar Kumar, Deputy Commissioner, Panipat, Abhiram Seth, Executive Director, External Affairs & Exports, PepsiCo India, and Dr. Amit Kumar Agarwal, Addl. Deputy Commissioner, Panipat, among others.

Inaugurating the project, Sanjeev Chadha, CEO, PepsiCo India, said, "PepsiCo India is committed to achieving "Performance with Purpose" -- to being a company that is good for society and creating a tomorrow better than today.

Specifically in the area of Environmental Sustainability, PepsiCo India is engaged in a wide range of initiatives aimed at protecting the environment and reducing our impact on it. The Zero Waste project 'Pavitra Panipat' is yet another unique project which demonstrates our commitment to replicate the successful Zero Waste Management model implemented in partnership with Exnora and local municipalities across South India.

He further added, "We are delighted to contribute toward supporting the Panipat community to manage domestic solid waste in an environmental friendly manner in this unique partnership with the Panipat Municipality and Exnora."

'Pavitra Panipat' is a continuation of PepsiCo and Exnora International's partnership towards managing domestic solid waste in an environmental friendly manner. The programme was initiated and implemented in Pammal Municipal Corporation, Kancheepuram District in 2005. The PepsiCo-Exnora ZWM project in Pammal has been recently recognized as a model project and centre for International learning by UNICEF.

Following the successful implementation in Pammal, EXNORA-PepsiCo extended the programme to the districts of Cuddalore, Nagapattinam and Tenkasi. The projects in Nagapattinam and Cuddalore went on-stream in February and April this year respectively, while the Tenkasi project commenced in September. PepsiCo Foundation and PepsiCo India jointly has funded all the projects in South India with a total grant of over Rs9.9mn. PepsiCo has funded Rs1.5mn for the construction of Zero Waste Centre in Panipat.

Speaking on the occasion Vinod Wadera, Chairman, Panipat Municipal Corporation said, "We are delighted to introduce this unique initiative that aims to have a cleaner & greener Panipat. Panipat will be the first city in Northern India to implement this initiative. The first phase of the project will cover wards of Model Town, Sukrishde Nagar, New Sukhrida Nagar, Geeta Colony, Prahalad Colony and Narasingh park. We hope to expand the initiative and to cover entire Panipat in the coming years."

Speaking on Exnora partnership with PepsiCo, Mangalam Balasubramanian, Vice-Chairperson Exnora said, "There is limited and generally unstructured Private Sector participation (PSP) in treatment and disposal of solid waste. PepsiCo is amongst the few companies that values the importance of such a significant environmental initiative and has actively supported this cause. PepsiCo India's participation in this initiative is a reflection of its strong desire to make a sustainable contribution in the area of solid waste management."

She further added, "To ensure smooth execution of the activities, we have established a project management unit in Panipat that includes members from Exnora, Panipat Navnirman Samiti and local PepsiCo representatives who would jointly coordinate the project with Panipat municipal corporation."