



Exnora Green Pammal

Organization Profile

India's accelerating development has spawned a solid waste crisis that increasingly undermines the nation's gains. Widespread littering and indiscriminate dumping and burning of municipal solid waste (MSW) harm the environment and public health by spreading disease, contaminating the food supply, and polluting the nation's air, water and soil. If India continues on this course, by 2030 the production of solid waste in urban areas is forecasted to increase 500 percent, to 377 million tons per year, a catastrophic legacy for our descendants.

Through everyday choices, the future is in our hands. By making waste minimization the goal of waste management, Exnora Green Pammal (EGP) is leading the way toward a cleaner future. Exnora Green Pammal demonstrates and advocates the minimization of waste, teaches the public how to prevent waste, and promotes the use of waste as raw material to generate renewable energy, employment, income and soil-enriching compost.

Goal

Our goal is for India's children to experience the pride and joy of growing up in a nation that ranks among the world's cleanest.

Vision

India's municipal solid waste minimized by citizens preventing and segregating waste, and by exemplary decentralized recycling and composting services.

Mission

To minimize municipal solid waste by advocating and demonstrating the 3Rs: Reduction, Reuse and Recycling, and bringing waste management services into compliance with the Government of India's Municipal Solid Wastes (Management and Handling) Rules, 2000.

The future is in our hands

Exnora Green Pammal concentrates on three programmatic priorities: catalyzing partnerships that promote proactive waste prevention, educating students to be better environmental stewards, and recycling waste into commercially viable products, such as renewable energy and vermicompost.

Solid waste management services

At the invitation of local authorities and residents, EGP upgrades solid waste management services in accordance with the government's regulations. In a dozen localities, EGP has improved infrastructure, recruited and trained staff, enhanced managerial capacity and taught residents to segregate their waste. In most of these cases, EGP transferred ownership of the services to local stakeholders. In five localities – Pammal, Panipat, Sangareddy, Mangadu and Kamarhati – EGP remains involved in a variety of capacities.



Green Generation Programme

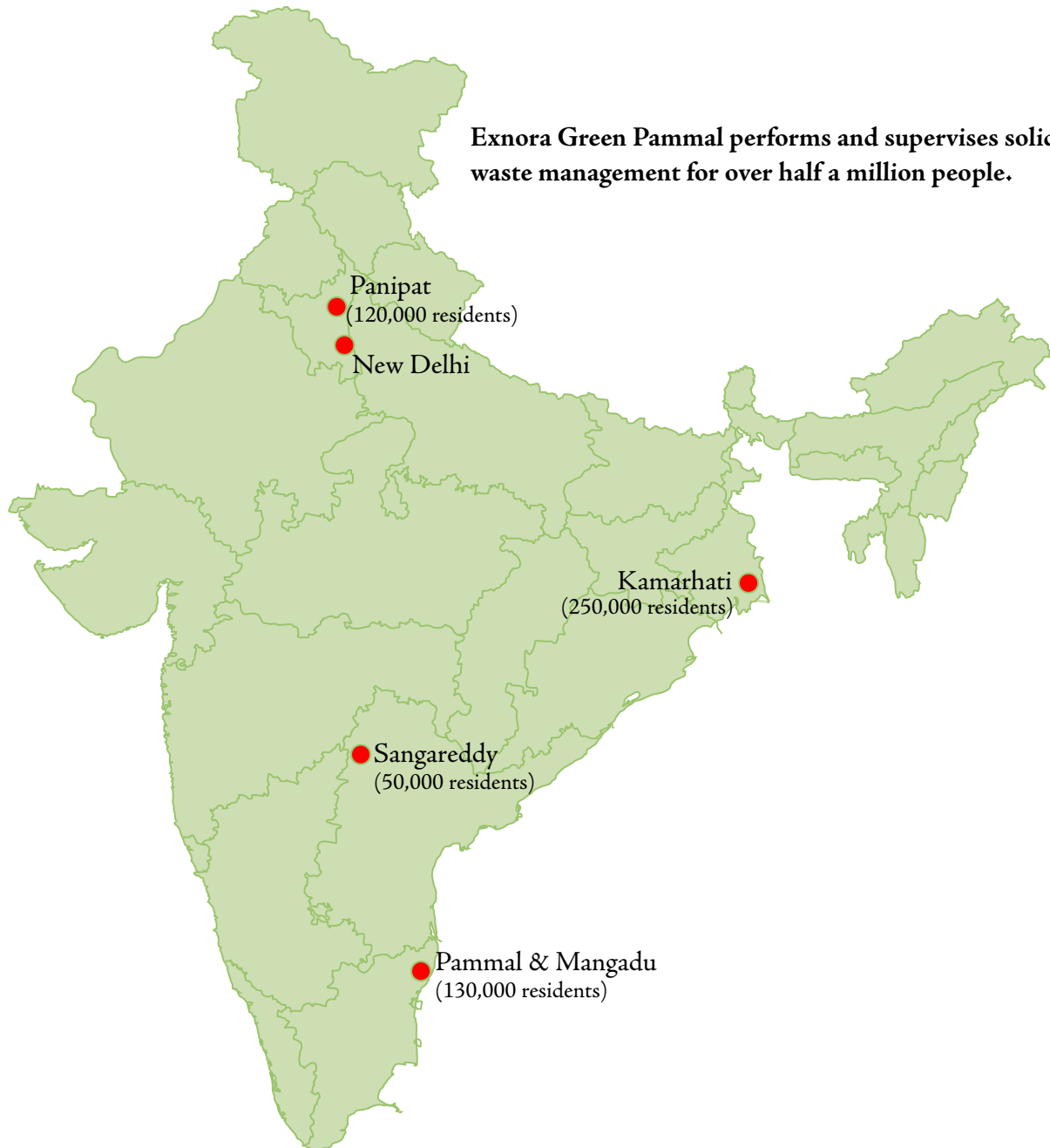
Through our Green Generation Programme, we educate 5th to 9th Grade students about the environmental and health impacts of waste, and emphasize the importance of minimizing waste and conserving resources by practicing the 3Rs: Reduction, Reuse and Recycling. Students are encouraged to become role models in their neighborhood by initiating and leading efforts to clean and beautify their surroundings.

Generating energy, employment and compost from waste

In order to minimize landfilling, reduce dependence upon finite fossil fuels and cut greenhouse gas emissions, EGP transforms biodegradable waste into *Exorco* brand vermicompost, charcoal briquettes, incense and biogas. In addition to yielding renewable energy and rich compost, these activities also have the potential of becoming commercially viable small-scale businesses. Through strategic partnerships with [Engineers Without Borders Australia](#), [Shri AMM Murugappa Chettiar Research Centre](#) and [Biotech-India](#), EGP serves as an operational hub for applied research on applications of waste-to-energy that improve life for poor people.



Exnora Green Pammal performs and supervises solid waste management for over half a million people.



By composting biodegradable waste and salvaging recyclable materials, EGP prevented the emission of 5,062 tons of carbon dioxide in 2009, for which EGP was certified as a AAA-rated Green Business.

EGP's SWM activities provide full-time employment and steady income to over 400 women who have formed self-help groups and engage in microfinance.

Over 4,000 students from 50 schools have participated in EGP's Green Generation Programme between 2006 and 2010.

One of EGP's most important achievements is our successful validation of the government's MSW Rules. EGP's partnerships show that the Rules are effective, appropriate, and practical for minimizing waste, regardless of the scale of the locality.

Green Pammal has been awarded the *Golden Peacock Award* for eco-innovation, the *Exnora International Excellence Award*, and the *Social and Corporate Governance Innovation Award* from the Bombay Stock Exchange, the NASSCOM Foundation and the Times Foundation.

Green Pammal's work has been documented and promoted by Unicef, and commended by UN Habitat as a promising practice for improving the living environment.



Ms. Mangalam Balasubramanian, founder and managing trustee of EGP, holds master's degrees in nutrition, sociology and Hindi, and a doctorate in nutrition. From 1971 to 1984 she worked as chief nutritionist, coordinating USAID's maternal and child health programme nationwide. In 1984, she joined Indian Social Institute, New Delhi, as director of their women's development programme. From 1985 to 2003, she worked for DANIDA, initially in New Delhi and later in Chennai, as a senior programme officer for primary health care projects and as chief advisor to the Tamil Nadu Women in Agriculture Programme, which trained 600,000 women marginal farmers.

In 1994, Ms. Balasubramanian and a group of her neighbors in Pammal formed a *mahalir mandram* (women's association) to address the challenge of waste management in Pammal. At that time, Pammal's residents commonly deposited their trash on the streets, causing very unhygienic conditions.

The *mandram* began their work by collecting waste from their neighborhood, and organizing street plays to educate residents about pollution and the benefits of proper waste management. Soon, the *mandram* began to segregate the waste and make vermicompost. The impact of their work attracted the attention of many officials and impressed Pammal municipality's executive officer.

In 2004, representatives of PepsiCo visited the project and subsequently suggested that the *mandram's* activities be expanded to cover a larger area. With PepsiCo's sponsorship, the work expanded to seven wards, employing 52 people. In 2005, using PepsiCo's support, a larger shed with 108 vermicompost tanks was constructed on land provided by the municipality.

The municipality then invited Ms. Balasubramanian to expand the service to cover all 21 wards in Pammal. The *mandram* registered itself as an NGO named Exnora Green Pammal and signed a contract to manage solid waste throughout Pammal municipality.

After the Indian Ocean tsunami, the PepsiCo Foundation sponsored the replication of EGP's waste management model in Cuddalore, Nagapattanam and Tenkasi. Our work has since expanded to localities across the nation.



**AAA-rated
Green Business
Certification**

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