

THE GLOBAL HUES®

Vol 1 | Issue 6 | May 2021

WORLD MEETS MEDIA

REDUCE
USE
CYCLE

For a better tomorrow

Wilma Rodrigues

Founder & CEO
Saahas Zero Waste Solutions



SPOTLIGHT

Porus Irani

Director
Handiman Services Limited



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Editor's Note

“Cleanliness is next to Godliness”, as said by Mahatma Gandhi, immaculateness and hygiene are vital to the health and safety of the community. A thoroughly cleaned, well-maintained environment promotes a feeling of safety, comfort, and enjoyment. In a clean living space, nobody worries that they are being exposed to unsanitary conditions.

Good waste management and housekeeping practices are the foundation of effective disease prevention and clean space, and improper disposal of waste is one of the biggest threats to the health of community members. Environmental waste management is crucial not only in maintaining the cleanliness of our surroundings but also in keeping the good health of the people. This requires logical and meticulous planning because a lot is at stake—and the effectiveness of this process will benefit everyone as well.

To appreciate the unforeseeable growth, we present some in-house articles describing the contribution of waste management and the housekeeping sector towards maintaining a healthy society through our edition “Reduce, Reuse & Recycle: For a Better Tomorrow”. This issue is replete with the inspiring stories of warriors that are leaving a bold mark in the waste management and housekeeping sector. Hope you have a splendid time reading this issue!

The Global Hues
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THE GLOBAL HUES
WORLD MEETS MEDIA

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ENSURING HEALTHFUL ENVIRONMENT



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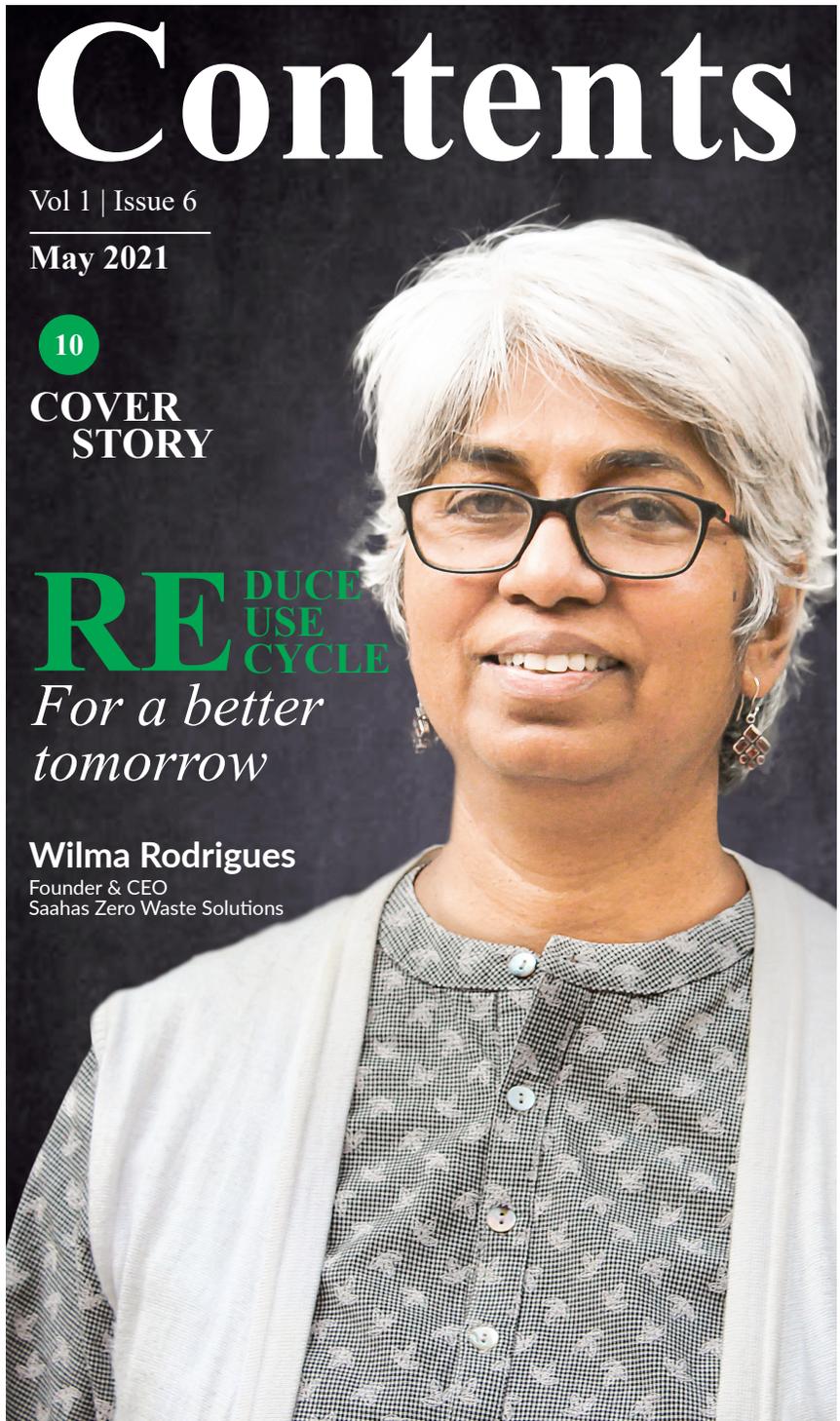
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CYCLE
*For a better
tomorrow*

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Founder & CEO
Saahas Zero Waste Solutions



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A portrait of Wilma Rodrigues, a woman with short, wavy, light-colored hair and black-rimmed glasses. She is smiling and looking slightly to the right of the camera. She is wearing a blue long-sleeved top with intricate red and white geometric patterns. The background is a lush, green outdoor setting with trees and plants.

Wilma Rodrigues

Founder & CEO
Saahas Zero Waste Solutions

SAAHAS WASTE MANAGEMENT

PROVIDING WASTE MANAGEMENT
SERVICES SINCE 2001

The Global Hues

Waste management is making its mark in the daily lives of people, helping them know the consequences of increasing quantities of waste entering into their homes. However, awareness is not the only solution. Waste management also needs a well-organized structure. But, the waste management industry in India mainly relies on the unorganized structure, and it is going through the dire circumstances of unethical and uncertain practices.



To address this alarming concern of bringing safer and more ethical waste management techniques and ensuring a healthful environment, Wilma Rodrigues co-founded Saahas in 2001, a not-for-profit focusing on solid waste management—segregation of wet and dry waste at source, composting wet waste and recycling dry waste, among other things, in Bengaluru. The venture started by helping supermarkets reduce their plastic waste before progressing to sustainable on-site waste management solutions for bulk waste generators such as large corporate offices.

Soon, the idea became a revenue-generating business; in 2013 Wilma Rodrigues moved into the for-profit entity as Saahas Waste Management Private Limited. The company's mission is to bring together nature, people, and technology to provide the most impactful waste management solutions that maximize resource recovery. Their end-to-end waste management services are based on the principles of a circular economy. They handle waste sustainably & responsibly for MNCs, tech parks, residential communities, and other bulk-generating organizations and institutions. Today, Saahas is a team of 255 people who are working together to provide professional waste management services to bulk waste generators as well as to companies who would like to fulfill their Extended Producer Responsibility.





Wilma Rodrigues, the founder & CEO of Saahas Zero Waste Solutions, has been a pioneer in the waste management industry for the past 19 years. She has had a diverse career path – from being a tour guide and German language translator to a business journalist, and then in the waste management sector. She has been honored with Social Entrepreneur 2015 by Action for India. In academics, Wilma has Bachelor’s degree from St. Xavier’s College.

Service Portfolio

Saahas’s services are aligned to the SDG where the team focuses on environmental and social change. In 2020, the company managed 20,000 tonnes of waste through its three business verticals

- The Zero Waste Programme works with bulk waste generators such as corporate campuses, apartment complexes, and educational institutions to implement source segregation, collection of segregated waste, and processing of the waste in authorized destinations.
- Extended Producer Responsibility – works with brands and producers to support collection and reverse logistics of plastic and e-Waste as per the EPR regulations.
- Circle Up: enables closing of the loop by selling recycled products.

Emerging as a Differentiator

“Waste is a resource. We support customers by taking responsibility for their waste. Through our zero waste programme, we are able to offer our customers the opportunity to recover more than 96% of the total waste which they generate. This enables them to become a zero-waste entity which in turn brings benefits to the environment and also ensures compliance with labour laws, this way we maintain an unbreakable faith with our clients,” Wilma Rodrigues said.

They work with reducing as the first step in the waste management hierarchy. They support customers move away from single-use paper or plastic products including paper towels or cups. The next step is segregation at the source. This ensures that the team gets clean fractions of waste which is then collected in a segregated manner. They have intensive operations which include sorting of waste which happens at multiple locations beginning with on-site secondary sorting in customer locations. This enables the removal of contaminants and helps in resource recovery.

No Harm to Environment

SZW follows the principles of a circular economy. This includes decentralised waste management as the focus and approach. This means that they look to process waste as close to the source as possible. In many of their corporate customer locations, they compost all the food waste onsite and the compost is used back on the campus. Likewise, they have decentralised biogas facilities set up on campus where the bio CNG is used for cooking in the kitchens. The company also works with decentralised Material Recovery Facilities which are semi-automated. These facilities also aggregate the different types of waste. There are as many as 30 different waste streams that are aggregated and each waste stream is then sent to a recycler that processes this waste stream.



Strategies to control the waste & service related to 'Biofuels'

Waste must be looked at as a resource. Regulations must be such that all waste generators should be accountable for the waste that they generate and ensure maximum resource recovery. According to Wilma Rodrigues, "We can start by making brands and producers accountable for the waste that their businesses generate. This would mean that all brands have to account for their packaging waste and ensure that they include the cost of collection, processing, and recycling in the product costs. Recycling infrastructure must be such that there is closed-loop recycling."

"We also need to have regulations that will push for conscious consumerism. This can be done if the cost of products and services includes the cost of the footprint in terms of the environment. Currently, the extraction of natural resources does not take into account the environmental repercussions at the end of life of these products. The Polluter Pays Principle must be strongly embedded in all businesses. Waste management businesses on the other hand should also follow the principle of reducing, reusing,

repairing, and closed-loop recycling. This will make our businesses far more operations intensive. However, we will be able to create far more jobs and livelihood options.”

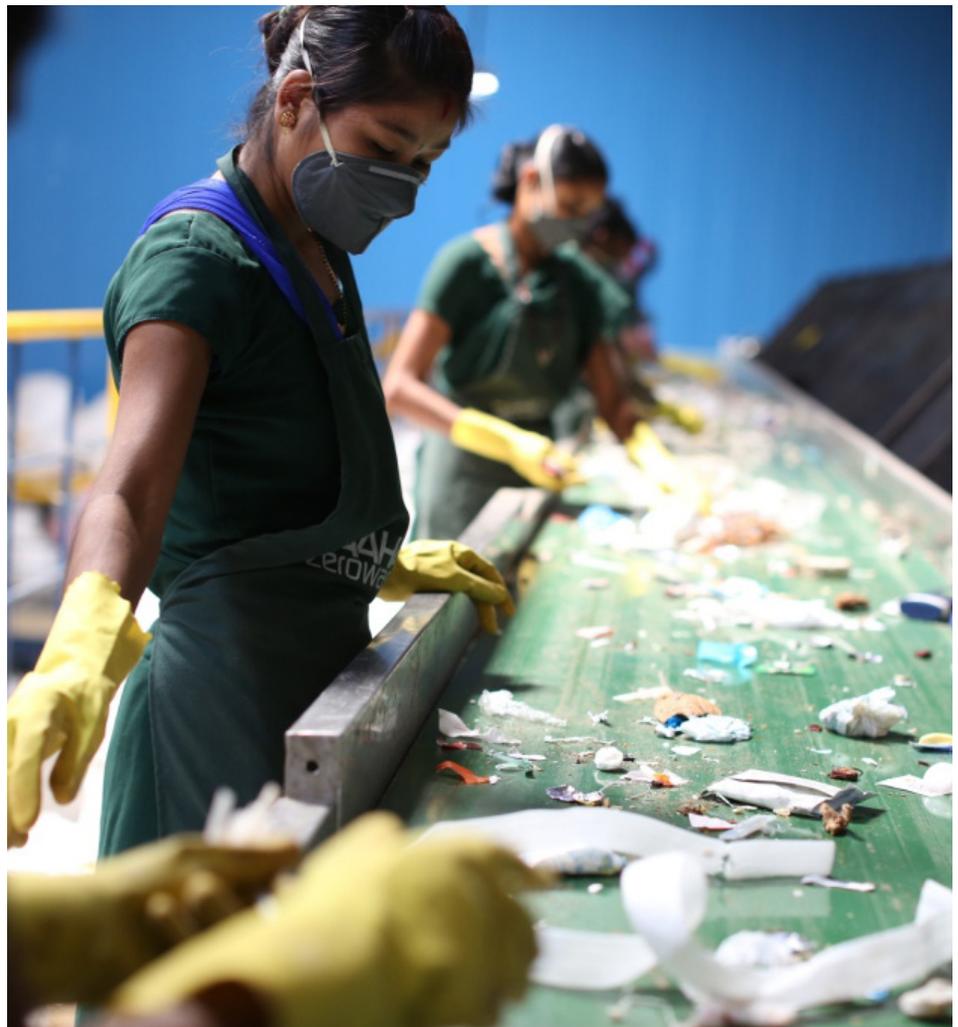


Bio-CNG is a good option for processing organic/wet waste. The energy recovery is significant and can be put to efficient use in kitchens either directly through piped gas or through cylinders. We work in partnership with companies that install bio-CNG facilities. We operate these facilities for some of our customer locations. We also deliver good quality wet waste to some of our partner locations which are built and operated by these companies.



Roadblocks for waste management companies & advice to overcome them

- Segregation at source is a challenge but SZW has addressed the same by insisting that customers introduce this system at all waste generation points.
- Recycling infrastructure continues to be a challenge and there is a need of a global push to ensure that businesses invest in take-back and recycling systems.
- There is a mindset around disposal where consumers and brands would rather dump their waste in a landfill



or in a waste to energy plant rather than make the effort to recover maximum resources.

Regulations and implementation of the regulations are used to overcome the above challenges

Recognition

- CII (Confederation of Indian Industry) 3R Award for Excellence in Managing Municipal Solid Waste, 2020.
- Sri Sathya Sai Award for Human Excellence, 2019.
- Swachh Bharat best practice award for the Zero Waste Program, 2018.
- Waislitz Global Citizen Award, 2017.
- Recognized by Confederation of Indian Industry as Emerging Entrepreneur for Southern India, 2016.

Future Outlook

While talking about future plans, Wilma Rodrigues said, “We are looking to offer our comprehensive decentralised waste

management services across the country. Our vision is for circular economy and resource recovery to become a part of mainstream waste management processes. We work with Nature, People, and Technology to recover maximum resources. Technology in that sense is an enabler. We use technology to trace and track our waste collection and also in the recognition of materials, sorting and also recycling and processing.”

A piece of advice for good waste management

It is important for any waste management company to ensure that the customer is also aligned with maximum resource recovery and therefore pays appropriately so that this waste is not dumped in a landfill or incinerated but gets put through a cycle where ultimately resources are recovered. This will require responsibility and efforts from the waste generator/customer. Likewise, it's important for social impact to be measured by ensuring compliance with all the labour regulations.

Around the Globe

AFRICA

- Ethiopia's finance ministry recently signed a financing agreement of \$907 million with the World Bank with an aim of improving the access to financing, electricity investment, and fight against the covid-19 pandemic.



- Egypt launched a 3-year private sector-led economic growth program with a target of 6-7% GDP expansion. The agreement aims to boost private sector growth, increase exports and accelerate the digitalization of the economy.

- ***Morocco and United Nations recently signed an agreement to boost training and research in the field of marine sciences and fisheries in the Mediterranean region. The UN's General Fisheries Commission for the Mediterranean will share its expertise, publish research results and outcomes at regional levels.***



AUSTRALIA



- Sydney's graphic design company, Canva's valuation lifts by \$9 billion in nine months. Canva's annual revenue is up 130% surpassing \$500 million this year. Canva has become one of the world's fastest-growing software companies.

EUROPE

- Spotify launched a paid subscription platform in the United States for podcasters to challenge Apple. Now a podcaster can mark episodes as subscriber-only and publish them on Spotify and other platforms. The platform also plans to expand this in other regions as well.



- European Union leaders and parliament negotiators reach a deal to set into law the union's objective to be carbon-neutral by 2050 and cut emissions by at least 55% by 2030.

- **The British Department of Transport announced the first types of self-driving cars on British roads by the end of 2021. It is a move to catch up with the United States and other countries.**





in 5 Minutes

ASIA

■ Chinese multinational technology company, Huawei is in talks to take control of a small domestic automaker's electric vehicle unit which will allow the company to make cars with its own nameplate.



■ Japan approves the world's largest free trade deal. It comprises of 10-member Association of Southeast Asian Nations (ASEAN) and 15 Asia-Pacific countries. The Regional Comprehensive Economic Partnership will cover 30% of the world's GDP, trade, and population.

■ According to a study by satellite telecommunications company Inmarsat, the Singapore maritime IT market is forecast to generate \$6.4 billion by the year 2030. The sector employs 170,000 people and contributes 7% of the country's GDP.

■ *The antitrust authority of Russia fined American company, Apple \$12 million for blocking third party applications. The case was first brought against the silicon valley giant by Russian cybersecurity firm Kaspersky.*



■ *Indian multinational educational technology company, Byju's is raising about \$150 million from UBS group AG at a valuation of \$16.5 billion. The funding will make Byju's India's most valuable startup.*



AMERICA

■ Multinational mass media and entertainment conglomerate, Walt Disney Company signed a deal with Sony Pictures to bring new "Spider-Man" movies and other films to Disney's streaming services and TV networks in the US.

■ Coca-Cola becomes the eighth company to sponsor a protected reserve in the Amazon Rainforest and join "Adopt a Park" program. Beer maker Heineken and other global corporations are also a part of the program.



■ American investment bank and financial services company, JPMorgan plans to hire more junior bankers and support staff to tackle burnout as it takes on record volumes of activity. A source said that the bank has hired 90 junior bankers and will hire 100 more globally.

■ Norway, Britain, and the United States joined forces with Amazon and Nestle to launch a project aiming to protect the world's forests. The project aims to raise at least \$1 billion in initial financing.





Porus Irani

Director, Handiman Services Limited

Promising Safe Atmosphere

HANDIMAN SERVICES

Embracing latest innovations to offer a comprehensive range of unparalleled cleaning solution

Providing “Complete Facility Solution” by being not just a better service provider, but by being a “CareTaker”

The Global Hues

In the light of the current global pandemic, people have become extra conscious about hygiene from washing hands multiple times a day to sanitizing homes. And keeping up with this trend, to have an extra clean house, more people are now opting for professional cleaning service. And that's why, while many stories of the coronavirus wreaking desolation across the world and plunging businesses into crisis are breaking out, the cleaning industry is uniquely suited to thrive amid the COVID-19 predicament.

Handiman Services, a prominent player in the industry, is striving hard to fulfil the continued demand of customers, communities, and commercial establishments to keep their surroundings clean and safe, under the dynamic leadership of Porus Behram Irani Ahura.

A glance inside the organization

Incorporated in 1998, Handiman is an ISO-9001:2015 certified company that

provides cost-effective and customer-centric facility management solutions. It has a strong presence in Bangalore, Mumbai, Hyderabad, and Chennai with a network reach to all major cities across India.

It is not just about maintaining or guarding your premises but taking away your anxieties about uncertainty in service delivery. So, you can entrust your property's custodianship to Handiman.

Handiman's core offering is your peace of mind - high-quality service is just a by-product...

Maintaining an unbreakable faith

It comes with firstly understanding of the customer's pain points and the empathy that you need to feel towards the client. This is something that is ingrained as an organizational culture in Handiman. They understand the client, and they have a problem-solving approach. So, for every pain point, they have a solution. Besides, the team recognizes that housekeeping or any other facility management services

that are being provided have to be done in a systemized process-driven manner and the technology is also incorporated in that to ensure that the system and processes are followed and the client's faith in Handiman remains unbreakable.

Here, people are further conscious that “working discipline” is a very important factor. That is why; it is not just about designing a process but also ensuring that it is implemented at ground level.

Distinct Service Portfolio

It is an integrated facility management services company that provides a comprehensive range of services under one roof. The gamut of services that it covers under Housekeeping alone includes:

- Corporate/Residential Cleaning & Sanitation
- Pantry Operations & Maintenance
- Total Floor Care
- Carpet, Chairs, Upholstery Cleaning

- Glass Façade & Exterior Clean-ups
- Restroom & Kitchen Clean-ups
- Deep Cleaning Services
- Pre/Post Construction Clean-ups
- Events, Exhibitions, and Conference Clean-ups
- Festive Clean-ups Services
- Sanitization & Pest Control
- Overhead Tank & Sump Cleaning

Impact of covid-19 on the market demand

Covid-19 has impacted the business across the verticals. Certain services and sectors depending on the industry were affected but since Handiman is comprehensive in the kind of service offerings they were able to manage pretty well. Also, with the great mental willpower and strength of their dedicated internal team, they could tide over this problem and now they are geared for round 2.

Team & Corporate Ethos

The team is the greatest strength of Handiman; a like-minded team of people working towards the organizational vision. It starts with the recruitment process where the hiring team looks at the people with Right Person Profile that includes independent thinking, ownership, self-management, learning orientation, and problem-solving skills.

Handiman's organizational values include:

- Customer at core
- Transparency
- Empowerment
- Diversity
- Human Values
- Capability Building

Handiman's Service Ethos:

At Handiman, the understanding of 'Service' is based on the below foundational concepts/understanding:

- Service is not a job, it is a cause. They don't sell service but peace of mind- they do this by emulating the attitude of 'mothers' and not 'maids'.
- Caretaker & not just better service provider: Offering peace of mind as a product and not just delivery. One who understands the underlying concerns and anxieties of uncertainty weighing on the customers' mind and address them by the root. One who reduces the psychological load weighing on a customer is a caretaker.



- Service is about solving: Service is not just about solving but creating effective solution-need to understand & define the problem correctly for understanding, listening is a very critical ability problem definition has to be in the form of service lapse.
- Customer at the core of existence: Handiman exists for and because of the customer. Understanding the customer, his needs/service gaps & pain points. There, the team works for & is accountable only to the customers. They are the customer's representative at Handiman.
- High Speed of response: Responsiveness is very important and holds a lot of significance. Speed of response or being prompt is required in the service industry because half of the problems are solved by being responsive.
- Custodian of customer interest: Each of us should protect customer interest. If necessary, fight & challenge

internal teams and don't even hesitate in challenging the customer if that is in his interest. In other words; protect the customer interest & not request

Ensuring gender equality

"Handiman is an equal opportunity provider. Depending on the service utility that we are providing, we try to do the balance. Irrespective of being women or men, everyone has to undergo pre-deployment training here. We try to balance the gender ratio", shared Porus Behram while talking about gender equality in the organization.

Strategies & innovations to cope up with the market demand

The future will bring in-store the usage of technology, not only at the front end but also at the back office. The design and implementation of systems and processes across every level of the organization, execution of tasks based on SOP's approach, mechanization, and



effective use of tools will ensure higher quality, dependable, and consistent outputs/results.

- At the back end, Handiman holds customized ERP.
- At delivery and services operations, they have a tech-enabled tracking mechanism, biometric devices, and geo-fencing.
- They are also coming up with a super app to streamline the premise management and other services.

Challenges in the industry and advice to overcome them

Here are the major challenges:

- Shortage/availability of manpower.
- Lack of quality training.
- Responsiveness.
- The Solution

People: One of the key issues is the lack of manpower across every level. In the recent past, the availability of blue-collared workers has drastically affected the industry. At the local level, the resources are next to nothing, except for a few selected services. The industry has been depending a lot on the migrant worker community who seek jobs in metro & urban developed environments and come to a city like Bangalore for employment.

Trained Human Resources: A determining factor in high-quality service delivery is the effectiveness of training programs- Currently, most service providers maintain in-house trainers to control the quality of the training. But a shift to dedicated training labs and institutes shall be required to raise the skill level of the masses. Another bane to this industry is the lack of adequate training institutes on vocational skills. There is no standardized certification process for worker's skills. Human Resource is a differentiating factor that we need to address to engage un/semi-educated youth.

Responsiveness: Currently, most service providers tend to be reactive - meaning, they move to action only after the client has explicitly expressed a certain need/issue. The industry lacks the maturity and customer connection that would allow its service teams to deliver the customers' expectations even before the need is expressed.

Awards & Milestones

Handiman's biggest award/reward is customer satisfaction and their peace of mind!

Besides, the company has bagged many awards for the landscaping services being conducted by the Horticulture department. Recently, they have been given ISO 45001 & ISO14001 certificates. They had already got ISO 9001 earlier.

Future outlook

Handiman is on a growth trajectory and looking to expand into areas that will provide synergy with our current core services. It is looking for partial or full Acquisition of Companies in Facility Management Services (FMS) space. The thought process is to align with like-minded promoters in FMS companies and grow the business to scale in the next 3 to 5 years, before going public and establishing the optimum business valuation. Also, they have plans to enter new geographical regions, new sectors and add new services.

Housekeeping tips by the industry leader

- Ensure all spills are immediately cleaned up.
- Maintain clean light fixtures to improve lighting efficiency.
- Keep aisles and stairways clear.
- Regularly inspect, clean, and repair all tools.

Housekeeping plays a very important place at residential or workspace premises. Housekeeping can help prevent injuries and improve productivity. Every worker should play a role in housekeeping, even if that means keeping his or her workspace clean. Housekeeping should be an ongoing process, not a one-time practice.

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20

WASTE MANAGEMENT AND HOUSEKEEPING COMPANIES

ENSURING HEALTHFUL ENVIRONMENT



Company	Name	Designation
Amkette	Rajiv Bapna	MD
Carbon Masters India	Som Narayan	Director
Comprehensive Support Services	Sekhar Seshan	Director
Handiman Services	Porus Irani	Director
Hasiru Dala	Nalini Shekar	Co-Founder
JN Facilities	Harish Chander Sharma	Director
Maison De Luxe	Rajiv Malkani	Director
MBIZ India	Biswajit Chakraborty	CEO
MyChores	Adrew V	Founder & CEO
Paterson Energy	Vidya Amarnath	Founder
Recykal	Abhishek Deshpande	Co-Founder
RLG Reverse Logistics India	Radhika Kalia	MD
Saahas Zero Waste Solutions	Wilma Rodrigues	Founder & CEO
Shuddh Sustainable Solutions	Chandan Hait	MD
Sila Group	Rushabh Vora	Founder
South India Group	M Baskar	MD
The Shakti Plastic Industries	Rahul Podar	MD
TrashIn	Chandra Shekhar	CEO
Vivesty Green Recyclers	Anuprasad Sg	MD
World Scrap Stars Recycling Solutions	Baskaran Kumar	Director

All the names have been arranged in an alphabetical order, and it is not a ranking

HOUSEKEEPING BUSINESSES

Extending a Hand Towards Hygiene



As the coronavirus pandemic rages on, the demand for cleaning services is on the rise as thousands of restaurant and retail operators seek to disinfect their places and hope to put customer fears at ease. People have also become concerned to keep their home clean and disinfected, but not many people want to do this work themselves. That presents a great opportunity for entrepreneurs who don't mind getting their hands dirty to start a cleaning business. If you set up a cleaning business during this pandemic, you are going to tap into an enormous market with plenty of clientele.

Moreover, cleaning services might have smaller up-front costs than some of the other endeavours and you can also begin operating pretty quickly with little capital. However, you do have to be committed to striving hard to achieve a good profit and steady gains.

For those who are all set to go on this roller-coaster ride and ready to begin their entrepreneurial journey in the cleaning business, here is the 5-step process on how to start a housekeeping business with the major supplies required to extending a hand towards hygiene:

Step 1: Do the Initial Works Yourself

You might feel tempted to begin with staffing, but initially do most of the work yourself. After all, you should learn the business before you can successfully run it. Ask your family and friends for references or to clean their houses or workplaces. When you take care of clients yourself, it helps you to earn a positive reputation and maintain the control of your business image. Once, the business starts growing, you can hire outsource employees and go for bigger cleaning services.



Step 4: Purchase the Cleaning Supplies

Your opportunities are practically limitless in the cleaning business if you have the right equipment. Find out what kinds of cleaning supplies you need for cleaning clients' home and workplace. There are some very common cleaning equipment that may be needed. You can divide these supplies into three categories:

The Tools: You and your cleaning team will carry tools to every job to use daily for regular cleaning tasks.

- Rags and cloths
- Mops
- Toilet brushes
- Spray bottles
- Dusters
- Squeegees

The Supplies: These products are used daily as part of the cleaning routine. Make sure to keep a greater quantity of these on hand.

- Latex gloves
- Window cleaner
- Bathroom cleaner
- Disinfectant
- Garbage bags

The Equipment: You need to purchase these items once and they provide years of service use.

- Carts and trolleys
- Vacuum cleaners
- Carpet steam cleaners



Step 5: It's all about Marketing

Regardless if you rely on current clients to help you find new clients, you still need to work for digital marketing; it will benefit your business in the long run. In this digital era, if your company is not online then you are not reliable and you may be stuck in the dark ages!

Your clients, both current and new, should be able to find you online. If you cannot have a website right now, create a social media page on different social sites; some digital footprint is better than none.

Don't forget to register your business name to prevent others from using it. Also, determine whether local law needs you to have business insurance, liability insurance, and other protection. Working in someone's home as a service is not always free of risk, insurance can help protect both you and your client in case something goes wrong.

And, just like all other businesses, make customer services a top priority. With Stay available to potential and existing customers, respond promptly to service requests and follow up with clients to ensure repeat business. All the best for your new venture!

Step 2: Decide a Budget for Your Business

The cleaning business is a low-cost business and when you do most of your jobs alone, you keep more money in your pocket. Still, you need to have some budget to invest in supplies and track and cover vehicle maintenance and fuel costs. First, calculate everything from the investment required on hiring to money for taxes and insurance as a business owner and then determine a reasonable budget for your business.

Step 3: Choose a Brand Name

Selecting a brand name can be the most enjoyable part of starting a cleaning business. Go online, research for different names, play on words and come up with something related to your unique service, location or your own name. Make sure to recheck if another company already does not have the same name as you.



HOUSEKEEPING A RESPONSIBILITY

Significance of Housekeeping; why it should be a responsibility and not just an essential task!

Housekeeping can turn any home into a sanctuary for its owner after a long day at work! But creating domestic heaven is *no piece of cake*, it takes a lot of effort; most of that effort needs to be focused on cleanliness that is consistent and on schedule. Besides, it also includes keeping spaces organized, maintain floors and halls free of slip and trip hazards, and removing waste materials and other fire hazards from your space. It also needs paying attention to small details like the layout of the entire place aisle marking, the adequacy of storage facilities as well as maintenance.

Apart from maintaining the home cleanliness, keeping our workplace clean and safe is necessary. And for this, we should follow certain habits such as keeping our desk clean and keeping things in an organized order.

This article is focused on the importance of housekeeping and the major aspects of right housekeeping, why it should be a responsibility and not just an essential task;

- Housekeeping and cleanliness are crucial to ensure the safety of the house. It helps prevent injuries and enhance productivity and morale, as well as makes a good impression on the people who visit the place.
- The importance of good housekeeping and cleanliness to the overall operation is to be firmly planted in the consciousness of each family member since a clean, neat place does not only contribute to the health of the person but also affects their morale.
- When you take the time to make sure that everything in the home is organized, cared for, and in the right place, then everybody can relax and enjoy their hard-earned leisure time in their beautiful surroundings. The importance of housekeeping is in keeping a house safe, clean, and inviting place and this is what makes housekeeping not just an essential task but a responsibility.
- A thoroughly cleaned place promotes a feeling of safety, comfort, and enjoyment. In this clean living space, nobody worries that their family is being exposed to unsanitary conditions.
- A clean, organized and well-ordered work environment sets the tone in which employees enjoy their work. It also encourages tidy work habits in the employees and helps reduce their fatigue. A nice, tidy workplace gives life to morale, which reflects in the quality of the production and overall efficiency.
- Good housekeeping and cleanliness cover every phase of the operations, required to be applied throughout the whole area at the workplace. These activities need orderly conditions; the avoidance of congestion, as well as attention to such details as a layout of the entire workplace- the creation of aisles, proper storage arrangements and suitable provision for cleaning along with maintenance.
- The beginning of housekeeping and cleanliness in a house or organization starts with the setting of the practices and then training people in those practices. These practices should have a clear objective that is practical and attainable and should be safe and simple so that people are motivated to follow them.

"Cleanliness is next to godliness", this highly valued proverb is known among generations and it teaches us about the value of cleanliness. By understanding how housekeeping is important in our day to day life, we will be able to create a safe and healthy environment and prevent disease within our family and colleagues and help our community to stay healthy and happy.

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AN ULTIMATE GUIDE TO INDIAN LAW CONCERNING WASTE MANAGEMENT



Presently, India generates over 62 million tons of waste every year, of which less than 60% collected and around 15% processed. Rapid and widespread industrial development, regular flow of persons from rural to urban areas and inadequate action of the authorities entrusted with the work of pollution control and environmental protection have contributed to an unhealthy environment.

If the disposal of wastes is still not regulated properly, it can really lead to serious environmental issues. There is a need for a robust waste management system. In India, waste management is governed by the Ministry of Environment, Forest and Climate Change. Both these institutions work together with the State Pollution Control Board in various States. Here are some Indian laws concerning waste management and regulation:

The Environmental Protection Act

Enacted in the year 1986, The Environmental Protection Act aims to set up a proper protection system. It confers powers to the Central Government to regulate all forms of waste. This act has multiple sections. Section 7 places a principle prohibition on harming the environment by stating that no person carrying any activity should emit pollutants in excess of the set standards. Section 9 of the Act states that if any event takes place that harms the environment due to any foreseen incident, the person responsible for it is duty-bound to prevent

the pollutant. There are many other sections which, the government has the authority to give specific directions, without making any changes in the Act.



Bio-Medical Waste (Management and Handling) Rules, 1998

Bio-medical waste is any waste or byproduct that is generated during treatment, immunization and the treatment of humans or animals or in research activities. The purpose of these rules is to ensure, bio-medical waste is disposed off safely. Schedule I of the Rule divides biological waste into different categories such as biotechnological, microbiological, animal anatomical, discarded medicines, etc.

The Bio-Medical Waste rules are applicable to nursing homes, blood banks, dispensaries, pathological laboratories, veterinary homes, etc. The rule prohibits mixing biological waste with any other types of waste and bio-medical wastes cannot be stored beyond the period of 48 hours without being treated.

The Hazardous Wastes (Management, Handling and Transboundary Movement) Rules, 2008

Management of hazardous waste is a serious concern. The Rules places an obligation on the occupier of hazardous to safe and proper maintaining of environmental waste. Here, the occupier is the individual who has a plant or factory which produces hazardous waste. The occupier needs to sell or send those wastes to an authorized recycler or reprocessor by the government to dispose off the waste safely. People involved in storage, package, destruction, collection, processing etc, need to take authorization from the State Pollution Board.

The rule states that the sale or transfer of hazardous waste is possible only after taking a valid registration from Central Pollution Control Board. The use of waste as a source of energy also needs registration from the board.

The Plastic Waste (Management & Handling) Rules, 2011

Focused on the use, manufacturing, and recycling of plastic waste, The Plastic Waste Rules was implemented in 2011 and has uniform applicability towards all distributors, users, retailers, and manufacturers of plastic products. Plastic waste can be any plastic product that has been discarded after its use at the end of the product life.

The rules have made it compulsory for manufacturers of plastic products and recycler to be registered under the State Pollution Control Board. It also states that no retailer can provide plastic bag free of cost to make sure that people use plastic bags judiciously.

The E-Waste (Management and Handling) Rules, 2011

Today, India is becoming a hub for the IT sector with the growing economy and technological advancement. But it is also creating a lot of e-wastes, disposal of which is necessary. A lot of e-waste also gets imported into India illegally that worsens the case. The E-Waste regulates the issues related to recycling and disposal of e-waste by managing e-waste in an environment-friendly way.



These Rules apply to manufacturers and consumers. E-waste is defined as any electronic or electrical equipment that has been rejected and discarded after use. Electronic producers must take permission from the State Pollution Control Board under the rule.

These Indian laws have established a foundation for balancing the development and environmental sustainability in the country. We as a society also need to support these initiatives and take steps towards environmental protection and waste management.



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Diptii Tiiku

An Idiosyncratic, Spearheading Ridecell With Phenomenal Marketing Ideas And Creative Edge

The Global Hues



Diptii Tiiku
Senior Director - Marketing, Ridecell

For decades now, traditional marketing has been replaced with digitized solutions. In parallel, for the longest time, women limited in certain roles have eventually broken the glass ceiling to transform into fierce, focused, and fabulous businesswomen. One such woman, who has revolutionized a historically male-dominated industry of marketing, is Diptii Tiiku, Senior Director of Marketing, Ridecell- a leading platform powering digital transformation for fleet-based businesses, headquartered in San Francisco with offices in Madrid, Paris, Berlin, and India.

The Ridecell Fleet IoT (Internet of Things) Automation solution modernizes and monetizes fleets by combining data insights with digital vehicle control to turn today's manual processes into automated workflows. The result is unmatched levels of efficiency and control for shared services, motor pools, rental, and logistic fleets. Today Ridecell

is powering some of the most successful fleet businesses in cities across Europe and North America, including Ferrovial, Groupe Renault, Gig Car Share from AAA, and Toyota Sweden.

Personifying a result-oriented, unpretentious, independent, self-motivated, optimistic individual who diligently transverses the path to achieving, Diptii enjoys the reputation of chairing a front-runner in the industry with a name that has ripened since she rooted it years ago. Leveraging her 18 years of expertise, Diptii has managed to turn marketing into a powerful revenue-driving force for enterprise and startups across North America, EMEA, and APAC. She is recognized for building strategic marketing plans to realize full-funnel growth.

While talking about her journey at Ridecell, Diptii shared, *"I joined Ridecell as the first marketing hire with the responsibility of building the marketing function. It's been a great opportunity to apply my*

integrated marketing experience across sales, marketing, and customer research to build something from the ground up. Over the last five years, I've created a major impact for the company, working extensively on messaging, communication, and brand, PR, and B2B demand generation techniques. The role has also allowed me to add new skills such as account-based marketing and PR to my skill set. Today, we are recognized as the leading platform in our industry. As we continue to expand to Europe and APAC, I'm now looking forward to leveraging my APAC experience to create further impact by establishing Ridecell as a thought leader in these geographies and driving revenue impact."

The Journey from a Relationship Manager to a Renowned Marketer

"My marketing journey was winding and unconventional, but I knew I had found my true passion once I got here. I started out as a pharmacist. Intrigued by the business side of things, I decided

to pursue an MBA, intending to build my career at a pharmaceutical company. Instead, I ended up in banking as a relationship manager. This unexpected role gave me a glimpse into the psyche of a customer. I saw how the different forces—sales strategy, advertising, brand, distribution network, level of service, etc.—impacted the buying decision. Looking for an opportunity to really dig into consumer buying behaviour, I made the move to a market research firm where I worked with some of the top brands in the country. I analyzed brands and markets, examined perceptions, understood segmentation and distribution strategies, and used all these pieces to formulate marketing strategies. It was a diverse role that gave me a broad understanding of consumer behaviour, but I still found myself wanting to put this understanding to work. My next move allowed me to do this. I took a role with the marketing team at Standard Chartered Bank, where I could bring the strategies I designed to life and see the real-world impact they had on buying behaviour” said Diptii.

“Then after working for about 13 years, I decided to pursue a Masters in Management degree from the Stanford Graduate Business School to hone my leadership skills further and add a global perspective to my experience. After graduating, I wanted to apply my integrated brand and marketing experience in building something from the ground up. So I joined Ridecell, a fast-growing startup in the Fleet IoT space in Silicon Valley. My journey over the last 18+ years has helped me develop a unique craft. My foundation has been in customer insights and sales. And that, combined with my integrated marketing experience, gives me a distinct advantage. I’ve worked with both B2B and B2C brands. I’ve worked for Fortune 500 companies building processes and doing things at scale and startups where we’ve had to build things from the ground up. I’ve had the opportunity to work in and with distinctly different geographies and cultures—North America, Europe, and Asia—marketing products and services that have a real impact on people’s lives”, she further added.

Different Marketing Strategies

There is no denying that growing or scaling any business requires a solid marketing plan with clear and concise steps. However, there is certainly no one-size-fits-all approach while

designing and implementing effective marketing strategies. It really does boil down to understanding your core value proposition, identifying the true value you offer, analyzing the competitive landscape, and then implementing a curated strategy that addresses the business’s short-term and long-term goals. Also important is pivoting and making adjustments along the way depending on what works best for your business.

From a B2B marketing standpoint, especially more so after COVID, B2B firms will have to adopt a digital-first philosophy for marketing and sales. Diptii finds content marketing – focusing on personalization and video content – AI-powered marketing, including AI-generated content, predictive analytics, lead scoring, chatbots, account-based marketing, and search engine optimization as effective strategies for B2B business in 2021. From a B2C marketing standpoint, there will be an increased focus on social media marketing, influencer marketing, search, video and personalization, and branded partnerships. In 2020, the pandemic and the global human rights movement with the murder of George Floyd also accelerated a trend where consumers are increasingly looking to buy products and services from companies that share their values and deeply care about these causes. So, brands will need to evolve their messaging and communication strategy to build trust and compassion with customers.

How Indian Market is Different from the US Market?

American companies tend to have a flat hierarchy structure, unlike Indian companies. There is less focus on superiority, and everyone has a voice irrespective of seniority. This tends to create a healthier working environment. On the flip side, sometimes this leads to diffusion of responsibility. Communication style also varies significantly. In the US, it’s more straightforward, concise, and explicit, while in India, it tends to be indirect, authoritarian, and implied. Written communication tends to mirror the verbal communication style with direct asks, agreed actions, outcomes, and deliverables. Lastly, from a work-life balance perspective, western countries certainly lay a premium on their time and strike a better balance between work and personal commitments. Adhering to deadlines and having a time management system in place is also very

important. In India, we need to be more explicit with employees in terms of what is required and by when.

Growth Opportunities for Women in the Marketing Industry

Diptii believes that women make great marketers! And one of the reasons for that is women intrinsically tend to be more sensitive, display greater empathy and intuition, and tend to be better at multitasking. Marketing as a profession has changed enormously over the last decade. Within marketing and branding, there are numerous areas of specialization today that one can focus on. The choices are varied from category specialization like B2B, B2C, B2B2C, to discipline specialization like communications and PR, digital marketing, demand generation, integrated marketing, product marketing, marketing operations, account-based marketing, social media, etc. The choices are plenty.

“ *She advises women, marketers, to not be afraid to try new things and new roles—especially early on in your career. This will give you some perspective about yourself and what you actually want to do before settling into a career path.* ”



WASTE MANAGEMENT WORKERS

A Blessing In Disguise

How are waste management workers unknowingly saving the lives of the general public?

Waste management has been a global issue for years that affects individuals, local communities, and businesses all around the world. A bad structure in waste management has had impacts on society as well as the environment.

It is critical to human development and health outcomes, mainly during the COVID-19 pandemic. The invaluable service provided by the waste management workers ensures that the unusual heaps of waste that poses health risks and escalate the spread of coronavirus is avoided. Here, we will talk about the importance of waste management and how waste management workers

without thinking and caring about their own lives are working day and night.

Waste management is an invaluable public health service and during this pandemic, it has become a life-saver. Those of us from the middle class and rich class people who are privileged enough to have this service are benefiting from avoiding the health risks of waste piling up. While waste



management workers across the world are striving hard to protect their communities; they are at a greater risk to their own health mainly those who are in the informal sector.

As per studies, the coronavirus can be spread by people who are not showing symptoms. It may be possible that a person can get COVID-19 by touching a surface or object that has the virus on it and touching their own nose, mouth or eyes. During this pandemic, those waste management workers who are involved in waste collecting and recycling in hospitals and health institutions are at greater risk. While taking care of the surrounding and managing the waste, they stay in close contact with a member of the public with COVID-19 and contact surfaces touched or handled by a person with COVID. Still, they are serving human lives day and night, without thinking and caring about their own life.

Waste management workers are continuously providing a wide array of services to ensure that all waste is properly disposed off. Here are some other ways waste management is unknowingly saving the lives of the general public.

Construction and demolition work produce a hefty amount of debris and it all requires a place to go once the work is done. Waste workers under



the landfill services separate this waste from other solid waste and help in protecting the environment. From asphalt/ rock to lumber/wood, glass and metal, these waste management services actually takes debris to the appropriate landfill and makes your task easier.

Recycling is another great option to deal with the waste and protect our lives and environment. The importance of recycling is well-known still the lack of focus on recycling is truly disturbing. Waste management workers take the responsibility that no reusable goods are being put into landfills.

When people work on remodelling a home or demolishing a building, it

produces large amounts of debris that cannot be placed in normal landfills. Waste management works help you with both a roll-off container to store this debris and also a proper landfill to dispose it off.

Keeping your environment clean is one of the prerequisites for leading a healthy and happy life! Waste management workers are constantly dealing with all kinds of wastage and keeping the environment safe during the pandemic. Even when this crisis ends, waste management will remain a crucial tool to safeguard public health.

7 R's of Waste Management

Steps To Sustainability

We all are consumers! What we purchase and how we dispose waste can harm the environment. A big of saving the environment is choosing the kind of consumer we are going to be. People concerned about the environment think about the environmental impact of what they purchase and whether they need to buy at all.

3R's: Reduce; Reuse and Recycle have been in the flow for a long time. In more recent years, they have expanded to become the 7R's. Rethink, Refuse, Reduce, Repurpose, Reuse, Recycle and Rot! All these 7 concepts are focused on minimizing the waste and taking steps towards sustainability work your way through all of them and you will be well on your way to saving the environment and living a zero-waste life.





Rethink

Every time, you go for shopping to buy new clothes, or gadget, think do you really need it? Consider to go for a second-hand product. This way you will save resources and things from the trash pile.

Instead of buying things from a popular international brand, go for local products. This way, you will help to shorten the supply chain, which decreases transportation energy, use of packaging and at the same time you support the small entrepreneurs.



Refuse

Refuse is the second element of 7 R's of hierarchy. It can effectively help to minimize waste. Well, refusing waste can take some practice; keep refusing to buy wasteful and non-recyclable products. Making smarter purchasing decisions and setting some standards will make it easier to refuse waste in the first place.



Reduce

Try to reduce the use of harmful, wasteful and non-recyclable products. When you reduce dependency on these kinds of products, it leads to less waste material ending up in a landfill. Always use the minimum amount required to avoid unnecessary waste.

When you reduce the amount of a consumable that you use will in turn reduce the amount of packaging that you are throwing away. Not all packaging is recyclable, so you need to think smartly.



Repurpose

Finding another use for an item is one way of not needing to dispose that item and have it end in a landfill. There are some products that cannot be refused, reduced or reused, you can try repurposing them. It needs some creativity, but the possibilities are endless.

You can use old newspapers and other papers for arts and crafts, glass jars for holding food or planting new seeds, coffee mug for holding pens.



Reuse

In today's market, single-use plastics have introduced a throw-away culture; it has normalized the consumer behaviour of using materials once and then throwing them away. Today, the amount of plastics we consume is unimaginable. Also, the plastic crisis has become one of

the major environmental challenges. Instead of buying any items, reuse things that you already have.

You can start by replacing all of the single-use eating utensils, water bottles, Styrofoam cups, and paper plates with compostable or reusable alternatives.



Recycle

Even if you dispose off your waste correctly, you never know where it will end up, so recycle where you can, even before generating the waste.

In comparison to making a new plastic product, recycling uses less water, fossil fuel and resource extraction. Keep in mind, plastic can only be down-cycled.



Rot

Take advantage of the natural decomposition process of nature to manage organic resources like food, tree limbs, scraps, etc. When such materials decompose in a controlled environment they convert into compost, a quality soil amendment that can improve gardens and the quality of the soil. Compost is called black gold as it helps plants retain moisture and gives them beneficial nutrients.

Follow these 7 R's in your daily life and see- how every action you take towards a more sustainable life is helping out the planet. There are many waste management solutions to streamline the process; here are four applications that are spearheading changes in waste management:

- **Pom Pom Trash to Cash:** You can sell anything through this remotely recyclable app and set a price per kg for it. You just need to set up a request, and a team from Pom Pom will come to collect it. They send off the waste to industries that collect such waste to recycle and reuse.
- **Sellixio:** With Sellixio, you can sell your dry waste like paper, plastic, or metal and get paid for it. This was coded by a group of five 14-year-old girls that won them Rs 6.4 lakhs at the Technovation Challenge that year.
- **Ecolekt:** Ecolekt can help you when you do not know what you want to do with your old laptops or phones. A Bangalore based company Jogiv launched this app with an aim to manage the rising e-waste problem in the city.
- **Encashea:** Founded in 2015, Encashea is based in Bangalore. Under the app, the team ties up with vendors who buy scrap, and list the prices on the app. They have a free doorstep service in the selected areas of Bangalore. You need to pre-book the service and choose a time from the available slots.

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WASTE MANAGEMENT THE NEED OF THE HOUR?

Do you know that the average Americans produce almost eight times more municipal solid waste than the average Indians?

But still, the west looks clean and shiny, and on the other side, Indian streets look dirty. The main reason is even a villager in the US knows how to segregate the waste. Also, western countries have advanced technology and machinery for waste management

In India, waste management rules are based on the principles of sustainable development, precautionary and polluter pays. These principles mandate municipalities and commercial establishments to work in environmentally accountable and responsible ways, maintaining a balance, if their actions disrupt it. The production of waste is increasing as a by-product of economic growth that has led to different subordinate legislation for regulating the manner of disposal and dealing with waste under the umbrella law of Environment Protection Act, 1986.

An urban Indian generates over 62 million tons of waste every year. And, it has been predicted that it can reach up to 165 million tons by 2030. On average, 43 million tonnes of municipal solid waste is collected, and out of which 31 million is dumped in a landfill site. This means just 11.9 million are treated. Solid Waste Management is one of the essential services offered by the municipal authorities to maintain cleanliness in the urban areas. But almost all municipal authorities are depositing solid waste at the dump yard or outside the town. Experts say, Indian is following a flawed system of waste management.

Indian landfills are increasing day by day and it has become a major concern today. If you compare the composition of waste in the west, most of India's waste is organic, which means there is a great opportunity to compost a lot of it. But for this, people in the nation need to

follow the practices of segregating waste from its sources. Here, following the guidelines set by the Indian Government in its official solid waste management rules can be helpful.

These rules are focused on the segregation of waste from the source. All commercial institutions and resident welfare associates should partner with the local body and segregate waste in various categories. The situation can be improved faster if common people start segregating waste in their homes, stop dumping mixed waste and stop littering. Indian streets can also become clean if India starts to segregate waste at its source and adopt a decentralized system of composting their biodegradable waste. On the other side, the waste pickers involved in informal recycling can be organized by training and educating them. It will ultimately reduce the burden on the centralized waste management system of the country.

Waste management has a huge problem in urban India, but there are some great individuals tapping the large opportunity it holds and working towards improvement. Tushar and Prashanth Bothra are the best examples, they decided to work in waste management after quitting their lucrative corporate jobs. They provide recycling solutions to residential communities, schools and corporate offices. They take care of the complete waste management chain right from waste producers to the recycled material users.

Another person, Mathew Jose has introduced trash funding where

customers can choose to donate their trash to an NGO of their choice. Presently his venture connects over 270 kabadiwalas to 3,500 households to make sure that scrap is collected, electronically weighed and paid for in 60 minutes. To date, his organization has recycled over 190 tons of trash.

There are many other people who are successfully converting the problem of waste into a billion-dollar opportunity to raise hope. With more innovative solutions and suggestions, we hope to see better waste management in India.



Types of Waste, Sources and Their Solutions

A Glimpse of Swachh Bharat Abhiyan

Waste- one word, but it encompasses a whole range of various materials. Generally, waste refers to unwanted materials and things but it can be anything from household garbage to industrial effluents, electronics and more. There are multiple sources of waste; households and industries are primary. While industrial waste cannot be compared with households trash, but the quantity of the garbage that is thrown out of the houses is huge. Every industry contributes to environmental waste that gets added to the soil and landfills on the planet. The combined efforts of population explosion and changing modern living standards had a cumulative effect on the production of a large number of various kinds of wastes.

There are three kinds of wastes:

- **Solid Waste:** Solid wastes are the unwanted things discarded by human society.
- **Liquid Waste:** Wastes produced from washing, flushing or manufacturing processes of industries are called liquid wastes.
- **Gaseous Wastes:** Gaseous wastes are released in the form of gases from automobiles, factories, burning of fossil fuels, etc.

Sources of Waste

Wastes generated from different sources are classified as follow:

- Domestic Wastes
- Industrial Wastes
- Agricultural Wastes
- Commercial Wastes

Domestic Wastes

Domestic wastes are generally used to describe most the non-hazardous solid waste that needs routine collection, and transport to a processing or disposal site. Also known as Municipal Solid Waste (MSW), sources of domestic wastes includes garbage and waste materials discarded from the households.

It contains a wide variety of materials like food waste, paper, plastic, plastic cans, newspaper, glass bottles, wood pieces, etc, which is classified as dry garbage. Domestic wastes do not include wastes from an industrial process, construction and demolition debris or agriculture wastes.

Solution: Domestic waste management includes four components- recycling, composting, land-filling and waste-to-energy via incineration.

Industrial Wastes

Industrial wastes are released from chemical plants, paint industries, power plants, mining operations, thermal power plants, etc. These industrial solids wastes can be classified into two groups. Non-hazardous wastes- these wastes are produced from processing plants, paper mills, sugar mills, cotton mills and textile industries. Hazardous wastes- these wastes are generated by nearly every industry. Chemical, drugs, dye, pulp, electroplating, dye, rubber are some major examples.



Solution: To control industrial waste, there is a need for minimization of technologies. Source reduction, recycling and reuse of materials need to be practised. Hazardous waste should not be mixed up with general waste. Source reduction includes altering the design, manufacture and use of products and materials to decrease the number of materials that get thrown away.



Agricultural Wastes

These wastes mainly include plants and animals wastes. Excess use of pesticides, fertilizers and other chemicals used in agriculture and the wastes formed from these causes land and water pollution and also contaminate the soil. Other agricultural wastes are produced from tobacco processing units, sugar factories, livestock, etc.

Solution: There is a need for a circular economy, where all outputs have another use and supply chains are fully integrated. Also, waste created during the manufacturing process can be reused and reintroduced as an input into the production cycle. Decreasing waste from agriculture also includes changing the practices of framers, with some regulations.



Commercial Wastes

In this advanced era, huge amount of waste is generated from commercial places. These include markets, roads, buildings, commercial complexes, hotels, printing press, etc. Hospitals and other health institutions also release tremendous amount of wastes that are hazardous and much toxic in nature. Many chemicals and disposable items are also produced from these units. These wastes are generally put in inhabited area that has potential to affect human health and life and cause different infectious diseases.

Solution: The management of commercial wastes begins from tracking and assessing the waste levels; now focus on reducing the waste. Try to reuse the old products or donate the unused products or perishable foods.

Waste management needs time and effort before, during and after implementation. People from all backgrounds need to continue to stress upon the importance of waste reduction and recycling to guarantee the longevity and continued success of the waste management initiatives.

An Initiative by the Indian Government Focused on Cleaning– Swachh Bharat Abhiyan

On 2nd October 2014, present Prime Minister Narendra Modi launched the ambitious 'SWACHH BHARAT ABHIYAN'. This is a massive mass movement, launched on the occasion of the 145th birth anniversary of the father of our nation, Mahatma Gandhi. Gandhi Ji always put the emphasis on swachhta as swachhta leads to a healthy and happy life. Keeping this in mind, the Indian government has decided to launch the swachh Bharat mission. The mission covers all rural and urban areas. The urban component of the mission is led by the Ministry of Urban Development, and the rural component by the Ministry of Drinking Water and Sanitation.

The Swachh Bharat Mission for Urban Areas focuses on the elimination of open defecation, conversion of unsanitary toilets to pour flush toilets, eradication of manual scavenging, and municipal solid waste management. It also aims to bring a behavioural change in people about healthy sanitation practices. Presently, the mission for Urban Areas aims to cover 1.04 crore households, build 2.6 lakh public toilets,

2.5 lakh community toilets, and a solid waste management facility in each town.

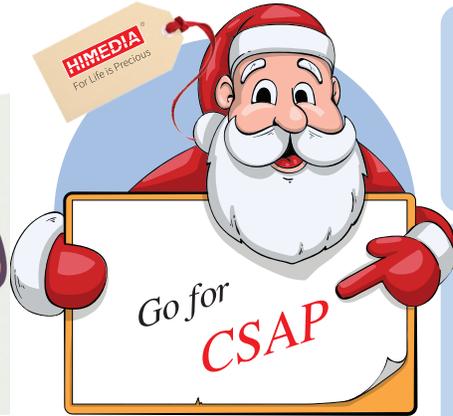
Swachh Bharat Mission (Gramin) ensures cleanliness in India and make it Open Defecation Free (ODF) in Five Years. It is focused on improving the levels of cleanliness in rural areas by involving people in Solid and Liquid Waste Management activities. It also works to make Gram Panchayats Open Defecation Free (ODF), clean and sanitized. The Phase-II of the SBM (G) mainly focuses on the sustainability of ODF status and Solid and Liquid Waste Management.

Swachh Vidyalaya Abhiyan has launched by The Ministry of Human Resource Development under SBM with an objective to provide separate toilets for boys and girls in all government schools within one year.

The Swachh Bharat Kosh has been set up to facilitate and channelize individual philanthropic contributions and CSR funds to achieve the objective of Clean India. The Kosh is used to accomplish the goals of improving cleanliness levels in rural and urban areas, including schools.

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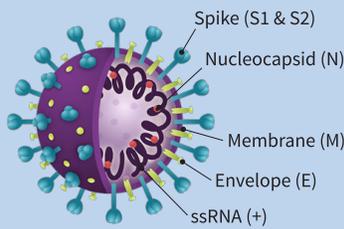
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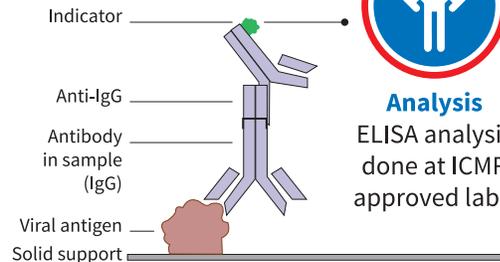
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10 HOUSEKEEPING SECRETS

Shared by the older bunch of the house

The world is once again in front of a second lockdown. Everyone is struggling to adjust to the new life that the outbreak of the COVID-19 has set for us. People are finding it tough to sleep, eat, focus or find interest in life again. Some are actually losing it just staying at home all day doing nothing or nothing new, aside from surfing the internet for information on the COVID-19 cases or when the world is going to return to normal.

Everyone have different ways of dealing with the lockdown. Among numerous discussions and concerns, house cleaning during lockdown has become a whole different ballgame. The coronavirus is known to rest on different surfaces for days, and how does one handle this? By cleaning these surfaces.

One side the fear of virus and second side, with so many people occupying one space, the home becomes a dirty space, very quickly; cleaning has become a major headache for most of the people.

While modern technology and resources have made many housekeeping tasks easier, there is still a lot we can learn from how old people used to do things in their young age. Vacuum cleaners and dishwashers have their place, and you should not reject all labour-saving devices, but sometimes a simple solution is just—simpler.



Here are some housekeeping secrets shared by the older bunch of the house to make sure your home remains clean and safe during the pandemic;

- Get into the habit of making your bed as soon as you get up. This small productive activity at the beginning of the day sets the wheel in motion and decluttering begins here.
- Always keep a designated rag or a piece of old cloth to wipe messy bare feet when they come inside, and stop them from tracking dirt all over the house.
- If you have a pie of pots with burned, caked or otherwise stuck-on food, instead of spending an hour on scrubbing, you can soak those extra-dirty dishes in hot, soapy water, and come back to clean them later.
- Save your old toothbrushes, they are super helpful and handy for cleaning small spaces or crevices that are hard to clean with a cloth. You can also clean the grout between showers with a toothbrush; it might take some elbow grease but is very effective.
- Every time you leave a room, look around and see for things that are not in use and not in place. Just one thing every time you keep in place can keep your home spotless.
- After having a tasty dinner with your family, everyone would prefer relaxing on the bed instead of facing a sink full of dirty dishes. While leaving those dishes in the sink all night is not the right solution. But if you have some downtime while cooking dinner, it can be a huge help to start washing some dishes early.

- Hang clothes in the sunlight to dry; sunny afternoons do more than just boost your mood and put a smile on your face. Sunlight is super effective in killing bacteria and it also acts as a natural bleach or whitener.
- Keep one day aside in your weekly house-keeping schedule for cleaning. Well, it does not mean you will not clean anything the rest of the week.
- When you are drying washed windows, use vertical strokes on one side of the window and horizontal strokes on the other. If any streaks get left behind, you can tell anyone look whether they are on the inside or outside of the window.
- If you are the caretaker of your home, you are already doing a lot in your place. When it comes to cleaning, enlist the help of other family members to help you. The work will go twice as fast, and you can also make it more of a social event.

While lockdown is a stressful time, cleaning your house can go a long way towards keeping you busy and creating the ideal home environment. And, with these cleaning hacks, you can save yourself from the extra hurdle of cleaning during the lockdown!

HEALTH AND HYGIENE

To Triumph Over Covid-19

Keeping hospitals clean has always been a crucial patient - safety issue! COVID-19 has put the spotlight on hospitals, how they are keeping their facilities clean and sanitary to prevent the spread of the virus among patients and staff.

When coronavirus pandemic started to be reported across the country, authorities rush to make sure that hospitals and healthcare institutions were cleaned up and prepared to deal with the situation. The Central Ministry of Health and Family Welfare (MoHFW) issued guidelines stating *"Hospitals need to practice and maintain the highest standards for hygiene and an environment conducive for speedy patient recovery."*

Here are some highlights of this guideline:

Cleaning staff should be trained in cleaning and decontamination of hospital surfaces.

They should wear proper PPE (Personal Protective Equipment) like aprons, gloves, gowns, footwear, hair cover and facial protection.

Floors should be cleansed by wet mopping, and vacuum cleaning with filters attached.

Hospital surfaces should be cleaned regularly using hot water and a natural detergent or a disinfectant.

There are also several other guidelines on hospital maintenance. How well do hospitals follow these protocols? While referral hospitals like AIIMS, New Delhi are often well-maintained but, this is not the case with many average government hospitals.

What could be the solution?

Cleanliness and hygiene are important in any public place, but in hospitals, it is critical due to the fact that the spread



of germs can endanger individuals who are already at risk. Hence, maintaining cleaning standards at the highest level is not only important to adhere to administration but will also help save health care services time and money. During this pandemic situation, hygiene is a crucial part of overall health and safety, as it is a major contributor to controlling the spread of the virus.

While the government has already given the guidelines to make sure that approximate cleaning methods are enforced in all hospitals, let's talk about how the condition of hospitals can be improved with some of the waste management and environment-friendly techniques.

Waste Management Techniques

Waste generated by hospitals and healthcare institutions includes a broad range of materials, from used needles and syringes to soiled dressings, blood, body parts, diagnostic samples, medical devices, pharmaceuticals, etc. Poor management of these wastes can potentially expose healthcare workers, patients, and the community at large to infection, toxic effects, and risks polluting the environment.

The most effective way to deal with waste items is to dispose them. It is an impossible standard and in case where waste is not avoidable hospitals should consider waste minimization through the reuse of materials as long as patient safety is not compromised.

Many types of medical equipment are single-use, they are not meant to be reused and recycled. This means, a certain amount of medical waste generation cannot be avoided but such a waste stream can be minimized.

Medical facilities should switch from analogue X-ray to more advanced digital options. This will eliminate the requirement of hazardous chemicals like developers, fixer, and the film itself. Instead of using disposable thermometer covers, hospitals should switch to reusable equivalents like sterilized or autoclaved glasses.



Medical waste should be segregated as per the state and facility regulations. Label waste bins as per the regulations and place them in all areas where medical waste is expected to be generated.

Another way is to track, manage and minimize the generated waste by conducting medical waste auditing. It will let hospital administrations know the composition, volume, and source of waste. And through auditing, they can set up better, more effective and precise waste management interventions.



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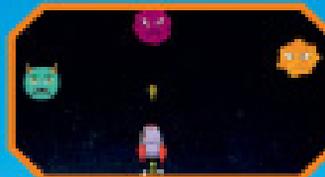
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