

Whose Waste Is It Anyway?





Chintan organised a brand audit of plastic waste collected over three days from more than 300 households of New Delhi preceding the World Environment Day on June 5th, 2018. The audit revealed some very interesting findings.

More than 47% of the total plastic waste collected for the audit was the nature of *branded single-use plastic*.

Of this, more than 13% were non-recyclables, while another 69% were low recycling value products, meaning that their chances of ending up in landfills and oceans are quite high. It should thus hardly come as a surprise that globally only 9% of the total plastic produced since 1950s has been recycled till date.

Further, among brands, the domestic brands claimed the lion's share by contributing more than 60% to the total branded plastic waste audited. Mother Dairy, alone, with its low recyclable value cups and packets made up at least one-third (36%) of the total branded plastics collected.

Against this backdrop, it is pertinent to ask- do these brands and producers hold no responsibility to fight the threat currently posed by plastics (a large part of which is their making) to our planet and our lives? In fact, is it even possible to attempt to solve this crisis like situation, unless these producers take the onus to responsibly manufacture and dispose the plastics they use so indiscriminately in their packaging?



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