RECYCLE INDIA
FOUNDATION

REDUCE | REUSE | RECYCLE | REGENERATE

For a Cleaner, Greener & Sustainable India

Recycle India Foundation

(A Govt. of India/NITI Aayog registered NGO)
(Core Committee Member for Circular Economy for G-20 Indian Round Table for the Ministry of Environment-India)

NGO Registration Number: **190200940/2019**
NGO-Darpan Unique ID (Niti-Aayog): **WB/2019/0247448**
CSR-1 Registration Number: **CSR00038318**
80G Registration No.: **AADTR9420N24KL01**
12A Registration No.: **AADTR9420N22KL01**
NATO Registration: **6478Y**
US Govt. Registration: **WD45M9DI14595**

Mob No.: **+91-6291559908**
Email id: info@recycleindiafoundation.com
Website: **www.recycleindiafoundation.com**

SUSTAINABLE WASTE MANAGEMENT

RECYCLE INDIA FOUNDATION
Towards a Cleaner, Greener & Circular India

OUR STORY IN FIVE CHAPTERS

Who we are, why we are heard, and what we deliver

5 chapters | Real projects | Your role

OUR GOAL

Make recycling a way of life in India, and turn waste into wealth for communities and the planet.

01 CHAPTER WHO WE ARE



Who are we?

A national NGO, led by three trustees, on a mission to make recycling a habit.

- Since 2019 — registered NGO
- 5,000+ — partners

SLIDES 3–5

02 CHAPTER OUR VOICE & REACH



Who listens?

Ministries, national media and millions of people online.

- 355M+ — social reach
- 13+ — national titles

SLIDES 6–11

03 CHAPTER WORK ON THE GROUND



What do we do?

RVMs, solar lights, forests, recycled products and more.

- 70,000+ — solar lights
- 1,000+ — RVMs

SLIDES 12–18

04 CHAPTER OUR IMPACT



What has changed?

Measurable results for people and the planet.

- 10,000 MT — plastic recycled
- 1 lakh+ — trees planted

SLIDES 19–20

05 CHAPTER PARTNER WITH US



How do we start?

Choose a programme; we deliver, engage and report.

- 34 — brand partners
- 3 — steps to start

SLIDES 21–26

RECYCLE INDIA
FOUNDATION
Towards a Cleaner, Greener & Circular India

RECYCLE INDIA FOUNDATION

Your preferred CSR partner for a cleaner, circular India

Govt. / NITI Aayog registered

G-20 circular economy member

USAID-awarded programme

CHAPTER 1 • WHO WE ARE

OUR MISSION

- To bring **AWARENESS** about recycling in India.
- To **EDUCATE** people on waste disposal and help make India clean and green.
- We don't believe in banning; we believe in bringing out **WEALTH FROM WASTE.**

WHO WE ARE TODAY

5,000+ NGO & recycler partners

1M+ social media followers

115M+ engagements generated

Pan-India presence & advocacy

> *We have changed the anti-plastic stance of the Govt. and the common man and **PROMOTED RECYCLING OF PLASTICS.***

AWARD-WINNING & RECOGNISED



Sustainable development recognition



Best Integrated Campaign (1st runner-up)



Gold: Use of Media (Cause Marketing)



Excellence in Marketing (EMA 8.0)

WHY PARTNER WITH US?

1. **Neutral stand on public-interest issues**
   Helps build strong cases & trust with Govt. & ministries
2. **Recognised pan-India NGO**
   Access to central & state ministers across departments
3. **Most-followed NGO on social media in India**
   Reach of over 355 million people
4. **Featured in leading news**
   Sustainability partner: Times Group (Unplastic India) & JICA
5. **Part of key national & global platforms**
   G-20 Circular Economy Round Table under MoEFCC
6. **Awarded by USAID (Govt. of USA)**
   Plastic waste awareness programme in India for 5 years

WHAT WE DO

- Waste management awareness
- Plastic reduction campaigns
- Recycling promotion
- Capacity building & education
- Policy advocacy & research

RECOGNISED BY & PARTNERED WITH

Network18	THE TIMES GROUP	JICA	G20	USAID
Recycling Champion	Sustainability partner	Sustainability partner	Circular Economy Round Table	Awarded programme (5 years)

OUR TRUSTEES

Leading with Vision. Driving Impact.

Our Board of Trustees brings together diverse expertise, strong values and a shared commitment to build a cleaner, greener and more sustainable India.

RECYCLE INDIA FOUNDATION™

OUR COLLECTIVE STRENGTH

8,000+	25,00,000+	All Over	One Goal
People	**Man-hours**	**India**	**Sustainable India**
Associated with our mission	Contributed towards impact	Presence across urban & rural communities	For present & future generations



AYUSH JAIN

National President – Trustee

Education
B.Com (Hons.), CA, CS
MBA, Manchester Business School

Experience
15 Years

Profile
- Leads corporate communications, government relations, policy & advocacy
- Core committee member, G20 Round Table on Circular Economy (MoEFCC)
- Working to bring progressive policies for a sustainable future
- Strengthening India's EPR & waste management ecosystem
- Focus on plugging gaps in the recycling value chain for better outcomes



ASHISH AGARWAL

National Secretary – Trustee

Education
B.Com,
St. Xavier's College, Kolkata

Experience
12 Years

Profile
- Heads operations & day-to-day activities of Recycle India Foundation
- Official spokesperson & passionate environmentalist
- Active contributor to GoI panels on sustainability & circular economy
- Awarded Green Ribbon Champion Award 2023 by Network18
- Recognised by Swachh Survekshan, Swachh Bharat Abhiyan & Namami Gange



DIPIKA AGARWAL

National Treasurer – Trustee

Education
CA

Experience
10+ Years

Profile
- Oversees financial governance, budgeting & compliance
- Ensures transparency, accountability & prudent financial management
- Expert in financial planning, audit coordination & statutory compliance
- Built strong financial controls, donor reporting & review processes
- Strengthens credibility with Government, CSR partners & funding agencies

OUR COMMITMENT

Environmental Stewardship
Protecting our planet through sustainable actions

Community Empowerment
Enabling people & communities to build a better future

Transparency & Accountability
Integrity & responsible governance at every step

Collaboration for Impact
With partners, government & citizens for lasting change

Different strengths. One vision. A sustainable tomorrow.
Together, we build a #CleanGreenIndia

OUR JOURNEY SO FAR

From a 2019 registration to a pan-India movement

Since 2019 | Pan-India | Scaling up

2019 — REGISTERED

- Registered as an NGO (190200940/2019)
- Listed on NITI Aayog's NGO Darpan

2020 — HEARD NATIONALLY



- Featured as a Swachhata Hero, Swachh Survekshan 2020
- Ministers & leaders amplify our posts

2021 — FORESTS & PLAYGROUNDS



- Miyawaki forest at the East Kolkata Wetlands
- TOI & ITC tie-up to upcycle waste into play equipment

2022 — POLICY & PARKS



- YiPPee! Better World: play equipment for 16 parks in 4 cities
- Our view on PET-flake imports in 4 national dailies

2023 — LIGHTING VILLAGES



- Mitsui Chemicals solar lights, phase 1 (Sanand, Gujarat)
- Green Ribbon Champion Award, Network18

2024 — RVMs & FORESTS



- Archroma & SDC RVM at Viviana Mall, Thane
- Glenmark employee Miyawaki drive near Kolkata

2025 — MANGROVES & SCHOOLS



- Mangrove belt thriving in the Sundarbans
- 1,000 trees planted at a Delhi school drive

2026 — SCALING UP



- 70,000+ solar street lights installed (Mar 2026)
- SIRO Clinpharm RVM live at Nexus Seawoods

IN THE NEWS

Making headlines and shaping the national conversation

National media | Expert voice | 2021–2022

STORY 1
ITC YiPPee! BETTER WORLD
Playgrounds upcycled from plastic waste

PrintWeek
11 Sep 2021
TOI, ITC and RIF partner to upcycle plastic waste into playground equipment in four cities

THE TIMES OF INDIA
5 Jun 2022
Campaign to upcycle plastic waste into play equipment in 16 parks across four cities

Amar Ujala
5 Jun 2022
RIF and ITC join hands for 'YiPPee! Better World' to promote recycling

ET Retail.com
6 Jun 2022
ITC and Recycle India Foundation partner for sustainability initiative 'YiPPee! Better World'

STORY 2
PET FLAKES IMPORT POLICY
RIF's view on a key recycling policy

THE HINDU
24 Aug 2022
Govt panel recommends import of PET flakes with conditions, says Recycle India Foundation

mid-day
24 Aug 2022
Environment Ministry accepts panel recommendations, allows import of 95,105 tonnes of PET flakes

ZEE BUSINESS
23 Aug 2022
Import of PET flakes to boost recycling, reduce pollution and support circular economy

Business Standard
24 Aug 2022
Import of PET flakes a welcome step for India's recycling industry

STORY 3
E-WASTE & WASTE MANAGEMENT
Infrastructure, incentives & innovation

Network18
26 Sep 2022
India has very limited capacity for large-scale e-waste management; infrastructure and incentives must improve

YOURSTORY
29 Sep 2022
Recycle India Foundation: creating a cleaner India through responsible waste management and innovation

13
national publications
have carried RIF's work and views, in English and Hindi

IN HIS WORDS



Ashish Agarwal
Secretary, Recycle India Foundation
Environmentalist & waste management expert

THE TIMES OF INDIA
> *We want to create magic of recycling and make people aware about proper waste segregation and the potential of wealth in waste.*

lokmat Times
> *Recycling is not just an action, it's a responsibility towards future generations.*

Outlook
> *E-waste recycling without proper infrastructure can damage the environment. We need awareness, incentives and better systems.*

THE NEW INDIAN EXPRESS
> *Our focus is to build a circular economy by collaborating with communities, industry and government for a sustainable tomorrow.*

MORE IN THE NEWS

Our work and our voice in national media, 2021–2025

National media · Expert voice · Partner stories

CHAPTER 2 • OUR VOICE & REACH

PrintWeek
+ Packaging Connections
"Use of recycled plastics in food packaging needs to be re-deliberated": RIF's Ashish Agarwal on the expert forum
POLICY

BUSINESS TODAY
+ ThePrint (ANI)
P&G Health partners with Recycle India Foundation for sustainable pharmacy waste segregation
CSR PARTNERSHIP

ITC newsroom
YiPPee! "Creates Magic" in Mumbai & Delhi parks with NGO partner Recycle India
PRODUCTS

ETV Bharat
Experts back the "End Plastic Pollution" drive; RIF "fully aligned with the vision of Mission LiFE"
EXPERT VOICE

NOV 2021 · MAR 2022 · JUN 2022 · SEP 2022 · MAR 2024 · NOV 2024 · MAY 2025 · JUL 2025

FoodNavigator-Asia
FSSAI tightens its recycled-plastic packaging proposals after pushback from experts, including RIF
POLICY

citizen matters
RIF's RVMs at Mumbai malls & tourist spots: "a very easy way of doing CSR"
RVMs

ARCHROMA news
Archroma India launches an RVM project with SDC India & RIF at Viviana Mall, Thane
RVMs

CAPCO news
Capco India and RIF bring a reverse vending machine to Airia Mall, Gurugram
RVMs

ONE CSR STORY, MANY HEADLINES



Your CSR story, carried by national media



IN HIS WORDS
Ashish Agarwal
Secretary, Recycle India Foundation

> *In the absence of appropriate segregation and recycling, this waste can harm the environment and human health.*
>
> ThePrint (ANI) & Business Today • Jun 2022

> *We intend to work with committed partners to make waste segregation and recycling an integral part of our daily lives.*
>
> ThePrint (ANI) • Jun 2022

> *The Recycle India Foundation is fully aligned with the vision of Mission LiFE.*
>
> ETV Bharat • May 2025

PUBLIC RECOGNITION

Amplified by national missions, leaders and public figures

5 lakh+ interactions | National missions | Leaders & icons

CELEBRATED BY NATIONAL MISSIONS



Namami Gange
celebrated RIF among its #RecycleHeroes



Swachh Survekshan 2020
featured RIF as a Swachhata Hero

5,00,000+
high-profile public interactions & endorsements

IN THEIR WORDS

Hardeep Singh Puri
Union Minister

Retweeted @recycleindia · Jun 23, 2020
Recently the Municipal corporations of Gurugram converted 45 Tonnes of plastic waste into 1.5 lakhs of Eco-friendly tiles. Possibility is endless for Recycling.

Anand Mahindra
Chairman, Mahindra Group

@anandmahindra · Jul 9, 2020
Had tweeted about the potential of recycling & the circular economy. It's not just an opportunity but a critical need when it comes to plastic waste. This kind of innovative recycling is hence a heroic initiative.

Dia Mirza
Actor & environmental advocate

@deespeak · Feb 11, 2020
Agree, banning is a temporary fix. Which is why despite banning #singleuseplastics in 21 states of India we struggle with implementation. Reduce single use plastic and ♻

Dr. Sangita Reddy
Joint MD, Apollo Hospitals

@drsangitareddy · Feb 11, 2020
Happy to share that India recycles about 90% of its PET bottles compared to 31% in America & the credit goes to our plastic recycling agents & better policies. @recycleindia

Swachh Bharat Mission
Government of India

@SwachhBharatGov · Apr 6, 2020
We applaud a great leader @narendramodi Ji for leading from the front and setting an example by showing us the way to stop littering, reduce waste and to most importantly RECYCLE.....!!!

Ministry of Tourism
Government of India

@tourismgoi · Aug 6, 2020
Recently the Municipal corporations of Gurugram converted 45 Tonnes of plastic waste into 1.5 lakhs of Eco-friendly tiles. Possibility is endless for Recycling. #GreatInitiative #CleanIndia #RecycleIndia

Adivi Sesh
Actor

@AdiviSesh · Jul 11, 2020
Good simple solutions. #Recycle Small steps. Big impact.

Harsh Goenka
Chairman, RPG Group

@hvgoenka · Jan 10, 2020
All my support is there

ENGAGEMENT RECEIVED FROM

Government ministries | Union ministers | Industry leaders | Celebrities | Environmental advocates | Sustainability influencers

RECYCLE INDIA FOUNDATION
Towards a Cleaner, Greener & Circular India

FLAGSHIP CSR PROGRAMMES

Trusted NGO partner | Measurable impact | Sustainable change

Transforming communities through education, environment & sustainability

EDUCATION • ENVIRONMENT • COMMUNITY DEVELOPMENT

CHAPTER 3 • WORK ON THE GROUND

ADHAAR

Holistic Development of Underprivileged Children

- Education Support
- Nutrition Support
- Community Library
- Digital Learning
- Personality Development
- Rural Child Welfare









35,000+ CHILDREN BENEFITTED

PAATHSHALA

Empowering Children Through Learning & Life Skills

- Free (Conditional) Tuition Classes
- Regular Health Check-ups
- Sports & Activities
- Arts, Music & Creativity
- Career Guidance & Counselling
- Personality Development

LEARNING BEYOND CLASSROOMS



AROUND 35,000 CHILDREN BENEFITTED

VAIMALYA

Waste Management & Swachhta Abhiyan

- Cleanliness Drives
- Waste Collection
- Waste Segregation
- Waste to Compost
- Awareness Campaigns
- Nukkad Natak
- Plastic Banks
- Plastic Café







CREATING CLEANER & SUSTAINABLE COMMUNITIES

OUR IMPACT AT A GLANCE



- 35,000+ Children Benefitted
- Plastic Waste Collection & Awareness
- Cleaner Environment & Communities
- Community Engagement & Participation
- Education & Skill Development
- Health & Nutrition Support



YOUR PARTNER IN PURPOSE.
YOUR IMPACT IN ACTION.

TOGETHER FOR A SUSTAINABLE TOMORROW
REDUCE • REUSE • RECYCLE • REGENERATE

BUILDING A CLEANER, HEALTHIER & INCLUSIVE INDIA

RECYCLE INDIA FOUNDATION
Towards a Cleaner, Greener & Circular India

SEHAT – PHARMACY DEVELOPMENT & AWARENESS

1,000+ pharmacies network | Awareness & training | Sustainable impact

WORKING WITH A NETWORK OF 1,000 PHARMACIES

Building a Healthier, Cleaner & Safer Environment Together

PROJECT SEHAT

A unique initiative to promote **waste segregation** and **safe disposal** of **dry waste** in partnership with pharmacies across India.

Working with a network of 1,000 pharmacies in **Delhi NCR, Kolkata, Coimbatore, Bangalore, Chennai, Mumbai, Hyderabad, Patna, Hubli** & more.

We worked with the pharmacies and have made them **WASTE FREE.**



OUR FOCUS AREAS



TOGETHER TOWARDS A WASTE FREE & HEALTHY INDIA

HEALTH SERVICES & CAMPS

HEALTH CAMPS | MOBILE HEALTH CARE | BLOOD DONATION CAMPS







ON-GROUND ACTIVITIES



DRY WASTE COLLECTION FROM PHARMACIES



PARTNERSHIP WITH PHARMACIES



WASTE SEGREGATION AT SOURCE



AWARENESS & TRAINING SESSIONS

OUR IMPACT

- 1,000+ PHARMACIES NETWORK
- WASTE FREE PHARMACIES CREATED
- TONS OF DRY WASTE COLLECTED & SENT FOR RECYCLING
- HEALTHIER WORKSPACES & COMMUNITIES
- A GREENER & CLEANER ENVIRONMENT

OUR REACH ACROSS MAJOR CITIES

DELHI NCR | KOLKATA | COIMBATORE | BANGALORE | CHENNAI | MUMBAI | HYDERABAD | PATNA | HUBLI | & MORE

YOUR PARTNER IN PURPOSE. YOUR IMPACT IN ACTION.

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RECYCLE INDIA FOUNDATION
Towards a Cleaner, Greener & Circular India

SOLAR STREET LIGHTS

Lighting rural India, empowering communities

70,000+ lights | 30,000+ planned | Villages

SOLAR vs GRID STREET LIGHTS

	SOLAR	GRID
Electricity bill	Zero	Every month
Power cuts	Stays on	Goes dark
Cables & trenches	Not needed	Needed
Emissions in use	Zero	From the grid
Remote villages	Easy to install	Hard to reach

TECHNICAL SPECIFICATIONS

Solar panel	60 Wp polycrystalline
LED luminaire	20 W • 2,400 lumens
Battery	LiFePO4 • 1.5-night backup
Lighting time	10–12 h, dusk to dawn
LED life	50,000 hours
Pole	Galvanised iron • 5 m
Protection	IP65 • 2-yr offsite warranty



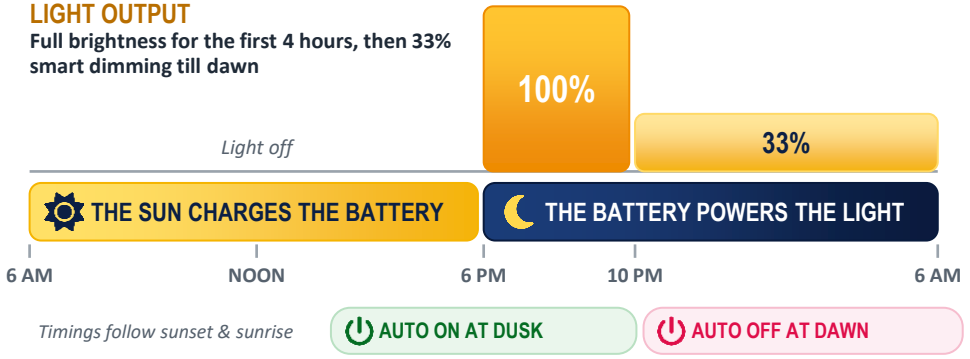
70,000+
Solar street lights installed till Mar-26, across rural India

30,000+
Solar street lights planned in 2026-27 to light up more villages

Thousands of villages
empowered with clean, safe & reliable lighting

A DAY IN THE LIFE OF OUR LIGHT

LIGHT OUTPUT
Full brightness for the first 4 hours, then 33% smart dimming till dawn



Timings follow sunset & sunrise

AUTO ON AT DUSK | AUTO OFF AT DAWN

ROAD TO 1 LAKH LIGHTS



70,000+
installed till March 2026

30,000+
planned in 2026-27

25–30 cr
hours of light a year*

**Estimate: 70,000 lights × 10–12 hours × 365 nights*

TRANSFORMING VILLAGES

- Safer streets
- Study after dark
- Busier local markets
- Safe for women & children
- Clean energy, less CO_2
- Local jobs & skills

RECYCLE INDIA FOUNDATION
Towards a Cleaner, Greener & Circular India

REVERSE VENDING MACHINES

Small action, big impact: recycle today for a better tomorrow

1,000+ RVMs | 3,500+ locations | Instant rewards

RVM AT A GLANCE

Accepts	PET bottles, any brand & size
Crusher	Built in, saves space
Connectivity	100% online, live dashboard
Rewards	Points & SMS vouchers
Emptied at	80% capacity
Find one	Live on Google Maps

WHY RECYCLING PET MATTERS

Energy to make 1 kg of PET

Virgin PET 70 MJ

Recycled PET 15 MJ

−79% energy

CO_2 emitted per kg of PET

Virgin PET 2.8 kg

Recycled PET 0.9 kg

−68% CO_2



HOW IT WORKS

1. Insert an empty PET bottle
2. Enter your mobile number
3. Earn reward points
4. Redeem SMS vouchers in partner stores

Together towards a waste-free & healthy India

OUR PAN-INDIA NETWORK



1,000+ RVMs across India

3,500+ locations

Live on Google Maps

WHERE YOU'LL FIND THEM







THE JOURNEY OF YOUR BOTTLE

Machine 80% full bottles are crushed into flakes inside

Collected & stored at our storage facility

A full truckload is sent to recyclers

Recycled into r-PET flakes & other materials

Reborn as new products bottles, fibre, yarn, bags & T-shirts

WE ACCEPT



- Clean, empty PET bottles
- Any brand, any size
- Water & soft-drink bottles

RECYCLE INDIA FOUNDATION
Towards a Cleaner, Greener & Circular India

MIYAWAKI FORESTS

We don't just plant trees, we grow forests

1 lakh+ trees | 10× faster | 30× denser

MIYAWAKI vs CONVENTIONAL

	MIYAWAKI	CONVENTIONAL
Growth	10× faster	Slower
Density	30× denser	Widely spaced
Species	Native, 4 layers	Fewer species
Care needed	Just 3 years	Long-term upkeep
Biodiversity	High	Lower

1,00,000+ TREES PLANTED ACROSS INDIA

OUR IMPACT SO FAR



OXYGEN
13.3 lakh+ kg
a year, enough for 15.8 lakh+ people a day

CARBON
2,000+ t
of CO_2 absorbed every year

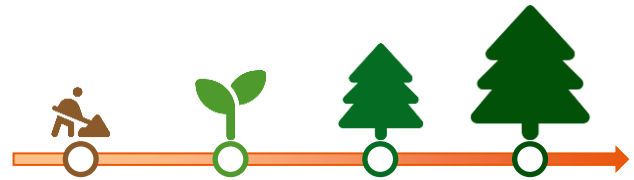
WATER CYCLE
900+ mn litres
of water returned to the air every year

ENERGY SAVINGS
₹39+ crore
a year on heating & cooling (estimated)

BIODIVERSITY RESTORED: birds, insects & small mammals return

FROM SAPLING TO FOREST

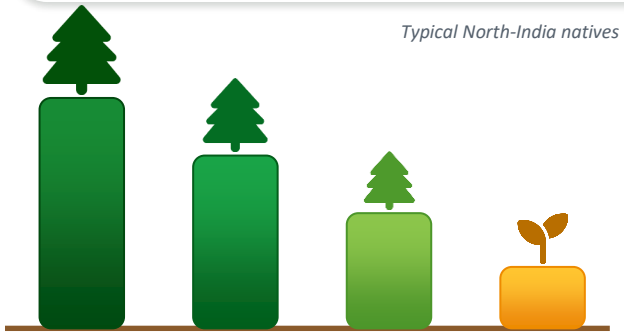
3 years of care: watering, weeding, mulching & replacing failed saplings



MONTH 1	MONTHS 2–3	12–18 MONTHS	YEAR 3
Site study & soil preparation	Dense planting, 3–5 per m²	Canopy starts closing	A self-sustaining forest

FOUR LAYERS OF A MIYAWAKI FOREST

Typical North-India natives



CANOPY	TREE	SUB-TREE	SHRUB
Peepal, Bargad, Neem	*Jamun, Arjun, Shisham*	*Amla, Kachnar, Amaltas*	*Karonda, Adulsa, Nirgundi*

FORESTS WE HAVE GROWN


EMPLOYEE DRIVE


SCHOOL DRIVE, DELHI


SUNDARBANS, 2025

REAL TRANSFORMATION


BEFORE


AFTER

Kolkata wetlands: from bare ground to a dense native forest

RECYCLE INDIA FOUNDATION
Towards a Cleaner, Greener & Circular India

FROM PLASTIC WASTE TO PRODUCTS

10,000 MT of plastic waste turned into lasting products

10,000 MT | 8,000+ livelihoods | Schools & parks



1 SCHOOL BENCHES
Sturdy desks & benches for classrooms
Schools



2 PARK BENCHES
Weatherproof seating for public spaces
Parks



3 CRICKET BATS
Bats made with recycled plastic
Sports



≈ 1,400 ELEPHANTS each icon = 200

≈ 500 TRUCKLOADS each icon = 100

4 PLAYGROUND EQUIPMENT
Swings, slides & play frames
Playgrounds



5 OUTDOOR FURNITURE
Colourful chairs & tables
Public spaces



6 PAVER TILES & MORE
Walkways & paths that last
Pathways



THE JOURNEY OF PLASTIC WASTE

COLLECTION — from homes, institutions & industries
SORTING — segregated, cleaned & processed
GRANULATION — shredded into flakes & granules
MANUFACTURING — made into durable products
IMPACT — used in schools, parks & public places

IMPACT OF 10,000 MT OF RECYCLED PLASTIC

Kept out of landfills	1 crore kg	Water saved	~15,400 m³
CO_2e emissions prevented	~38,600 t	Landfill space saved	~10,000 m³
Energy saved	~4 crore MJ	Equal to planting	~20 lakh trees
Crude oil equivalent saved	~73 lakh L	People employed	8,000+

RECYCLE INDIA FOUNDATION
Towards a Cleaner, Greener & Circular India

BEYOND RECYCLED PRODUCTS

Reducing plastic pollution, restoring ecosystems & improving lives

Communities | Schools | Water & oceans

CHAPTER 3 • WORK ON THE GROUND

1 WASTE PICKER LIVELIHOOD PROJECTS



- Skills & training
- Safety kits & equipment
- Health & social security

Empowering waste pickers and creating dignified livelihoods

2 SCHOOL AWARENESS PROGRAMMES



- Workshops & competitions
- Plastic collection drives
- Student ambassadors

Reaching thousands of children, building a generation of change makers

3 CORPORATE SUSTAINABILITY PROGRAMMES



- Housing societies & offices
- Industrial parks & malls
- Employee engagement

Partnering with organisations to drive responsible waste management

4 VILLAGE & COMMUNITY TRANSFORMATION



- Waste-free villages
- Behaviour change campaigns
- Door-to-door awareness

Empowering communities to build clean and sustainable villages

5 CIRCULAR ECONOMY INFRASTRUCTURE



- Recycling centres & MRFs
- Aggregation centres
- Decentralised waste systems

Building robust infrastructure for a circular, self-reliant India

6 RENEWABLE ENERGY PROJECTS



- Solar street lights
- Rural infrastructure
- Energy for remote areas

Lighting rural India with clean, renewable solar energy

7 WATER CONSERVATION PROJECTS



- Rainwater harvesting
- Conservation campaigns
- Water management

Conserving water today for a sustainable tomorrow

8 POND REJUVENATION



- Restoration & desilting
- Improving water quality
- Reviving biodiversity

Restoring ponds and reviving local ecosystems

9 MARINE LITTER PREVENTION



- Beach clean-up drives
- Plastic interception
- Awareness & advocacy

Preventing plastic from entering our oceans and marine ecosystems

10 COLLECTION DRIVES



- Apartments & RWAs
- Institutions & events
- Collection camps

Collecting plastic at source so it reaches the recycling ecosystem

11 STREET PLAYS & PUBLIC AWARENESS



- Nukkad natak (street plays)
- Role plays & performances
- Community outreach events

Spreading awareness and inspiring action through creative communication

CSR FIT AT A GLANCE

8 (iv) Environment	3 (i) Health & sanitation
2 (ii) Education & livelihoods	2 (x) Rural development

SDGs 1 4 6 7 8 9 11 12 13 14 15

Programmes per Schedule VII clause; indicative, confirmed project by project

YOUR PARTNER IN PURPOSE.
YOUR IMPACT IN ACTION.

TOGETHER FOR A SUSTAINABLE TOMORROW
REDUCE • REUSE • RECYCLE • REGENERATE

BUILDING A CLEANER, HEALTHIER & INCLUSIVE INDIA

OUR IMPACT AT A GLANCE

What partnership with RIF has already delivered across India

Planet | People | Voice

PLANET

- **10,000 MT** plastic waste turned into products
- **1,000+** RVMs at 3,500+ locations
- **70,000+** solar street lights installed
- **1 lakh+** trees in Miyawaki forests
- **~38,600 t** CO_2e prevented by recycling

PEOPLE

- **35,000+** children benefitted
- **1,000+** pharmacies in Project SEHAT
- **8,000+** livelihoods across the value chain
- **5 crore+** man-hours generated
- **5,000+** NGO & recycler partners

VOICE

- **355M+** combined social media reach
- **115M+** engagements generated
- **1.09M+** social media followers
- **13** national publications
- **4** ministries & regulators engaged

ALIGNED WITH

Schedule VII, Companies Act 2013: (i) health & sanitation • (ii) education • (iv) environmental sustainability • (x) rural development

UN SDGs: 3 | 4 | 6 | 7 | 11 | 12 | 13 | 14 | 15

CASE STUDY: YiPPee! BETTER WORLD

With ITC: plastic waste turned into play areas for city parks, since 2021

3 editions | 4 cities | City parks

THE CHALLENGE

- Plastic packaging waste piling up in our cities
- City parks needing durable, safe play equipment
- People rarely see what recycling can create

WHAT WE DID

1. **Parks chosen by citizens**
   10 shortlisted per city; the top 4 voted in (2024)
2. **Plastic collected**
   drives & collection centres across each city
3. **Sorted & processed**
   cleaned, shredded and made ready to mould
4. **Upcycled into play equipment**
   swings, see-saws, jungle gyms & benches
5. **Installed & inaugurated**
   with ITC, citizens & local communities



3	4	16	2,500 kg
editions: 2021, 2022 & 2024	cities in each edition	parks in 2022 & again in 2024	upcycled each in Mumbai & Delhi

PLAY AREAS WE BUILT



THE PARTNERSHIP, YEAR BY YEAR

2021 — Launched with ITC & The Times of India: plastic waste into playground equipment in four cities
PrintWeek

2022 — Play equipment in 16 parks across four cities
The Times of India

2024 — "Create Magic": citizens picked 4 parks per city; 2,500 kg of upcycled plastic each in Mumbai & Delhi
ITC newsroom

WHY IT WORKED FOR ITC

- Brand purpose people can see & use
- National media coverage, year after year
- Citizens engaged through voting & drives
- Renewed: 3 editions & a new project in 2025

TRUSTED BY LEADING BRANDS

Working together for a cleaner, greener & sustainable future

34 partners | Every sector | PET value chain

OUR CSR & AWARENESS PARTNERS

Reliance Industries Limited · ITC Limited · IndianOil · Mahindra Foundation · JSW Foundation · LIC HFL (LIC Housing Finance Ltd) · HDFC Bank · TCS (Tata Consultancy Services) · Accenture (High performance. Delivered.)

EY (Building a better working world) · P&G Health · Dr. Reddy's · Glenmark (A new way for a new world) · Mankind (Serving Life) · USV · Mitsui Chemicals Group · Indorama Ventures · Dhunseri

Bharat Petroleum (energising lives) · CMA CGM · MSC (for the real world, Mediterranean Shipping Company) · Hyundai · BMW · Eicher · IKEA · JLL · The Times Group

Twitter · Minimalist (HideNothing.) · HDB Financial Services (Reimagining Opportunities) · JK Super Cement (Build Safe) · Good Earth · Kiehl's (Since 1851) · Hamilton Housewares P. Ltd.

Most of our awareness work is on PET recycling, supported by reputed members of the PET value chain.

PARTNERSHIPS IN ACTION



ITC
YiPPee! Better World: plastic upcycled into play equipment for city parks



Mitsui Chemicals India
Solar street lights in Sanand, Gujarat: since FY 2022-23, and continuing



Glenmark
Employee Miyawaki plantation drive near Kolkata, Aug 2024



LIC HFL, CMA CGM & more
RVMs at stations, malls & public spaces. Pictured: a launch at Viviana Mall, Thane

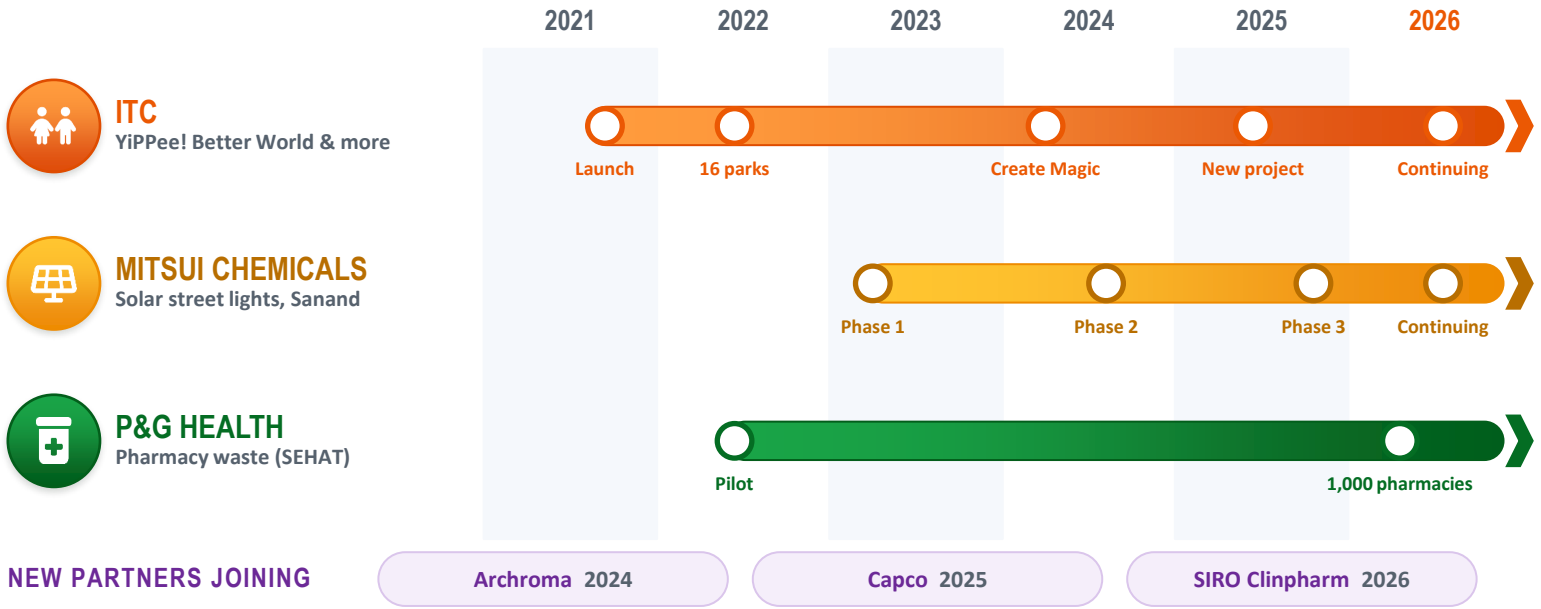
RECYCLE INDIA FOUNDATION
Towards a Cleaner, Greener & Circular India

PARTNERS WHO STAY WITH US (CASE Study)

Once a partner joins hands with RIF, they stay with us, year after year

34 brand partners | Repeat partners | Multi-year projects

PARTNERSHIPS THAT GROW, YEAR AFTER YEAR



NEW PARTNERS JOINING

- Archroma 2024
- Capco 2025
- SIRO Clinpharm 2026

Bars show years of active work with RIF; phase timing is approximate.

HOW OUR PARTNERSHIPS GROW

P&G HEALTH

2022 — Pilot with pharmacies → TODAY — 1,000 pharmacies

ITC

2021 — 1st edition, 4 cities → 2025 — New project & continuing

MITSUI CHEMICALS

FY 2022-23 — Phase 1, Sanand → NOW — Phase 3 & continuing

Partners start small, then grow with us

Once a partner joins hands with Recycle India Foundation, they stay with us, year after year.

WHY PARTNERS STAY

- On-time delivery
- Transparent reporting
- Visible, measurable impact
- Employee engagement
- Compliance made easy

IN OUR PARTNERS' WORDS

What working with Recycle India Foundation means to our partners

Partner voices | Repeat partners | 34 brands

WITH US SINCE 2021 • CONTINUING

ITC Limited



YiPPee! Better World • play areas from plastic waste

"Through 'YiPPee! Better World: Create Magic', we would want to spread awareness on the need to take climate-positive actions among the community and demonstrate the innovative ways in which post-consumption plastic waste can be utilized…"

Suresh Chand
Vice President & Head of Marketing, Snacks Noodles & Pasta, ITC Ltd • ITC press release, 21 Mar 2024, naming Recycle India as NGO partner

PILOT TO 1,000 PHARMACIES

P&G Health



Project SEHAT • pharmacy waste segregation

"Initial response to our pilot program with participating pharmacies has been encouraging… we aim to subsequently scale up this project across other locations and cities in the near future."

Milind Thatte
Managing Director, P&G Health India • ThePrint (ANI), June 2022

RVM's IN MUMBAI

CMA CGM



Reverse vending machines • Mumbai

"Recycle India Foundation made our CSR visible every single day. They handled permissions, installation and upkeep, and their regular reports show exactly how many bottles are being recycled."

Mrs Mamta
CSR & Communications Head, CMA CGM India

SCHOOL PROJECT – RECYCLING

Hamilton Housewares P. Ltd.



School desks & benches from recycled plastic

"Plastic waste from our own plants came back as sturdy desks and benches for schoolchildren. Recycle India Foundation made the circular economy real for our teams and the communities we serve."

CSR Lead
Hamilton Housewares (Milton)

AWARENESS DRIVES PAN INDIA

INDORAMA VENTURES



PET recycling awareness

"Recycle India Foundation helps people see a used PET bottle as a resource, not waste. Their awareness drives bring more bottles into recycling, and they are a dependable, transparent partner."

Dr Panjak Sinha
Marketing Head, Indorama Ventures

MIYAWAKI PLANTATION DRIVE

glenmark
A new way for a new world



Employee Miyawaki drive • near Kolkata, Aug 2024

"Our employees planted a Miyawaki forest with Recycle India Foundation near Kolkata. The day was well organised and meaningful, and the forest will keep growing for years to come."

CSR REGIONAL HEAD
Glenmark Pharmaceuticals

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VISION 2030: SCALE WITH US

Where we are today, and where we can go together

Bold goals | With partners | Pan-India

FROM TODAY TO 2030

	TODAY	PROGRESS TO 2030	2030 GOAL*
Solar street lights in villages across India	70,000+	1 lakh by 2027 (planned) — 35%	2 lakh
Reverse vending machines at malls, stations & campuses	1,000+	20%	5,000
Trees in Miyawaki forests native, dense, self-sustaining	1 lakh+	10%	10 lakh
Plastic upcycled (MT) into benches, desks & play areas	10,000	20%	50,000
Children reached through education & nutrition	35,000+	35%	1 lakh
Pharmacies in SEHAT segregating waste safely	1,000	20%	5,000

*2030 goals are indicative and depend on partner support.

WAYS TO SCALE WITH US

- **Adopt a city** — An RVM network with awareness drives across one city
- **Light up villages** — Solar street lights for a whole block or district
- **Grow a forest** — A Miyawaki forest at your plant, office or community
- **Close your plastic loop** — Your packaging waste, upcycled into benches & desks for schools
- **Go multi-year** — A 3-year flagship programme with full reporting

OUR ROAD TO 2030

- **2019** — Registered as an NGO
- **2021** — YiPPee! parks & first Miyawaki forest
- **2023** — Solar lights with Mitsui begin
- **2026** — Today: 70,000+ lights, 1,000+ RVMs
- **2027** — 1 lakh solar lights (planned)
- **2030** — Vision 2030 goals

RECYCLE INDIA FOUNDATION
Towards a Cleaner, Greener & Circular India

HOW WE WORK WITH YOU

From your first call to the closure report: simple, transparent, compliant

End-to-end delivery | Full reporting | CSR-1 registered

WHAT YOU GET AS OUR CSR PARTNER

1 End-to-end delivery
Survey, permissions, installation or planting, and upkeep, all handled by us.

2 Employee engagement
Launch events, volunteering drives & awareness sessions for your teams.

3 Brand visibility
Co-branded assets, media outreach & a social reach of 355M+.

4 Transparent reporting
Geo-tagged photos, progress data & a closure report.

5 Compliance-ready
CSR-1, 80G & 12A registered; documents for your CSR filings.

6 Lasting impact
Care & maintenance built in: forests, machines & lights.

OUR 5-STEP PROCESS

1. **CHOOSE** — A programme, location & budget
2. **PLAN** — Site survey, permissions & design
3. **DELIVER** — We install, plant or run the programme
4. **ENGAGE** — Launch with your team; awareness drives
5. **REPORT** — Geo-tagged photos, data & closure report

FULLY REGISTERED & COMPLIANT

NGO Registration	190200940/2019
NGO-Darpan (NITI Aayog)	WB/2019/0247448
CSR-1 Registration	CSR00038318
80G Registration	AADTR9420N24KL01
12A Registration	AADTR9420N22KL01
NATO Registration	6478Y
US Govt. Registration	WD45M9DI14595

NEXT STEPS

1. Share your CSR goals, budget & preferred cause
2. We propose a programme, sites & a plan
3. Sign the MoU & launch together

Thank You!

for supporting recycling ♡

Together for a Cleaner & Greener India

RECYCLE INDIA FOUNDATION™

Recycle India Foundation

(A Govt. of India / NITI Aayog registered NGO)

Registration Number:
190200940/2019

Unique ID (NITI Aayog):
WB/2019/0247448

CSR-1 Registration Number:
CSR00038318

80G & 12A Registration:
80G: AADTR9420N24KL01
12A: AADTR9420N22KL01

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Reduce Waste | Recycle More | Protect Environment | Build a Sustainable India