



**ReCircle**  
Recover. Recycle. Rethink

# Advancing Circular Innovations with Traceability

RECIRCLE IMPACT REPORT  
2022 - 2023





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# FOREWORD

ReCircle is at the forefront of transforming India's waste management landscape.



What began as a mission to address the persistent challenge of plastic pollution has grown into a holistic vision for building a thriving circular economy.

Over the past 7 years, we have partnered with global corporations, local businesses, government entities and collection partners **across 271 locations nationwide**.

Through these collaborations, we have diverted waste equivalent to **over 52 Olympic-sized swimming pools from overburdened landfills**, thereby recovering valuable materials and preventing tons of carbon emissions.

Equally important, we have **empowered 3,100 previously marginalised waste pickers**, bringing them dignity, fair wages and opportunities to participate in the formal waste economy.

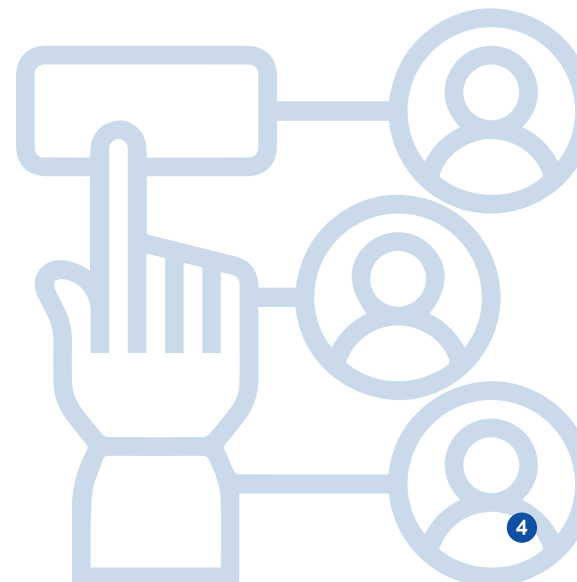
**ReCircle's inclusive model shows how environmental sustainability and social progress can go hand in hand.**

**ReCircle's inclusive model shows how environmental sustainability and social progress can go hand in hand.**

As this report will showcase, we have made tremendous strides. But our work is only beginning. Waste may be inevitable, but with the right systems and partnerships in place, it need not remain the life-threatening problem it currently is.

Through **digitization, infrastructure development and circular business models**, we aim to mobilise continued action towards a world where **resources are managed and reused**, creating both social and economic value from materials once seen as worthless.

**It is our hope that the stories and data in this report inspire continued action, benefiting both people and the environment in the process.**



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# FOUNDERS NOTE

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When we founded ReCircle in 2016, India's waste management landscape was significantly different.

Valuable materials were lost to landfills, untrained waste pickers toiled without dignity or protection, and the potential of a circular economy was untapped. Our vision was to infuse this sector with awareness, infrastructure, and compassion.

**Today, our 3100 safai saathi's collectively salvage 8,960 kgs of waste per hour, a remarkable 202% increase from the previous year. In just the one minute it took to read this, our ReCircle team has diverted another 150 kgs from oceans and landfills. The task is vast, yet achievable.**

In our 2021-22 Impact Report from last year, we outlined a strategic roadmap emphasizing digitization, technology, circularity, partnerships, as well as strengthening our impact on people and the planet.

**We're proud to report significant progress.**

**ClimaOne, our soon-to-launch cutting-edge waste management platform, developed with support from GSMA and UKAID, is set to transform supply chain management. With unparalleled traceability and analytics, it will showcase our leadership in using clean technology to drive the circular economy.**

Beyond technology, we've also made strides in other core focus areas.

Through our developmental work with ethically recycled plastics, we're laying the groundwork to eliminate waste and pollution altogether, ensuring used materials will never become waste. Our association with a leading coffee brand is a strong step in this direction.

And on the global stage, we've presented ReCircle's model and vision at invigorating platforms like Mobile World Congress Barcelona.

As a famous saying goes, the best time to plant a tree is a hundred years ago. The second best time is now.

Likewise, at ReCircle, we realise that the most impactful actions for a sustainable future should have started long ago.

" We invite you to join forces with us today. Together we can script a new world."



*Gurashish Sahni*  
Co-Founder & COO, ReCircle.



*Rahul Nainani*  
Co-Founder & CEO, ReCircle.





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# SUSTAINABILITY HIGHLIGHTS

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\*As of and for the year ended March 2023.

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# ENVIRONMENTAL CONSERVATION

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**1,04,402** MT

**Total Waste Recovered  
2016 - 2023**

---



# Waste Recovered by Category 2016 - 2023



**29,589** MT  
Non-Recyclable Plastic



**72,426** MT  
Recyclable Plastic



**924** MT  
Paper



**1,128** MT  
Wet Waste



**317** MT  
Glass

*Not including special projects*

# Total Waste Recovered 2022-2023

## Waste Recovered by Category 2022-2023



**64,420** MT  
Recyclable Plastic



**13,627** MT  
Non-Recyclable Plastic



**247** MT  
Paper



**119** MT  
Glass



**75** MT  
Wet waste



**8** MT  
Other

## Waste Recovered by ReCircle Services 2022-2023



**75,771** MT  
EPR



**21** MT  
PNP



**2,531** MT  
MRF



**17** MT  
Collection Drives



**11** MT  
Zero-waste



**62** MT  
B2C



**85** MT  
Other Services

Total Waste Recovered  
**78,498** MT

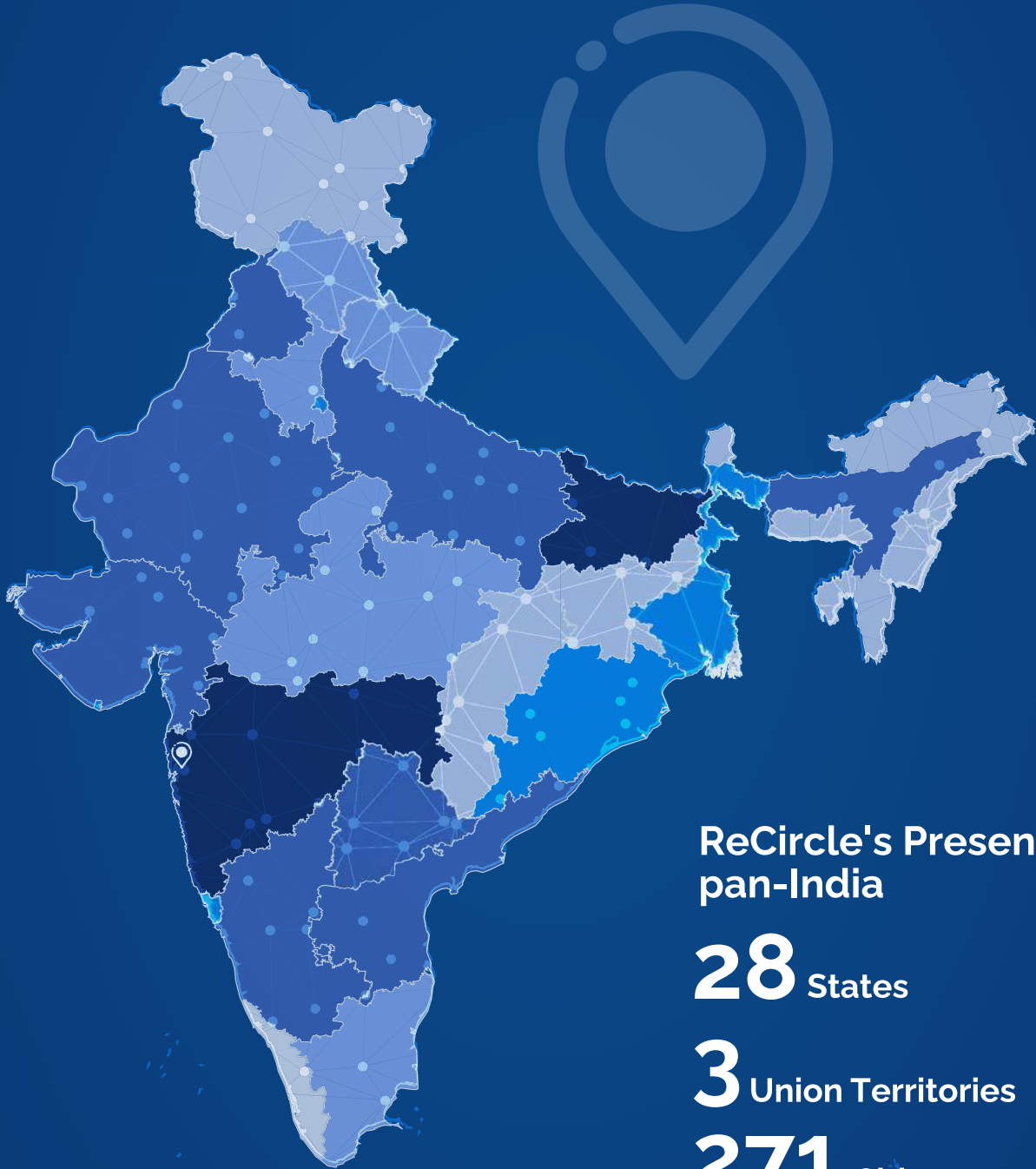


# INFRASTRUCTURE

Self-Owned Material Recovery Facility

# Dahisar, Mumbai





ReCircle's Presence  
pan-India

**28** States

**3** Union Territories

**271** Cities



"Waste  
isn't  
waste  
until we  
waste it."

*Will.i.am*



# ECOSYSTEM





**3,100**

**Safai Saathis**

(In the FY 2016 - 2023)





# 1,800

## Safai Saathis Benefitted

(In the FY 2022 - 2023)





478

Waste Collection Partners





# 45

## Waste Processing Partners





12

Extended Producer Responsibility Clients





# 12

## Plastic Neutral Program Clients



ACE BLEND



PHASES



tikitoro

KIRO

natch

GOOD PACKER



neemli  
NATURALS

SUMMER SOMEWHERE



# COMMUNITY VITALITY

Charitable Giving:

₹ 4,36,296





# PEOPLE 41

## Team Members

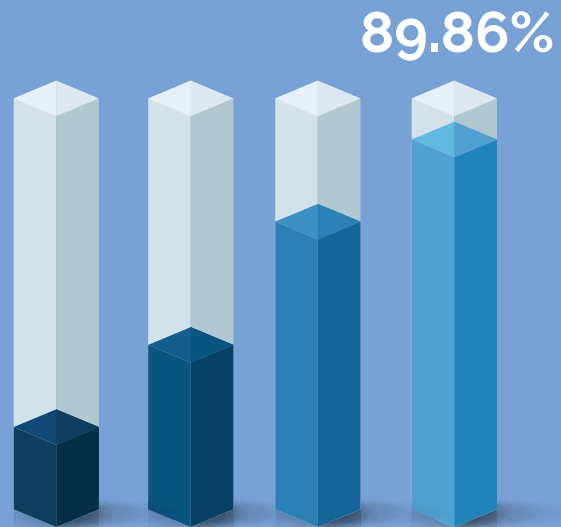




# FINANCIAL

Net Revenue Growth (YoY)

89.86%





# GRANTS



X



X



X



Hindustan Unilever Limited

# AWARDS AND RECOGNITIONS



BusinessWorld 2022 - Social Impact Leader in Recycling



BusinessWorld 2022 - Best Extended Producer Responsibility Strategy



Entrepreneurs India - Best Social Impact Award



# PLATFORMS



“The greatest threat to our planet is the belief that someone else will save it.”

*Robert Swan*

# SERVICES

"ReCircle's Extended Producer Responsibility program surged by 492.12% between 2022 and 2023. This growth is attributed to the top 5 global FMCG brands - Hindustan Unilever Limited, Dabur, Mondelez, Hindustan Coca-Cola Beverages, and Nestle. These industry leaders have propelled our service into a robust portfolio."

*Gurashish Sahni*

*Co-Founder & COO, ReCircle.*



Scan to know more

For more information about our services visit <https://recircle.in/business-home/> or contact us at [services@recircle.in](mailto:services@recircle.in)



As India's leading provider of comprehensive waste-management services, **ReCircle helps customers manage the waste they generate in an environmentally responsible manner, while seeking to maximise resource value.**

**We serve large corporations, SMEs, public institutions and residential communities across the country.**

Through an integrated approach incorporating technology, best practices and strategic partnerships, ReCircle provides customised solutions for waste collection, sorting, processing and recycling, empowering clients to seamlessly integrate sustainability into their operations.

We aim to drive higher waste recovery rates, formalise livelihoods and accelerate India's transition to a truly circular economy for all.

For large corporate clients, we offer compliance solutions like the **Extended Producer Responsibility program** to meet the government mandated Plastic Waste Management Rules 2016. Small and Medium sized businesses can

access our **Plastic Neutral Program** to minimise usage and balance their plastic footprint. We also organise **Zero Waste Events** and offer consulting services to facilitate more mindful operations. ReCircle's regular Collection Drives serve as a grassroots initiative to mobilise individuals and communities to manage their waste effectively.

**Explore our  
Services and Solutions.**





# EPR

## Extended Producer Responsibility

ReCircle's presence in **270+ Waste Recovery Sites** pan-India in cities, towns and villages has enabled the recovery and recycling of **75,771 MT. of waste. (2022 - 2023)**

Our experience in dealing with **all categories of plastic, on-time delivery, MIS reporting and direct credit transfers** enable a transparent experience.

Additionally, we provide a variety of **on-site initiatives, including Clean-Up Drives, Dry Waste Collection Drives, and Training programs**, designed to boost impact.





12

Total Number of Clients

492.12%

EPR YoY Growth

EPR Categories / Waste

44,468 MT  
Rigid

17,696 MT  
Flexible

13,606 MT  
MLP



Scan to know more

For more information visit <https://recircle.in/epr/> or contact us at [epr@recircle.in](mailto:epr@recircle.in)



# PNP

## Plastic Neutral Program

ReCircle leads a handful of global PNP providers who exclusively collect difficult to recycle **Multi Layered Plastics**. We also offer **Additionality** as a pivotal value proposition, thereby granting access to our **extensive suite of innovative initiatives that surpass conventional practices**. Soon, these initiatives will be supported by our forthcoming **Plastic Credit Standards**. Designed specifically to fulfil the need of conscious SMEs, our **Plastic Neutral Services** include a **plastic footprint audit**, **verifiable plastic credits allotment** and **brand marketing collateral** including **eco-labels**, **impact reports** and **certification**.





12

Total Number of Clients

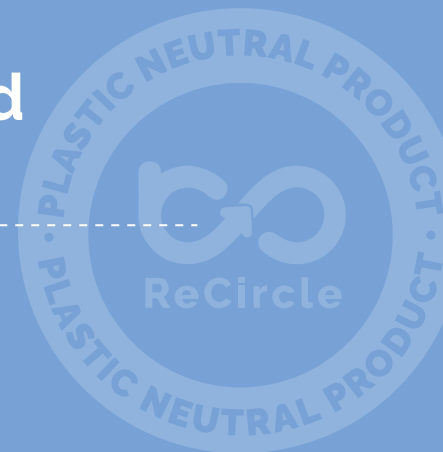
21 MT

Total Waste Collected  
(PNP)



Scan to know more

For more information visit <https://recircle.in/pnp/> or contact us at [pnp@recircle.in](mailto:pnp@recircle.in)





# Zero-Waste Events

ReCircle's event solutions adeptly manage the significant waste produced at large public gatherings, optimising resource recovery.

**This year, we successfully managed waste for over 10 high-profile events, recovering 11 MT of both Dry and Wet waste.** In preparation for events, we offer **waste reduction recommendations and conduct training sessions** with local Safai Saathis to ensure readiness. Our **on-site infrastructure** is designed to efficiently separate waste streams, and is complemented by educational signage that informs attendees. Post-event, our teams **diligently collect, process, and market the recyclables.** We also provide **comprehensive reports** that detail diversion rates and assess the environmental impact of each event.

10 high-profile events

**11** MT

Total Dry and Wet Waste Diverted







## RedBull Show Run

**1** MT

Total Participants

**20,000 +**



## Powai Run

**0.5** MT

Total Participants

**6,000 +**



## GEC

**3** MT

Total Participants

**5,000 +**





## Tapped (Mumbai)

3 MT

Total Participants

3,000+



## Tapped (Pune)

3 MT

Total Participants

2,000+



Scan to Connect

For more information reach out to us at [marketing@recircle.in](mailto:marketing@recircle.in)



# Collection Drives

Our Collection Drives are designed to make recycling easy and accessible for individuals and communities. Over the past year, we have successfully organized a variety of events, including the **Diwali Dry Waste Collection Drive**, **Christmas Collection Drive**, **Mega Beach and Mangroves Clean-Up**, **Earth Day Drive**, and **numerous Pop-Up Collection Drives**. These efforts have culminated in the collection of over **17 MT of recyclable waste** from diverse locations. Notably, the proceeds from our **Diwali and Christmas Collection Drives** were **donated to charitable organisations** such as **St. Catherine of Siena School & Orphanage** and **Helping Hands Foundation**, extending the impact of our initiatives beyond environmental benefits.

Collection & Processing  
of over

**17** MT

Recyclable Waste







## Diwali Collection Drive

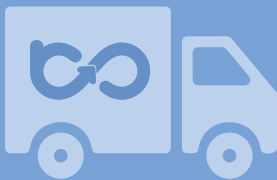
**10** MT Total Waste Collected

**422** No. of Participants

## Christmas Collection Drive

**2** MT Total Waste Collected

**220** No. of Participants



## Global Recycling Day

**1** MT Total Waste Collected

**96** No. of Participants

## Pop - Up Drive

**1** MT Total Waste Collected

**117** No. of Participants



Scan to know more

For more information visit <https://recircle.in/events/> or contact us on [info@recircle.in](mailto:info@recircle.in)



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# SUSTAINABLE GROWTH STRATEGY

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The world's unprecedented environmental and social challenges demand that we evolve our infrastructural capacities, technological abilities, and circularity solutions to meet evolving stakeholder expectations.

That is why we are committed to being more than just a waste management service provider - ReCircle is focused on becoming a true sustainability partner - an integral part of start to end sustainability mapping within a company and our communities.

We will pursue our goals through a three-pronged agenda:

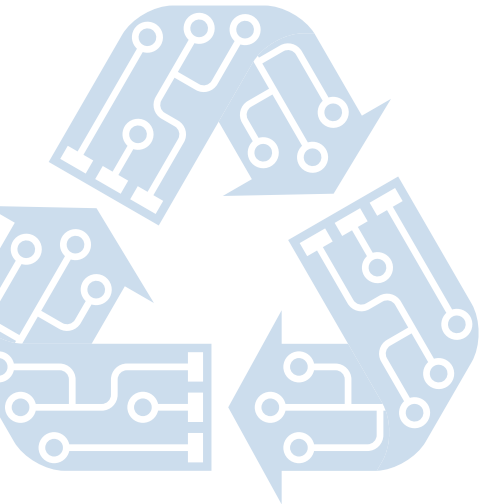
1. Enabling easy, effective waste management for all
2. Raising awareness and promoting waste reduction and management
3. Promoting ethical circularity by ensuring materials are perpetually ReCircled within the ecosystem in a sustainable manner



As a result, we are taking a comprehensive approach and investing in the expansion of our services to support the transition to a circular economy.

This includes offering pioneering offerings in technology, digitization of the waste supply chain, explorations at novel and new waste streams, the development of ethically recycled plastics and other innovative products.

By expanding our service offerings and incorporating new ones, we anticipate building additional sustainability-related verticals that are equal in size to our core business. Our transparent and data-based tracking of the environmental and social benefits of our work supports our journey towards becoming a leader in sustainable solutions.

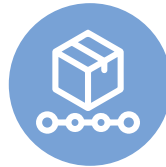


## Five Strategic Growth Areas



### Digitization and Technology

Deployment and outreach of our soon-to-be-launched proprietary waste management platform, ClimaOne, featuring a traceable, transparent supply chain with integrated data capabilities.



### Waste Supply Chain Infrastructure

Institutionalising the Waste Supply Chain Infrastructure by implementing standardised practices to ensure accountability and efficiency in waste management.



### Sustainable Partner Network

Growing our robust network of Sustainable Partners, including Collectors, Processors, Government Bodies, Donors and Investors to amplify impact.



### Linear to Circular

By treating waste as a design flaw, we will optimise solutions to reuse, recycle and repurpose waste products so that we can close the materials loop. This will significantly reduce the flow of waste into landfills.



### New Material Waste Streams

Develop expertise and build capacities to venture into new and innovative waste streams, including glass, paper and textiles to expand capabilities beyond plastics.



“Every bit  
of plastic  
that has  
ever been  
created still  
exists.”

*Jeff Bridges*



# ENVIRONMENTAL IMPACT



The global waste crisis poses enormous environmental challenges.

Alarming, over **2 billion households** worldwide lack proper waste collection services, leaving nearly **40% of all plastic produced to contaminate the environment.**

The consequences of this are immense - a disastrous **13 million tons of plastic** now pollute our oceans and landfills daily.

Closer to home in India, despite an estimated informal workforce of over **2.2 million**, at least **25,940 tonnes of plastic waste** eventually finds its way **every single day** to the country's **3,159 dumpsites**. Once dumped, and mixed with other forms of solid waste, tax-payers' money is spent on bio-mining and recovering the plastic waste from the mountains of garbage and transporting it a few hundred kilometres away from the dumpsite, to be co-incinerated (burnt) in specialised facilities.

As per reports in 2019-20, India recycled a meagre 12% of its plastic waste, while it burns – through end-of-life approaches – close to 20%; a whopping 68% of its plastic waste is unaccounted for, most of it probably lying in the environment and on dumpsites. These numbers lay context and prove why ReCircle must build capacities to operate at the scale and rate that is so urgently needed.



# 1 Waste Recovered

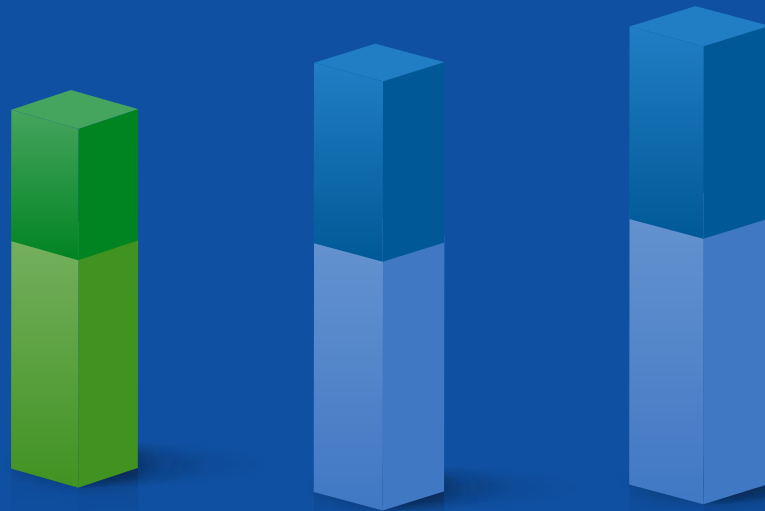
In 2022-2023, ReCircle's waste recovery skyrocketed by an impressive 202%, thanks to our systematic collection of waste from businesses and households lacking alternative means for responsible disposal. Technological advancements in our Material Recovery Facilities, coupled with strategic stakeholder integration, underpin this significant accomplishment.

## Waste Recovered

25,904 MT  
Uptil March 2022

78,498 MT  
2022 - 2023

1,04,402 MT  
Total



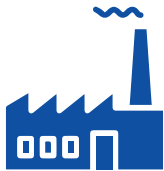
# Waste Recovered by Service 2022-23 (MT)



**75,771** MT  
EPR



**21** MT  
PNP



**2,531** MT  
MRF



**17** MT  
Collection Drives



**11** MT  
Zero-waste



**62** MT  
B2C



**85** MT  
Other Services

**Total Waste Recovered**  
**78,498** MT

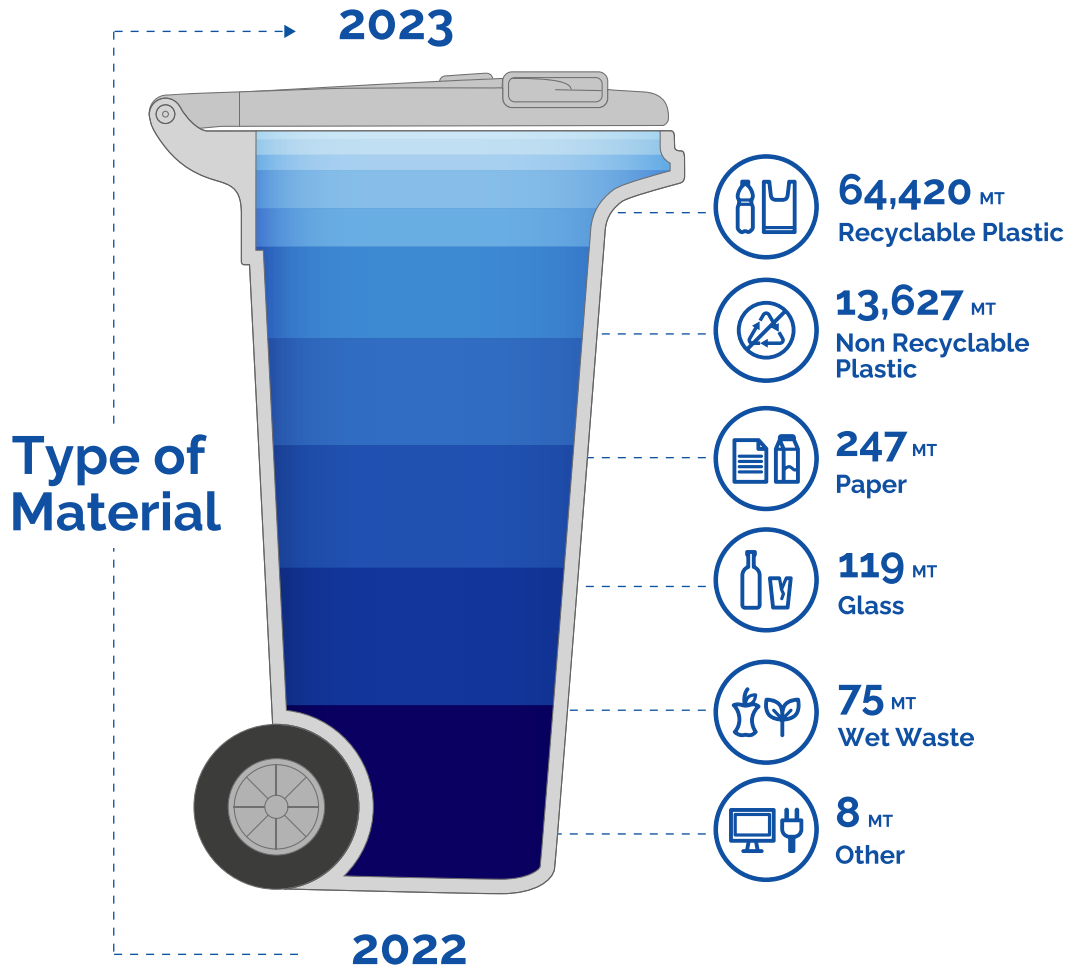
# Waste Recovered by Material Type (MT)



**8,960** Waste recovered per hour (in kgs)



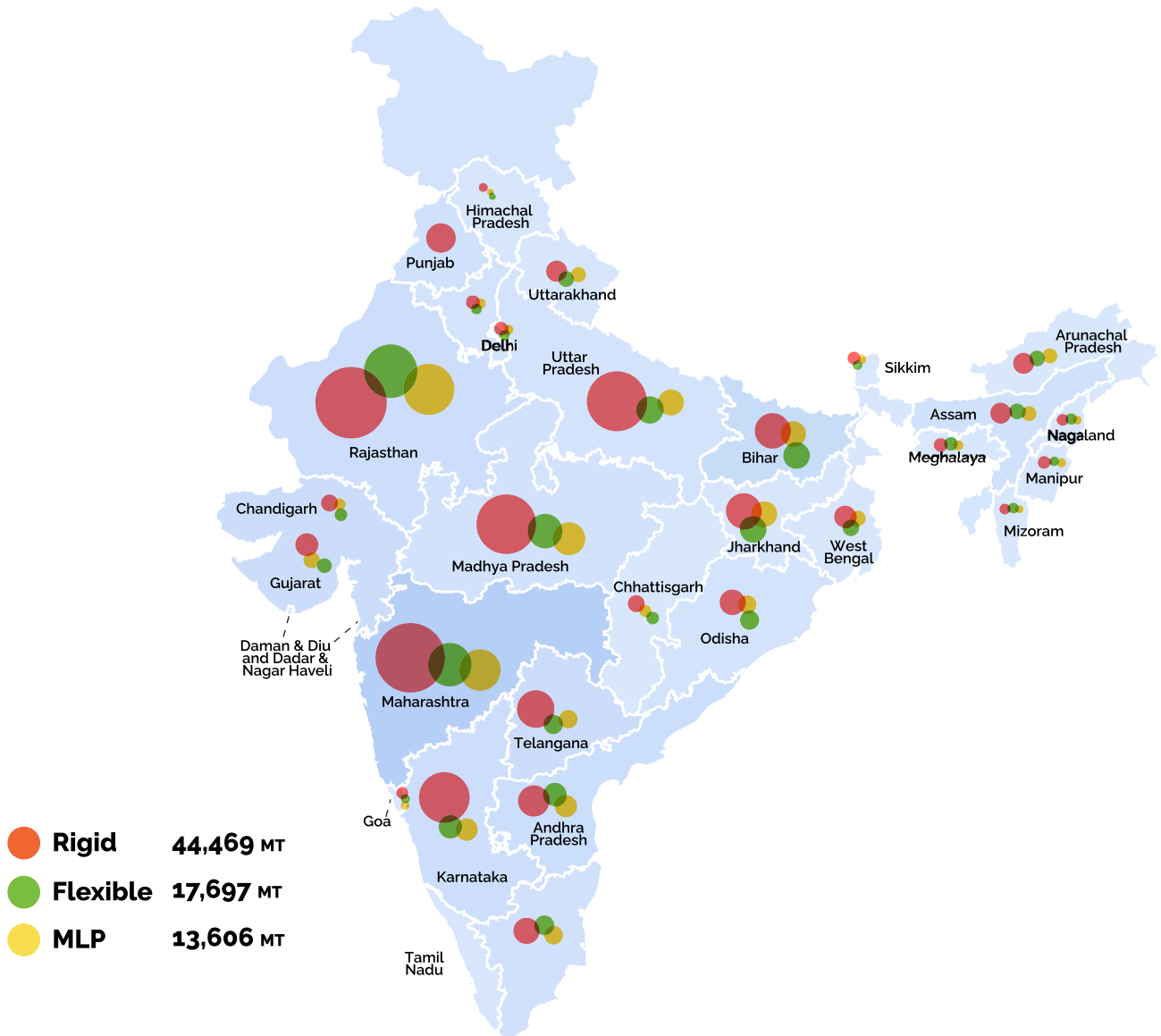
**150** Waste recovered per minute (in kgs)



# ReCircle now covers 165% more locations for waste recovery than it did last year

2021 - 2022: 105 Towns, Villages & Cities

2022 - 2023: 271 Towns, Villages & Cities



## 2 Circularity

At ReCircle, we are committed to minimising plastic pollution and maximising the value of resources through transformative circular solutions. A key approach is providing compliance-enabling plastic credits that support adherence to waste management regulations. Beyond this, we are building infrastructure to produce ethically recycled plastic directly from collected post-consumer materials. By reincorporating these recycled inputs at the start of the product life cycle, we are actively closing material loops. Our initiatives are driving positive behaviours across the value chain, from individuals practising responsible disposal to businesses embracing sustainability in operations.



## 3 Awareness

ReCircle's awareness initiatives are centered on promoting responsible behaviours and encouraging the adoption of sustainable practices amongst both consumers and businesses.

Over the past year, we have conducted 18 outreach programs targeting corporate employees, teaching staff, students and households. Moreover, we conducted 10 collection drives throughout Mumbai to promote recycling and reduce landfill waste. We also facilitated 10 zero waste events, where we championed segregation and mindful disposal via a robust on-ground team and effective processes.

These activities have effectively engaged stakeholders from different sectors. As a result, we have seen growing participation in responsible waste handling choices and practices amongst individuals and organisations.

Looking ahead, awareness campaigns will remain key to mobilising communities and driving circular progress together.



Over 600+ Safai Saathis have received specialised Awareness Training to help aid with their work, within the ReCircle network of Collection Partners.



# 4 Compliance

India's regulatory landscape is evolving, thereby accelerating compliance demands. ReCircle has responded to this urgent need by facilitating impactful partnerships with businesses to enable adherence to waste management rules.

Over the past year, we've seen significant client growth in EPR initiatives driven by the plastic credit purchase mandate. Our sales team's strategic outreach and planning have resulted in securing multiple large deals with brands. This, coupled with strong client retention, has led to an exponential increase in the volume of EPR mandates managed by ReCircle.

Moving forward, our transparent and accessible approach will support organisations in surpassing compliance, advancing SDG targets, and embracing best practices. We will track key metrics to encourage positive behaviours like adopting ethically recycled plastics for lasting sustainable impact.

EPR Retention Rate **67%**

EPR New Client Onboarding **6**



Till 2022  
No. of Clients **12**

Waste Diverted Amount  
**21,576** MT

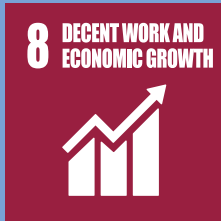
2022 - 2023  
No. of Clients **12**

Waste Diverted Amount  
**75,771** MT

5

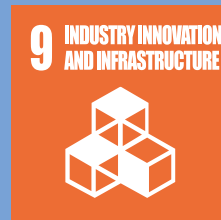
# Sustainable Development Goals

We focus on making meaningful contributions to key Sustainable Development Goals (SDGs) such as Climate Action, Partnership for the Goals and Responsible Consumption and Production. Additionally, through our collaborative initiatives we empower both individuals and partner organisations to make strides in achieving their own SDG commitments. We do this by facilitating compliance with waste management regulations, hosting impactful community outreach programs and developing innovative technological offerings. By measuring both our direct impact and the indirect progress we facilitate, we work to realise India's vision for a more equitable and environmentally conscious future in line with the global 2030 agenda.



## Decent Work and Economic Growth

ReCircle boosts economic productivity in waste management through innovation, diversification, and formalized partnerships while adhering to labour laws.



## Industry, Innovation and Infrastructure

ReCircle integrates small enterprises into value chains, fostering income generation through increased waste recovery and ensuring transparency and compliance with technology.



**11 SUSTAINABLE CITIES AND COMMUNITIES**



**Sustainable Cities and Communities**

ReCircle enhances waste recovery nationwide, reducing cities' environmental impact with responsible waste management.

**12 RESPONSIBLE CONSUMPTION AND PRODUCTION**



**Responsible Consumption and Production**

ReCircle drives sustainable waste management with reduction, recycling, and awareness initiatives, supported by investor grants for higher recovery rates.

**13 CLIMATE ACTION**



**Climate Action**

ReCircle promotes climate awareness, sustainability, and waste reduction, increasing recovery volumes with investor grants.

**14 LIFE BELOW WATER**



**Life below Water**

ReCircle focuses on preventing ocean waste by boosting collection rates through targeted awareness campaigns.

**17 PARTNERSHIPS FOR THE GOALS**



**Partnership for the Goals**

ReCircle mobilizes resources, fosters public-private partnerships, and secures investor and grant support to advance sustainability goals through an expanded network of formalized partners.



# TECHNOLOGY & DIGITIZATION

The largely unorganised waste management sector in India suffers from inefficiencies and a lack of transparency. With limited accountability across the supply chain, it is difficult to trace materials and quantify impact. To transform this, ReCircle is pioneering technological innovation by developing solutions like our soon-to-launch proprietary tech platform **ClimaOne**, made possible through the vital **GSMA grant**.

Our goal is to leverage technology to build a traceable, transparent circular economy. We are developing solutions that will allow

businesses to track their waste streams from source to recycling in real-time. Concurrently, our Collection and Processing partners will benefit from increased income opportunities and reach. Integrated databases, monitoring systems and interactive dashboards will provide robust data on collection volumes, material flows, environmental savings and more.

These advanced analytics will optimise logistics while adding credibility through supply chain visibility.



“We aim to formalise the informal workforce by providing digital skills training and integrating them into our tech-enabled ecosystem.”

# As ReCircle enhances its tech prowess, we're establishing new standards in efficiency, accountability, and sustainable impact for waste management.

## 1 GSMA Grant



In April 2022, ReCircle received a vital grant from the GSMA Innovation Fund & UKAID. This funding catalysed our evolution into a clean-tech enterprise by enabling pioneering digital advancements.

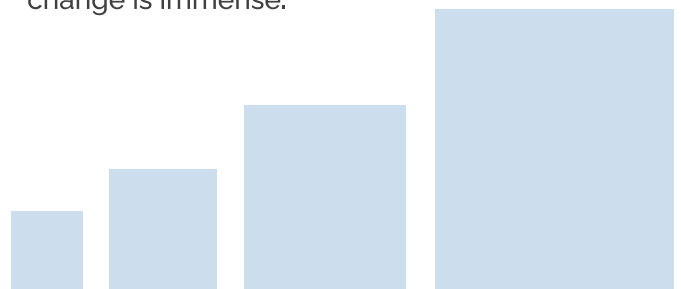
The grant supported the development and refinement of our digital platforms, including our proprietary reverse supply chain platform ClimaOne, and also aided in the creation of plastic credit standards tailored for India, set to launch in the next financial year.

These technological advancements were pivotal in streamlining our EPR process, offering plastic producers a transparent, efficient, and reliable means to track and manage the recovery and recycling of their plastic waste.

Additionally, the grant expanded ReCircle's operational capacity. It allowed us to engage more deeply with networks of waste collectors, aggregators and processors. In this way, the funding fueled systemic change towards sustainability beyond just supporting an initiative.

**The impacts of this technological transformation have been immense. User engagement grew dramatically from 60 to 85 quarterly. Total project beneficiaries increased from 240 to 340. Income unlocked for participants escalated exponentially from £27,137 to £200,498.**

The measurable impacts across user engagement, income generation, and women's empowerment showcase how this grant allowed ReCircle to intertwine technological advancement with strategic community-building. As we continue leveraging innovative digital tools to increase transparency, efficiency and sustainability across waste management operations, the potential for positive change is immense.



## 2 ClimaOne



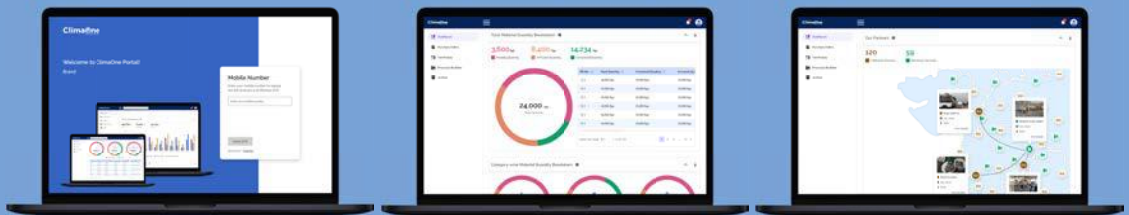
In line with ReCircle's strategic focus on pioneering technology and digitization, 2022 saw the development of our proprietary digital platform, ClimaOne. This advanced solution aims to spearhead supply chain transformation and enable the circular economy through unprecedented transparency.

ClimaOne equips businesses with critical capabilities like a compliance dashboard, real-time plastic credit tracking, and data-driven impact reporting. These features empower brands to efficiently manage sustainability targets.

For informal Collectors and Processors, ClimaOne facilitates increased income opportunities, operational coordination, and access to stakeholders. Features such as vehicle tracking and audit logs drive higher accountability.

By interconnecting all waste management participants, ClimaOne fosters the shift from waste to resource management. Its data and technology capabilities provide the foundation for optimising recycling, enabling compliance, and closing material loops across the value chain.

As ReCircle continues enhancing this transformative platform, ClimaOne represents the next chapter of leveraging innovation to accelerate sustainability and empower communities. Poised for broader deployment in the next financial year, the platform signifies our commitment to drive change through clean technology solutions.



Scan to know more

For more information visit <https://recircle.in/climaone/> or contact us at [climaone@recircle.in](mailto:climaone@recircle.in)

## 3 Circularity

At ReCircle, technology plays a central role in accelerating the transition to a circular economy.


**By developing ClimaOne, a digital solution that connects data to action, we will drive greater accountability, traceability and resource productivity.**

ClimaOne also creates opportunities for informal workers through access to formalised income channels by linking stakeholders across value chains. For us, people activate the circular economy.

Technology empowers us to manage compliance efficiently, recycle materials optimally, and gain insights that enhance our circular impact over time.

Beyond proprietary tools, we focus on the modernization of our Material Recovery Facility to improve efficiencies and provide better working conditions, while leveraging automation to enhance logistics, operations, and reporting for all participants, from brands to waste pickers.

As waste challenges grow more complex, technology will continue playing a pivotal role at ReCircle. We're excited to see how our digital evolution will further transparency, sustainability and social progress across India's resource recovery landscape in the years to come.



“We leverage digital tools not just to optimise waste collection and recycling, but to equip citizens with education and opportunities. We track data not just to report metrics, but to inform decisions that reduce environmental harm. We connect stakeholders not just to increase accountability, but to formalise livelihoods.”

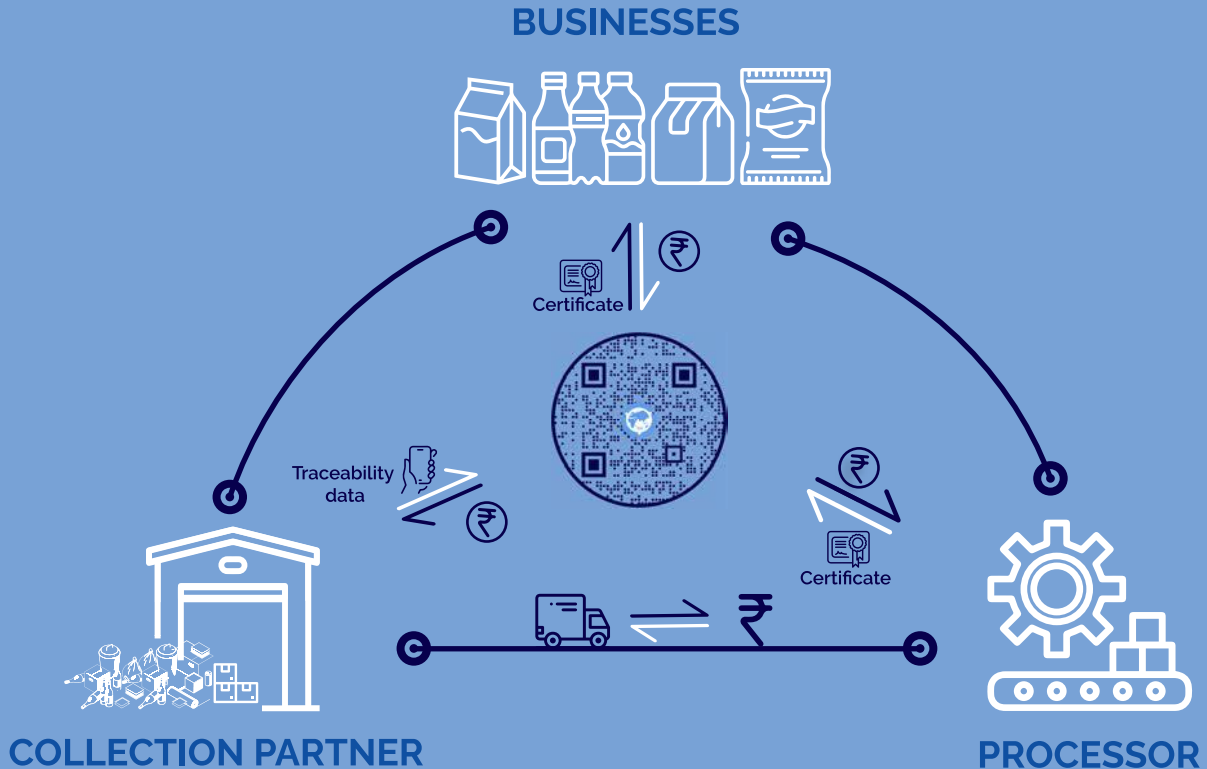
# 4 Governance

As we continue scaling our digital impact nationwide, offering government compliance-based solutions in an accessible and transparent manner remains a strategic priority.

ClimaOne provides a compliance dashboard, real-time tracking and reporting for plastic credits. This gives brands full visibility and ensures adherence

to EPR mandates. Key capabilities like comprehensive traceability, certificate management and query resolution streamline regulatory needs. ClimaOne also enables data-driven insights and optimization to surpass compliance targets.

By embedding transparency across the supply chain, ClimaOne makes compliance accessible, hassle-free and timely. Brands can seamlessly meet mandates while driving sustainable practices through enhanced accountability.







“Every positive change begins with an individual, and together, our collective efforts can create a ripple effect that transforms lives and communities.”

*Rahul Nainani*

*Co-Founder & COO, ReCircle.*

# PEOPLE

India's waste management industry has long struggled with fragmentation and marginalisation of its large informal workforce. Unsanitary working conditions, lack of social protections, and economic vulnerabilities have plagued waste pickers, collectors and processors for decades. Operating without structure or support, this essential sector has lacked dignity.

In our pursuit to create a holistic positive social impact within the waste management industry, we have worked closely with various stakeholders. Each stakeholder plays a crucial role in our waste management ecosystem; our interventions have resulted in improved working conditions, financial resilience, and overall well-being for these individuals and organisations.



## Safai Saathis

These frontline workers, directly employed by ReCircle, are not only responsible for collecting and sorting waste materials but also play a crucial role in assisting collection partners within our network to manage their operations effectively. They are the backbone of our waste management operations.



## Collection Partners

Our partners, which include small and medium-sized Material Recovery Facilities (MRFs) and waste aggregators, have been in collaboration with ReCircle for over a year. They are essential to our network, enhancing the value of waste materials through diligent sorting and pre-processing, ensuring they are primed for recycling.



## Processing Partners

Organisations involved in the processing of plastic waste, turning it into granules and other end products. Together we contribute to the circular economy.

In the following sections, we will delve into the impact of ReCircle on each of these stakeholder groups, highlighting their progress and achievements within the sustainable waste management ecosystem.

## 1 Formalising the Waste Management Industry

Throughout its near-decade long journey, ReCircle has focused on building the infrastructure of the Indian waste management industry.

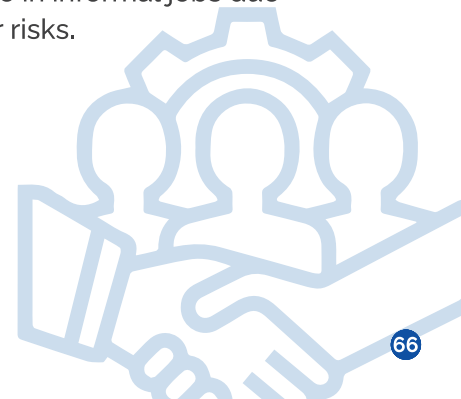
We address key areas such as livelihood generation, partnership building, collaborations for growth, development and formalisation of Standard Operating Procedures (SOPs), guidelines and capacity enhancement, as well as the integration of workers into the formal supply chain.

**Our initiatives have led to improved income levels for Safai Saathis and our Collection Partners, with each stakeholder witnessing and increase in monthly revenue of 72% and 50% respectively.**

We have actively facilitated partnerships and collaborations between Safai Saathis, Collection Partners, and Processing Partners. These partnerships have allowed stakeholders to expand their networks, tap into new markets, and work together more efficiently. As a result, they have experienced increased revenues, better community perception, and access to essential resources.

ReCircle has also enhanced operational efficiency by providing its partner MRFs and aggregators with Standard Operating Procedures that ensure adherence to best practices in waste management. The majority of partners are willing to learn from these guidelines and implement them in their operations. This has led to significant improvements in workplace hygiene, safety standards, and overall operational efficiency, with 74% of Processing Partners surveyed following ReCircle's SOPs.

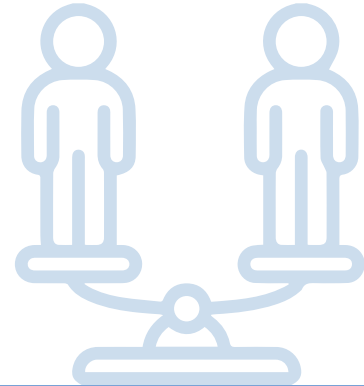
Furthermore, our efforts have led to the formalisation and integration of waste workers into the supply chain. Waste workers are now more willing to accept formalisation as they see the benefits it brings to their lives. They no longer feel compelled to engage in informal jobs due to external factors or risks.



## 2 Inclusion, Equity and Diversity

By focusing on the well-being and growth of all stakeholders, we have been able to create a more inclusive and equitable environment for everyone involved in our operations.

ReCircle has made efforts to improve gender inclusion through focused recruitment and outreach, setting targets for female participation. 28% of Safai Saathi's surveyed are women and with Collection partners, 13% are women. Our Safai Saathis have shared positive experiences about equal treatment in the workplace.



“I am treated equally at work; there is no difference between male and female workers. I feel safe, tension-free, and mentally relaxed at work.”

Another Safai Saathi expressed newfound independence, sharing

“Before this job, I was dependent on my husband; now I feel independent and able to educate my children.”

ReCircle's impact on stakeholders' income levels has contributed to greater financial resilience. The majority of Safai Saathis, Collection Partners, and Processing Partners have reported increased income levels and improved ability to save and invest in assets.



### 3 Learning and Development

ReCircle complies with labour laws and prioritises the growth, confidence, and satisfaction of our stakeholders. Through consistent, targeted training and opportunities for personal development, we have improved the community's perception of all our partner categories.

#### Safai Saathis at our MRF :

We have contributed to substantial improvements in the technical knowledge and business acumen of our Safai Saathi team; 72% report enhanced understanding of plastic recycling and 16% mention better business skills. Half of our Safai Saathis strongly agree that they are learning relevant skills and have opportunities for advancement. Nearly 9 in 10 team members also report increased confidence due to ReCircle.



“The working conditions are better. It is clean, more work-friendly, we get boots, gloves and everything. There are regular training and meetings.”

## Collection Partners :

ReCircle actively engages with department heads and managers within our Collection Partner network, which in turn fosters a positive community outlook on their work. The majority of our Collection Partners including their network of associated Safai Saathis, have benefited from extensive training, expanded networks, and enhanced workplace hygiene. All partners have reported compliance with ReCircle's mandates, resulting in improved hygiene and safety standards.

### Safai Saathis trained



**1,800**  
Total  
Safai Saathis  
Impacted



**651**  
Out of which,  
are women



**1,034**  
Safai Saathi  
training



**594**  
PPE distribution  
and health  
check up



**530**  
Bank accounts



**199**  
Financial  
resilience  
(Govt schemes)



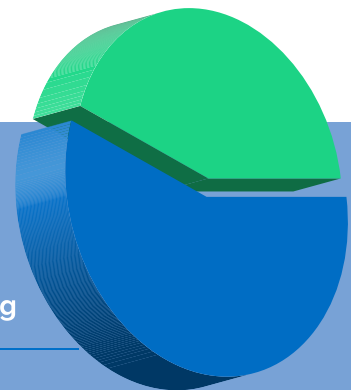
**247**  
Information, Education  
& Communication  
Activities

## Processing Partners :

ReCircle engages with leadership and owners, resulting in 74% of surveyed partners adhering to mandated SOPs. 57% of Processing Partners reported an improved societal perception of their work.



**57%**  
Processing  
Partners





## 4 Benefits

At ReCircle, we recognize the importance of health, safety and social security for all our partners. Across the board, stakeholders have gained access to benefits enhancing their well-being.

We have strived at creating an inclusive and organised employment landscape for our Safai Saathis by following Fair Trade and Pay practices, incorporating Government Schemes such as PF, mandatory Health Insurance and Medical Camps. This dignity of labour and job security has resulted in a stable salary, increased savings and the ability to invest in essentials such as education and savings. Women especially have been impacted the most positively, earning financial independence, and in turn stake.

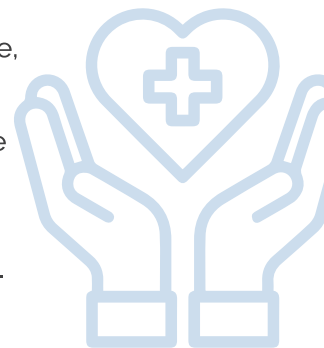
Eight in ten report our pay and benefits to be fair.

**“ReCircle provides me with Health Insurance for unexpected hospitalisation expenses.”**

We have facilitated Collection Partners accessing top benefits like Health Insurance, Bank Accounts and Ration Cards.

Similarly, Processing Partners apply for formal Credit, Bank Accounts and Insurance through our ecosystem.

By elevating health, safety and social security, we empower partners to focus on growth and productivity. Our holistic approach aims to foster security on all fronts – physical, financial and social. The ultimate goal is a workforce that feels protected, valued and able to reach their potential.



# ECONOMIC IMPACT

ReCircle endeavours to enhance economic resilience for all our partners by integrating informal workers into a formalised circular supply chain. Our aim is to create a waste sector characterised by stability and the empowerment of human lives, providing participants with the freedom to support their families- a true sign of an inclusive and equitable system.

Explore the impact of our initiatives in fostering fair livelihoods, boosting

incomes, and driving overall economic progress for our Safai Saathis and Collector and Processor Partners. Additionally, examine data on the financial gains experienced by our collector partners due to network expansion and new opportunities.

Our metrics also demonstrate notable business growth and increased revenue for these essential organisations.





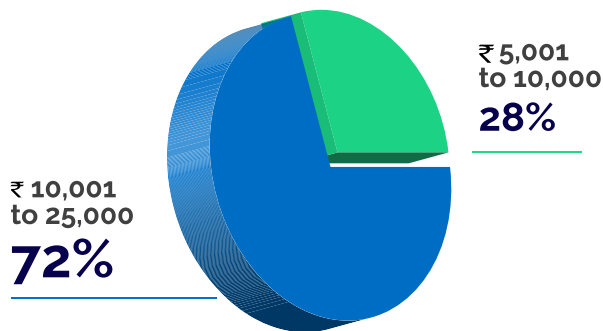
# 1 Safai Saathis

The economic impact on our Safai Saathis is substantial, reflecting positive changes in income and financial resilience. According to assessments, the median monthly income for respondents increased significantly, **with the majority now falling within the Rs 10,001 - 25,000 range, compared to the Rs 5,001 - 10,000 range before their association with ReCircle.** This remarkable 72% increase in income levels signifies not only financial growth but also enhanced stability for the Safai Saathis.

Perceptions of income fairness among respondents are overwhelmingly positive, with 78% considering their earnings fair. Only 13% feel otherwise, and the remaining respondents express neutrality. The impact is particularly notable for those who were first-time earners, constituting 19% of respondents.

Financial resilience is a key outcome, with 88% of Safai Saathis reporting the ability to save up to 25% of their income. Moreover, 59% of them have increased their capacity to make significant investments, such as in assets like land, vehicles, or home renovations.

“With more earnings, I can invest more in my home and family. It reduces the burden of loans, I can buy things that I like. Earlier, I needed to think too much, now it is easier, and I can save some money. It is my earnings that I get from work I do. It makes me confident.”



These improvements are consistent across different assessments, with roughly 9 in 10 Safai Saathis reporting a positive impact on their quality of life. The primary reported enhancement is the increased income, contributing to a better ability to support their children's education.

Overall, the economic impact on Safai Saathis is a testament to ReCircle's commitment to creating meaningful, positive change in the lives of our partners.

## 2 Collectors and Processors

The positive economic impact on ReCircle's Collectors and Processors is evident through distinct improvements as reported by our partners.

### Collection Partners:

**50% of our partners reported an increase in monthly revenue, highlighting tangible financial improvements.** Furthermore, the expansion of partnerships through network support from ReCircle resulted in **90% witnessing a notable increase in collection partnerships.**

### Processing Partners:

Our Processing Partner network exemplifies lasting growth, with **82% partnered with ReCircle for over a year.** These enduring alliances have led to 35% of processors reporting increased monthly revenue and a similar rise in collection partnerships, signalling expanded influence and enhanced capacity in waste management.

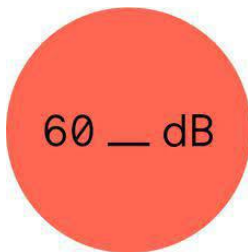


# METHODOLOGY

At ReCircle, we are committed to transparency and accuracy in our reporting. Our numbers are based on surveys and assessments carried out by independent third-party agencies, including Sattva and 60 Decibels (60db), as well as our own internal management information systems.

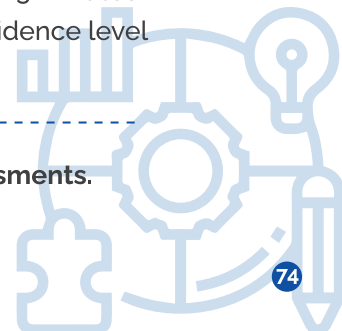


For Sattva's assessment, telephonic surveys were conducted with collection partners, processors, and recyclers using approximately 40 questions to understand their experience working with ReCircle. The Sattva team also conducted in-depth interviews with founders, managers, and sustainability heads of various brands and corporations associated with ReCircle to understand their perspective on the benefits of partnering with us.



The 60db team surveyed Safai Saathis through telephonic interviews to understand the impact experienced on associating with ReCircle's jobholder population of 49. In July and August 2023, 60db trained researchers conducted 32 phone interviews. The survey was conducted in Hindi and lasted an average of 23 minutes. The response rate was 78%, providing a confidence level of 85% and a margin of error of 7%.

ReCircle is proud to work with these trusted bodies to arrive at our impact assessments.



# INSIGHTS

We acknowledge the challenges and constraints in data collection that could affect the accuracy and completeness of the figures reported, especially within the following parameters. Reliance on employee conversations for Collection Partner data may have impacted accuracy;

a third-party agency conducted stakeholder data collection independently; respondents' unfamiliarity with surveys in the informal sector caused hesitancy and data gaps; and sensitivity to financial questions resulted in reluctance and incomplete information.



# FUTURE INITIATIVES

As we continue to pave the way for a sustainable future, ReCircle is committed to evolving and expanding our impact through a series of strategic initiatives



**Circularity** : We are dedicated to achieving end-to-end circularity for Plastics, ensuring that every stage of the life cycle contributes to a sustainable loop.



**New Supply Chains** : Our efforts will extend to integrating into other scrap supply chains, such as Textiles, Glass and Paper, broadening our scope and impact.



**Technology** : We will further strengthen ClimaOne, enhancing Traceability, and adding value for all Stakeholders within the waste-management ecosystem.



**Partnerships** : By forging partnerships across the sector, we aim to amplify our collective efforts towards a circular economy.



**Awareness and Capacity Building** : We will continue to raise consumer awareness at a grassroot level, while building capacities with our Safai Saathis and Collection Partners. This will foster a culture of formalisation and accountability within the industry.

These initiatives represent our ongoing dedication to thought-leadership, innovation and collaboration, driving meaningful change and setting new standards for environmental responsibility.

Impact Collaborations: [epr@recircle.in](mailto:epr@recircle.in), [tech@recircle.in](mailto:tech@recircle.in), [marketing@recircle.in](mailto:marketing@recircle.in)

# CONCLUSION

This past year, we've steered India's shift towards a circular economy by collaboration with a diverse network of partners to divert over **78,498 MT of waste from landfills**. Our waste recovery has surged by **202%** and our Extended Producer Responsibility program has expanded by **492.12% in 2022-2023**, signalling a robust growth trajectory.

More than 3,000 waste pickers have found economic upliftment and respect through our initiatives, now receiving fair wages and working conditions that honour their dignity. The introduction of ClimaOne, our innovative waste management platform, is a leap forward, promising to revolutionise supply chain management with advanced traceability and analytics.

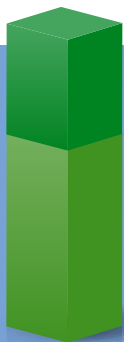
Globally, our presentations have broadcasted our model and aspirations, showcasing the scope of our impact and the depth of our resolve.

The stories and data presented in this report are more than just numbers; they represent lives improved, ecosystems preserved, and a culture of sustainability that grows stronger each day.

As we look forward, we remain dedicated to our three-pronged agenda: enabling effective waste management, raising awareness for waste reduction, and promoting ethical circularity.

As we charge ahead with innovation and service expansion, we hope to partner with you in a transformative capacity. Whoever you are, whatever you do, if we can join forces to tackle waste and kickstart India's nascent circular economy, please get in touch.

waste recovery  
**202%**



EPR  
**492.12%**



**78,498** MT  
waste from landfills





# CASE STUDIES

## 1

## GSMA and UKAID x ReCircle



### About the Project

In partnership with the GSMA Innovation Fund and with GSMA and UKAID's support, ReCircle embarked on an ambitious mission to **digitise our dry waste supply chain from collection to processing**. This collaboration resulted in **ClimaOne, an innovative platform featuring Traceability, Analytics, and Data tools**. ClimaOne empowers large plastic producers to manage sustainability targets and comply with India's EPR laws effortlessly. **The platform offers end-to-end traceability for plastic credits, enabling businesses to track collected plastic**

**materials and close the loop by providing EPR plastic credits.**

### Key Outcomes

#### ClimaOne:

A pioneering platform that **streamlines waste management processes** and helps large plastic producers achieve sustainability goals while adhering to India's EPR regulations.

#### Plastic Credit Standards:

Fostering transparency and accountability within the waste management sector through **established standards for plastic credit transactions.**



## Key Impact Metrics

ReCircle has made significant progress in aligning with several Sustainable

### Development Goals:

**SDG 8:** Enhanced quality of life for 80% of our workforce through increased transparency and formalisation in the waste management industry.

**SDG 12:** Successfully diverted 78,498 tons of waste from landfills from FY 2022 to 2023, including 13,627 tons of low-value plastic, reducing environmental stress.

**SDG 17:** Partnered with over 45 waste processors connected to around 478 collection partners across India and collaborated with 24 brands providing EPR and Plastic Neutral Program services.

## Next Steps

**End-to-end traceability via Ethically Recycled Plastics:** We will nurture ClimaOne's capabilities to track recyclable material, thereby enabling brands to acquire ethically recycled plastic with complete sourcing details. We plan to embed this information into products as a QR code, allowing customers to view the life cycle of the recycled plastic and understand its journey from scrap to product. This transparency will foster greater customer engagement and trust in sustainable practices, further promoting responsible consumption and production.



## 2 The Incubation Network and Alliance to End Plastic Waste x ReCircle



The Incubation Network



### About the Project

In a transformative partnership with The Incubation Network and Alliance to End Plastic Waste, ReCircle embarked on the ambitious Scale 100(t) project to enhance our facilities, increase capacities, and improve working conditions at our Material Recovery Facility (MRF) in Dahisar.

### Key Outcomes

**Environmental Health and Safety (EHS):** We developed and implemented comprehensive EHS policies with the help of industrial specialists, which included hazard identification, risk assessments, and a tailored Safety Manual for dry waste collection centres.

**Infrastructural Upgrades:** Improved facilities at our Dahisar MRF by installing a water cooler, additional washrooms facilities, and lockers. Collection vehicle capacities also experienced significant growth.

**Improved Processing Capacities:** Increased the conveyor system capacity at the Dahisar facility from **30 tons to 120 tons per month and enhanced baling machine capacity from 90 to 150 tons per month.**

### Key Impact Metrics


**Safety Training:** Established specialised training for conveyor segregation to ensure a safe work environment.

**Process Efficiency:** Streamlined data management by implementing data collection tools for KPIs under each vertical.


**Environmental Impact:** Reduced workplace hazards and contributed to a more sustainable environment through EHS policies and risk assessments.

### Next Steps

ReCircle aims to further enhance our facilities and increase capacity through grant funding. Our future plans include expanding the processing capacity of Shed 1 for PET materials and upgrading the conveyor system for automated segregation. In addition, we plan to connect with buyers for ethically recycled plastic granules and expand our global network for plastic credit buyers, ensuring the operational sustainability of our initiatives.



“There is no such  
thing as away.  
When you throw  
something away,  
it must go  
somewhere.”



*Annie Leonard.*

# Join us in shaping a CIRCULAR FUTURE!



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