



## Reduce your carbon footprint this World Environment Day!

SWaCH Coop is India's first wholly owned cooperative of self employed rag pickers /waste collectors and other urban poor, based in the city of Pune, India. SWaCH is authorised to provide door to door waste collection and other allied waste management services by the Pune Municipal Corporation (PMC). This includes collection, resource recovery, trade and waste processing. SWaCH seeks to provide decent livelihoods in the recycling industry. Through the medium of 2300 members, SWaCH services over 400,000 households across the city. SWaCH is promoted by [Kagad Kach Patra Kashtakari Panchayat \(KKPKP\)](#), the waste pickers' union that organized over 7000 rag pickers /waste collectors to work with dignity and created a sustainable de-centralised, waste management model in the country. Currently, SWaCH members recycle over **150 tonnes** of dry waste every day!

On **5<sup>th</sup> June, on the occasion of world environment day**, SWaCH has planned a series of V Collect Drives across the city to give people the opportunity to recycle their waste and work towards a greener Pune.

**What is a V-Collect drive?** V-Collect is a service offered by SWaCH to help citizens dispose any unwanted household articles which are not generally thrown in daily waste. Articles such as old clothes, footwear, boxes, , old furniture can be disposed through a V-Collect drive.

*In 2012-13, SWaCH members diverted over 90 tonnes of Nirmalya from Pune's rivers and collected over 6 tonnes of E Waste!*

### E Waste:

Companies and employees can dispose their **E Waste** (Electric and electronic waste in the form of computers, mobile phones, batteries, calculators, etc) through these drives. E Waste when disposed unscientifically is extremely hazardous to the environment and to the people who dismantle, refurbish and recycle. **SWaCH has been authorized by the Pune Municipal Corporation to collect Electric and Electronic waste.**

Apart from this SWaCH will conduct **interactive awareness sessions** on waste and recycling with employees. Employees will also be given a chance to purchase environmentally friendly items like:

### SWaCH Household Composter:

A compact terracotta unit, aesthetically designed to fit beautifully in a home. This unit makes household composting simple!

**Compost:** Compost prepared by SWaCH members will be on sale in half kg and one kg quantities. This compost can be used to help gardens thrive and grow!

### Sanitary Napkin disposal bags:

Identifiable newspaper bags for hygienic disposal of soiled sanitary pads.



**Contact SWaCH today to conduct a V Collect drive on your campus!!**  
**+919765999500 or [swachcoop@gmail.com](mailto:swachcoop@gmail.com) or visit our website [www.swachcoop.com](http://www.swachcoop.com)**