

WASTE MANAGEMENT IN INDIA - A CASE STUDY OF DUROGREEN, AHMEDABAD

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ABSTRACT

In 2018, After Diwali, schools were closed in all the locations near by Bhalsva in Delhi region. Reason was little blasts in landfill areas of Bhalsva and heavy air pollution resulted in discomfort for complete Delhi region. After a call to the nation for “swatch Bharat abhiyan” by PM. Multiple campaigns were launched all over the India time to time. But is it really possible to keep clean India from the waste? We may keep our offices, houses, flats etc clean internally but finally the question arises in front of municipal corporations is how to dispose of this waste coming in many forms?

There are some technical solutions available than question marks of how to get rid of the waste generated by we people. Sweden is having recycling policy for 428 kg waste generation per person; do we have any policy related to this? This paper tries to evaluate the waste management solutions given by an Ahmadabad based proprietary firm name Durogreen. Indigenous solution to the Indigenous waste management by an engineer turned entrepreneur, who is selling a make in India product through social marketing approach.

KEYWORDS: *Waste Management, Durogreen, Social Marketing*