



Don't discard  
your trash.  
Invest it with  
Chintan for a  
greener future.



**CHINTAN**  
ENVIRONMENTAL RESEARCH  
AND ACTION GROUP



**Chintan** is a registered NGO that seeks environmental and social justice through sustainable consumption, a dignified existence for the poor, and a toxic-free environment.

We convert this dream into reality through the unlikely route of solid waste and recycling, because, along with energy, water and transport, waste is one of the biggest challenges Urban India faces. By 2030, almost 50% of Indians will live in cities, compared to 25% today. The challenge of solid waste handling will increase manifold. Moreover, hundreds of thousands of urban poor-about 1% of a big city- depend on waste for a living.

**Chintan addresses the challenges by implementing solid waste management systems that:**

- Ensure scientific systems at the local level
- Increase segregation
- Reduce littering and odour
- What's more, we work with India's real recyclers - wastepickers, junk dealers, itinerant buyers and reprocessors. Most of them are poor. Their work makes them ill. Did you know that 82% of the women wastepickers in New Delhi are severely anemic? Most of them are treated badly by the very society that depends on them to recycle its waste. Such recycling is not really green, because it exploits the poor. The team at Chintan is working hard to change all of this.

**This is where your trash becomes relevant. If you allowed us to handle your trash, you would directly be a part of saving the environment, reducing poverty in the city, creating green jobs and reducing child labour.**

## How?

Chintan trains adult wastepickers to handle solid waste in line with the national laws and their safety. They will offer you professional services with our help. *That's how your trash helps create secure jobs.* This also reduces family dependence on a child's earnings, freeing them to study. So then, your trash can reduce child labour too. Over 95% of the children in our No Child in Trash Programme, once full time wastepickers, study regularly. Many now go to municipal schools. We currently work with over 450 children and over 15000 adults, organizing them into a number of groups. *Your trash could result in such far-reaching change.*

This has been possible largely because of the institutions that allow us to handle their waste on professional terms and conditions.



# What Services Does Chintan Offer?

- Picking up and recycling waste from office, malls and hotels
- Collecting waste door to door from residences, offices and shops
- Helping set up a composting system and training your staff to run it, or running it on your behalf
- Helping you recycle your waste and create green jobs for the recyclers as a result
- Holding workshops for your staff to help them understand the issues, laws and their place in a greener city.

Our current clients include a chain of luxury hotels, Delhi's largest mall, offices, over 60,000 residences and shops as well as prime estates. Ask us for references.

# What's different about Chintan?

It's simple. Our focus is the environment and the people who keep it green. We strengthen them both in partnership with you. Come with us for field visit to see for yourself.

**You can be a part of big environmental change just by taking a small decision about who will handle your waste.**

# Talk to Us

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