



Investment to Reduce Plastic Waste in India

Why in News

A Singapore-based-NGO namely '**Alliance to End Plastic Waste**' plans to invest between **USD 70 million to 100 million** in India over the **next five years** to **reduce [plastic waste](#)**.

- Overall, the Alliance has a **USD 500 million budget** for environmental projects including the USD 100 million for India. The rest is for South East Asia and China.

Alliance to End Plastic Waste

- Alliance to End Plastic Waste was **founded in 2019** as a **nonprofit organisation** to help solve this serious and complex issue - 8 million tons of plastic waste entering the ocean every year.
- Nearly **fifty companies across the plastics value chain** have joined the Alliance and together they have **committed to invest USD 1.5 billion** towards solutions that will prevent the leakage as well as recover and create value from plastic waste.

Key Points

▪ World Nature Conservation Day:

- The investment to end plastic waste in India was announced on the **World Nature Conservation Day (28th July)**.
- It is celebrated **every year to create and increase awareness** about the importance of natural resources.
- The day also encourages people to save and protect Earth's natural resources that are fast-depleting owing to over-exploitation and even misuse.

▪ Ongoing Initiatives in India:

- Currently, 'Alliance to End Plastic Waste' is working on the **Project Aviral** which aims to **reduce plastic waste in the [Ganga river](#)**.
- Aviral seeks to pilot an approach to address **waste management challenges**. In particular, it will focus on strengthening an integrated **[plastic waste](#)** management system.

▪ Worldwide Initiatives:

◦ UN-Habitat Waste Wise Cities (WWC):

- Alliance to End Plastic Waste is also collaborating with the UN-Habitat to implement solutions toward a circular economy, creating business and livelihood opportunities while enhancing resource recovery.
- It intends to use the **UN-Habitat Waste Wise Cities (WWC) Tool** to map waste flows and assess potential plastic leakage from waste management systems.

- The collaboration supports the WWC Challenge to clean up and establish sustainable waste management in 20 cities around the world by 2022.
- It is also expected to identify short- and long-term pathways to increase the amount of plastic waste collected, recycled and recovered.
- **Zero Plastic Waste Cities Initiative:**
 - It is also implementing the **Zero Plastic Waste Cities initiative in India and Vietnam** which aims to tackle the plastic issue by improving and supplementing municipal waste management, repurposing collected waste and preventing it from flowing into the ocean.
 - It will also develop sustainable social businesses that improve the livelihoods of many while preventing plastic waste from escaping into the environment.
 - The two initial cities involved in this project are **Puducherry in India** and **Tan An** in the Mekong Delta region of **Vietnam**.

Plastic Waste

▪ Global Scenario:

- Over **8.3 billion tonnes** of plastic has been produced **since 1950**, and about **60%** of that has ended up in landfills or in the natural environment.
- **Only 9%** of all plastic waste ever produced has been **recycled** and about **12%** has been **incinerated**, while the remaining **79%** has **accumulated** in landfills, dumps or the natural environment.
- Plastic waste, whether in a river, an ocean, or on land can persist in the environment for centuries, hence by **2050, the amount of plastic in seas and oceans across the world will weigh more than the fish.**

▪ Indian Scenario:

- India currently generates around **26,000 tonnes of plastic waste every day** and over **10,000 tonnes** of which is **not collected**.
- India's per capita plastic consumption of **less than 11 kg**, is nearly a tenth of the United States of America (109 kg).
- For India, bringing plastic waste back into the supply chain could bring **annual benefits of Rs.40 lakh crore in 2050.**

▪ Global as well as Indian Government's Interventions:

- The **Group of 20 (G20)** environment ministers, agreed to adopt a new implementation framework for actions to tackle the issue of marine plastic waste on a global scale.
- **Plastic Waste Management Rules, 2016** state that every local body has to be responsible for setting up infrastructure for **segregation**, collection, processing, and disposal of plastic waste.
- **Plastic Waste Management (Amendment) Rules 2018** introduced the concept of **Extended Producer Responsibility (EPR)**.
 - EPR is a policy approach under which producers are given a significant financial and physical responsibility (with respect to segregation and collection of waste at the source) for the treatment or disposal of post-consumer products.
- A new **national framework on plastic waste management** is in the works, which will introduce third-party audits as part of the monitoring mechanism.

Way Forward

- Government has to look into it with a **very holistic perspective while forming policies** to take all aspects into consideration and ensure strict implementation of regulations.
- **Economically affordable and ecologically viable alternatives** which will not burden the

resources are needed and their prices will also come down with time and increase in demand.

- Citizens have to bring **behavioural change** and contribute by not littering and helping in waste segregation and waste management. Everybody, by doing their bit, can ensure elimination of single use plastic.

Source:IE

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